

# Sephora scrape

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# Motivation

EU: EMA and ECHA

US: FDA and ?????

Claims like “all natural”, “oil-free”, “hypo-allergenic”, “non-comedogenic”, are not regulated

fragrance

What “bad” chemicals are in our products? - commonly known & EU list

Does paying more get you a “better” product?

# “Bad” ingredients

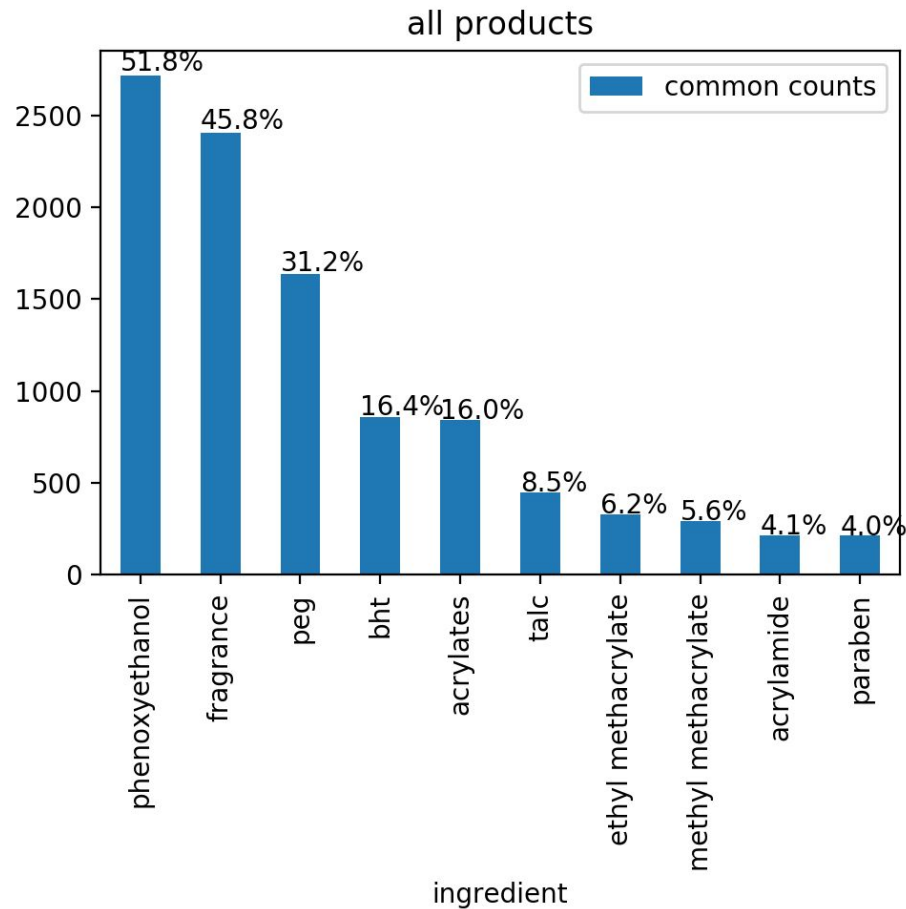
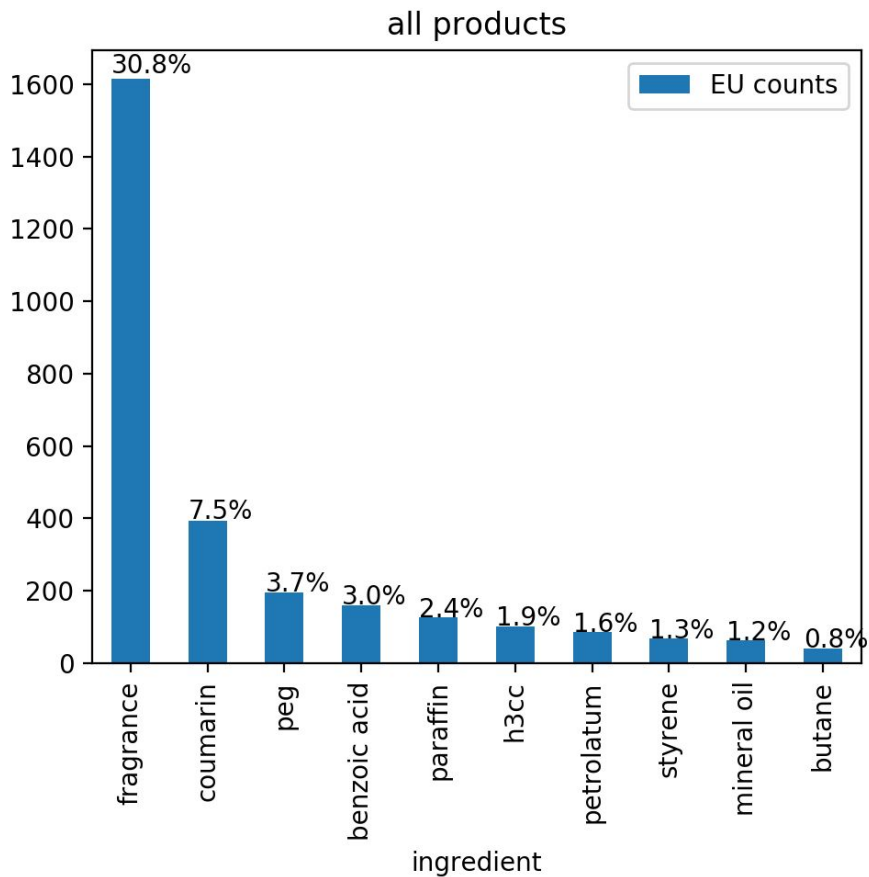
Commonly known:

Parabens, phthalates, SLES, SLS, talc, mineral oil, oxybenzone, triclosan, toluene, acrylates, styrenes, BHA, BHT, hydroquinone

EU: various allergens/irritants, known carcinogens/mutagen/teratogens, toxins

petroleum/coal tar byproducts → benzene, 1,4-dioxane, 1,3-butadiene

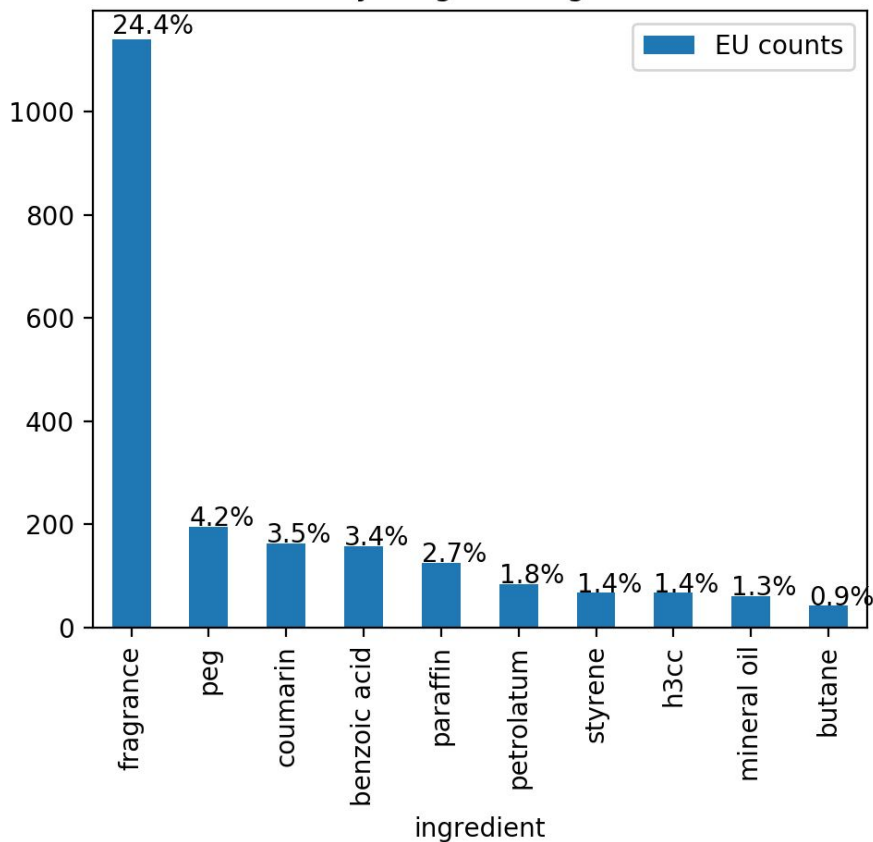
narcotics, radioactive substances, human parts, animal brains, hormones



\*h3cc = hydroxyisohexyl 3-cyclohexene  
carboxaldehyde

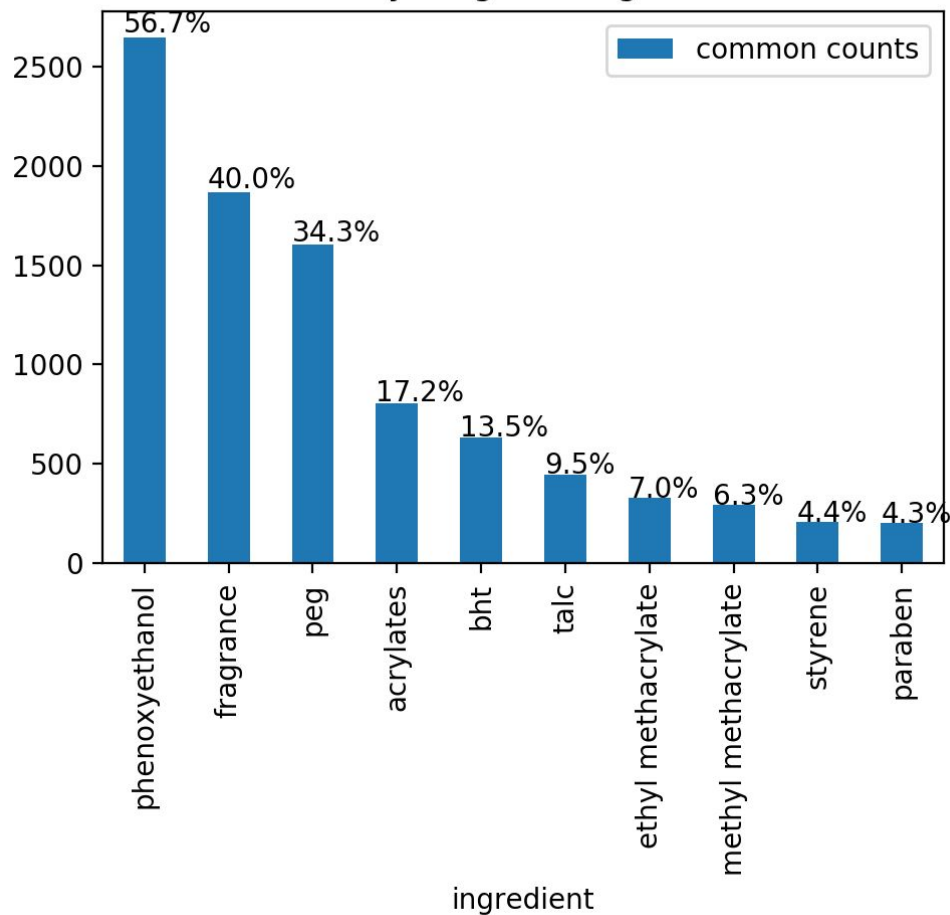
5247 total products with ingredients

everything but fragrance

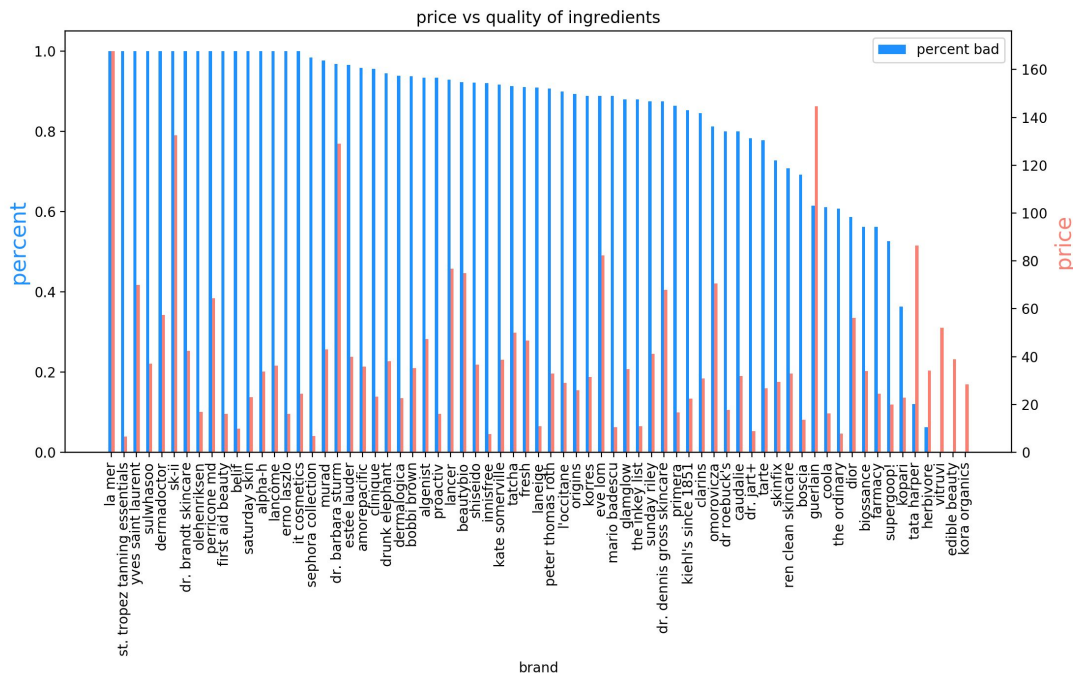


4671 non-fragrance items

everything but fragrance

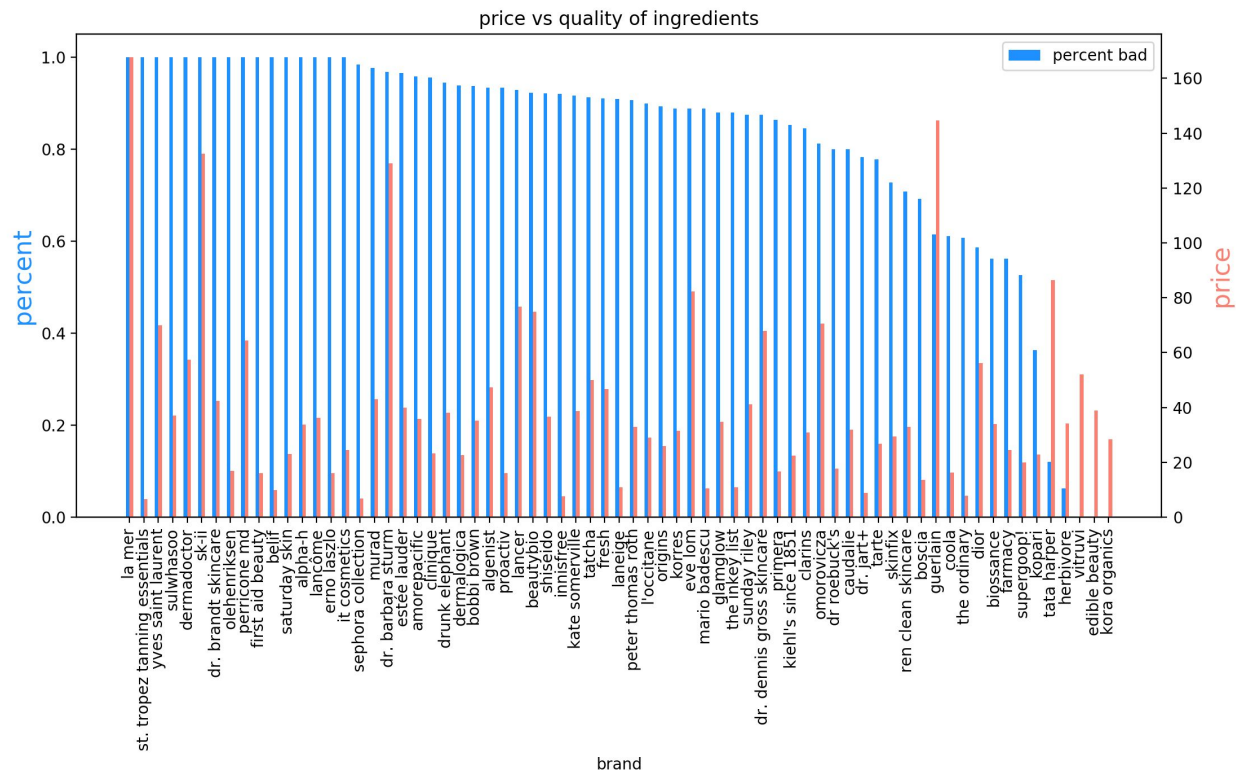


# Price vs ingredient “quality” - makeup



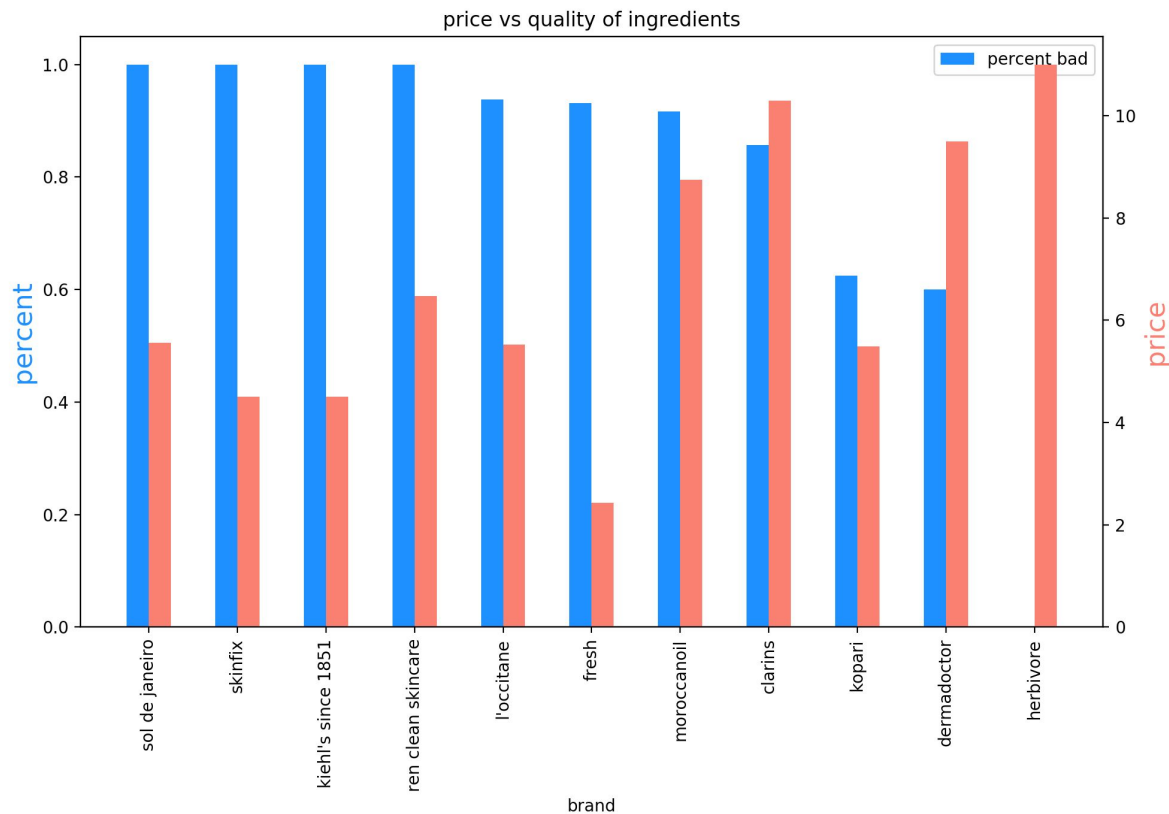
## No correlation

# Price vs ingredient “quality” - skincare



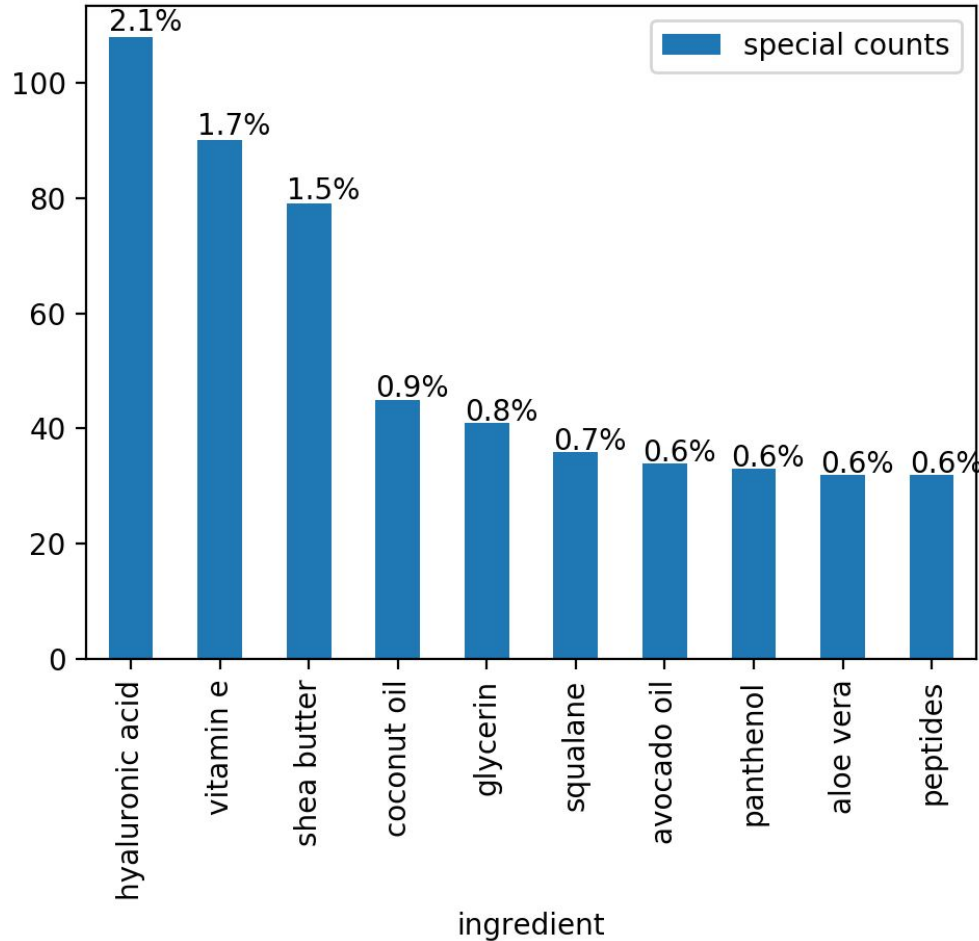
No correlation

# Price vs ingredient “quality” - bath & body





all products

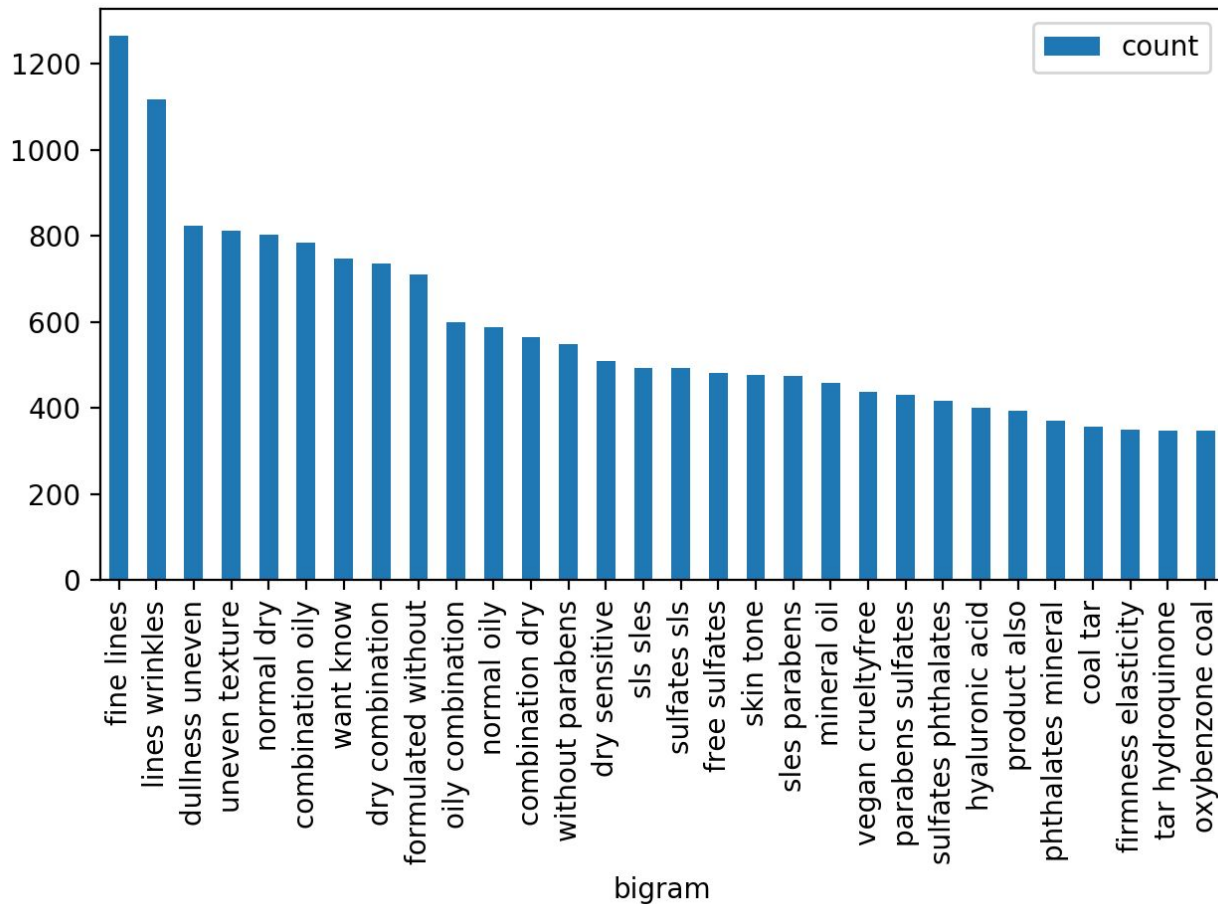


## Promoted ingredients

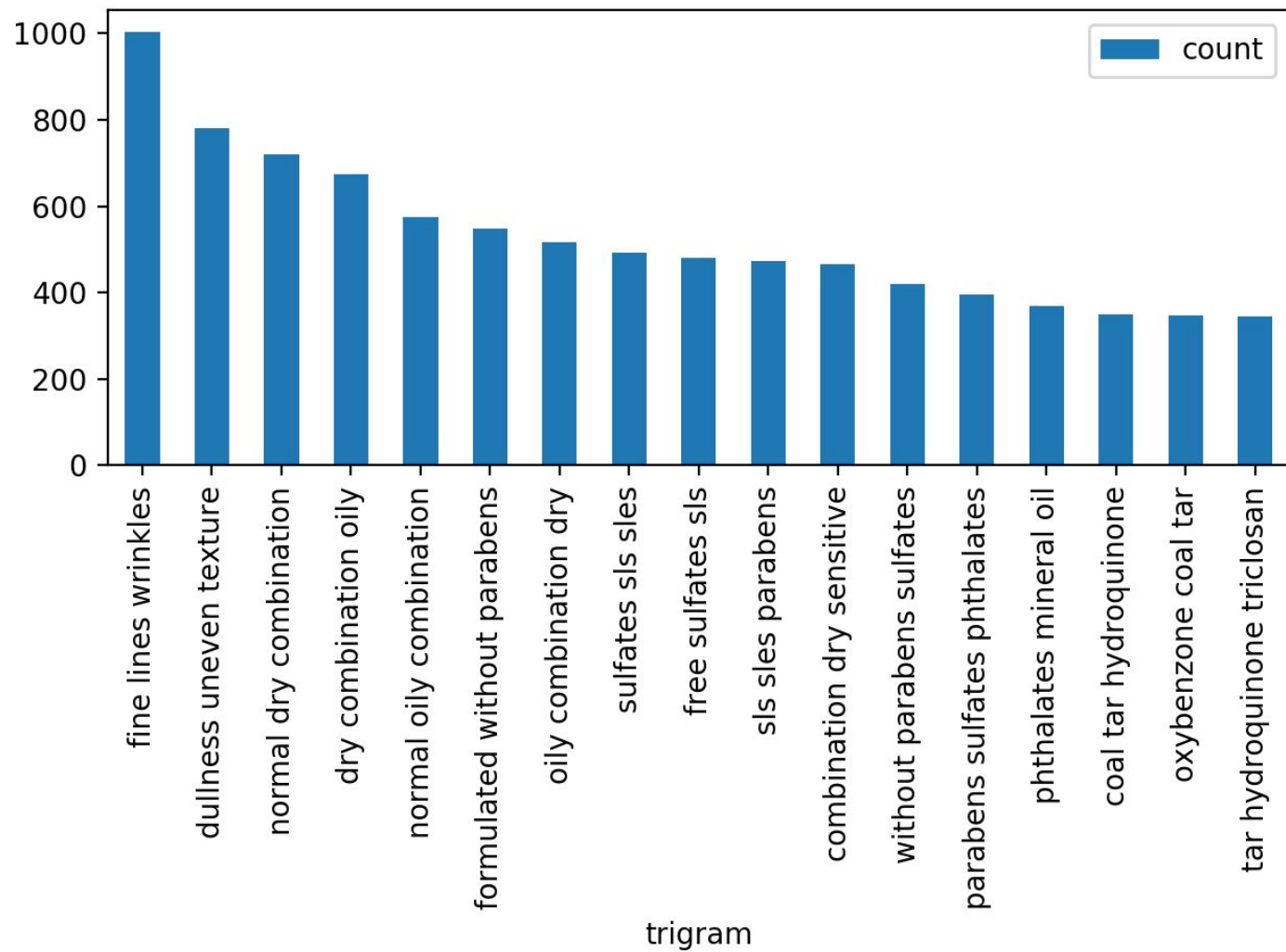
The ingredients that are highlighted on the web page

The top two are anti-aging products

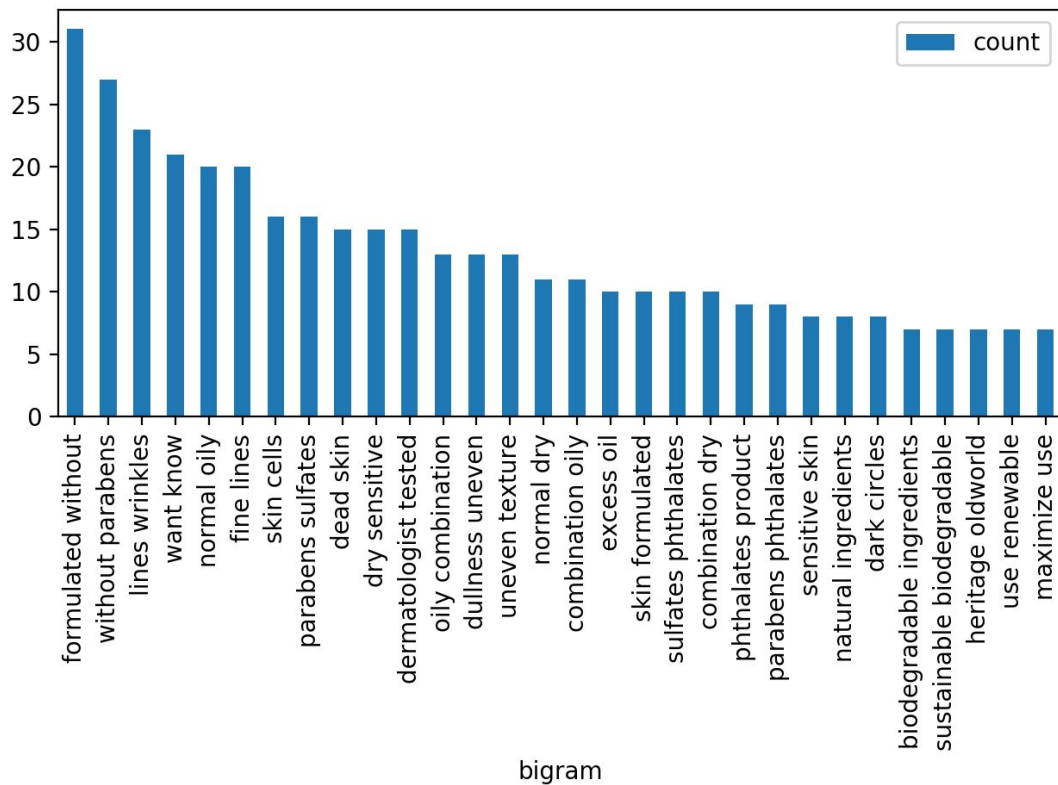
# n-gram analysis on skincare products



1956  
Skincare  
products



# Men's skincare products



68 items