

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

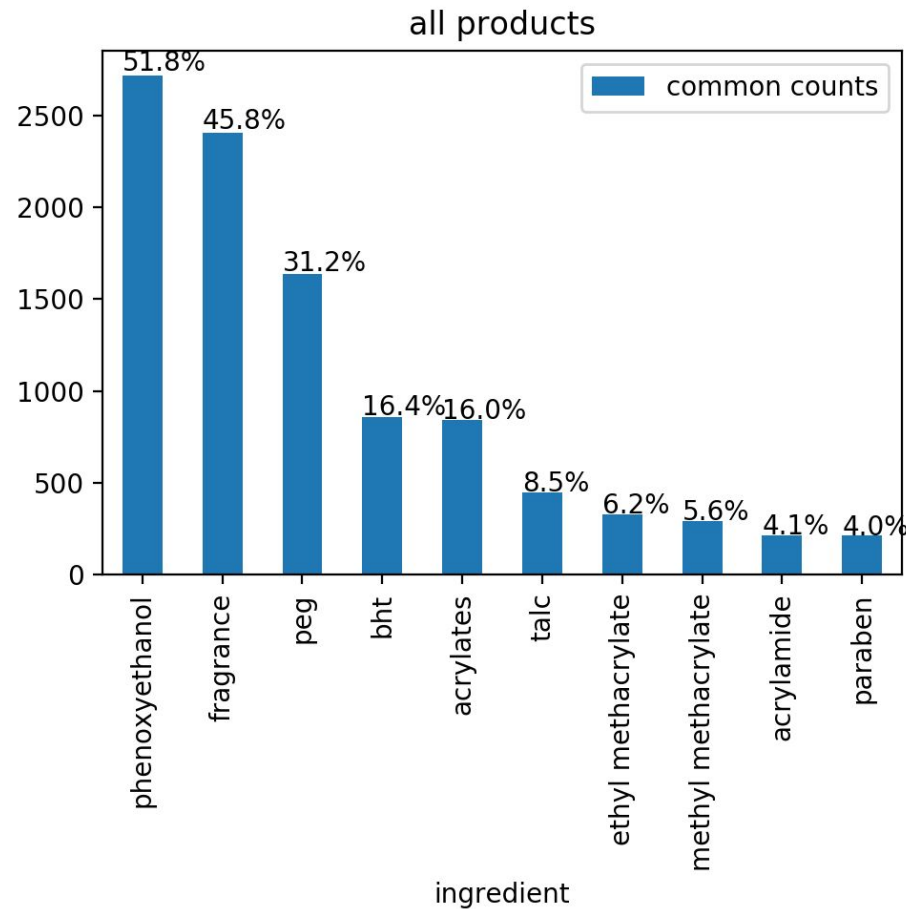
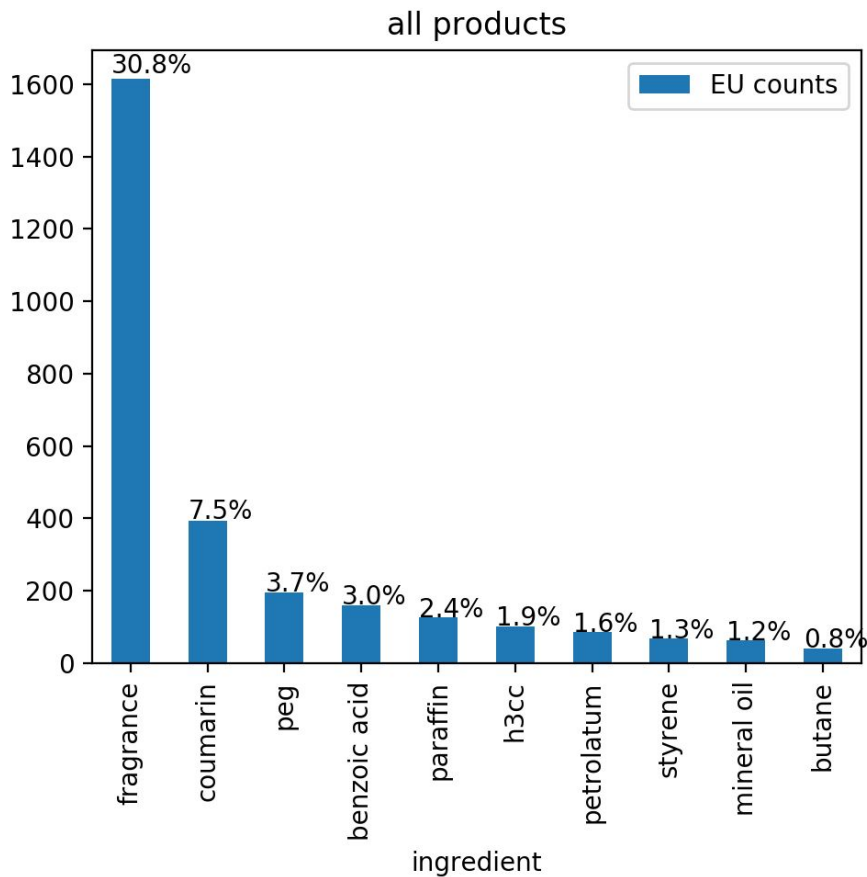
Commonly known:

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

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

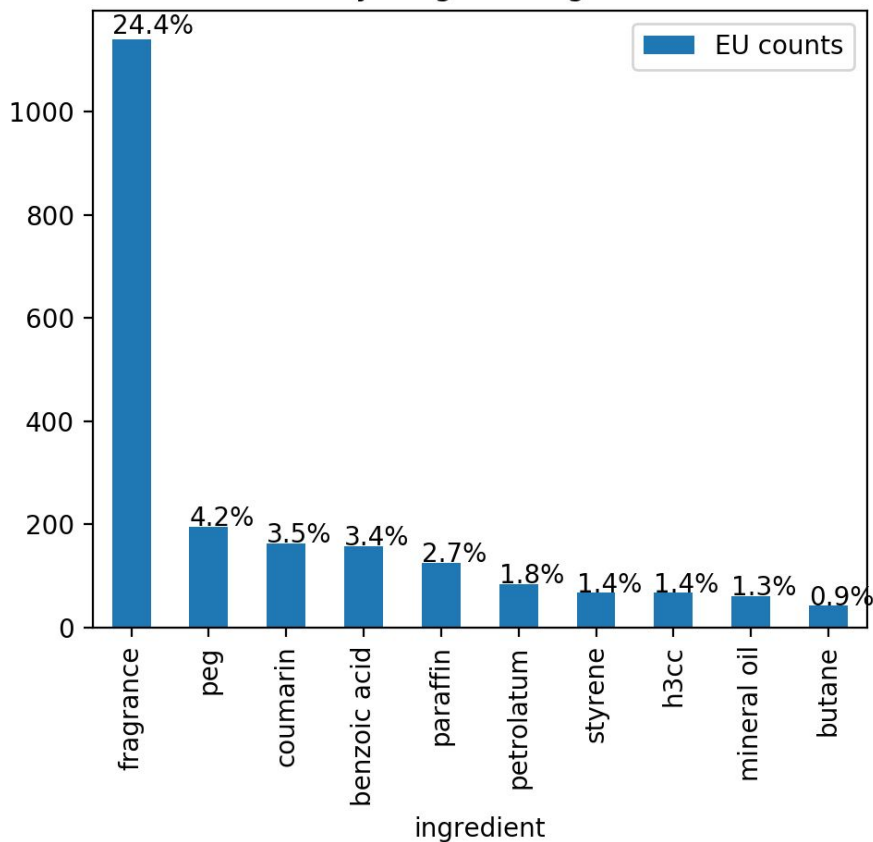
petroleum/coal tar byproducts → benzene, 1,4-dioxane, 1,3-butadiene

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



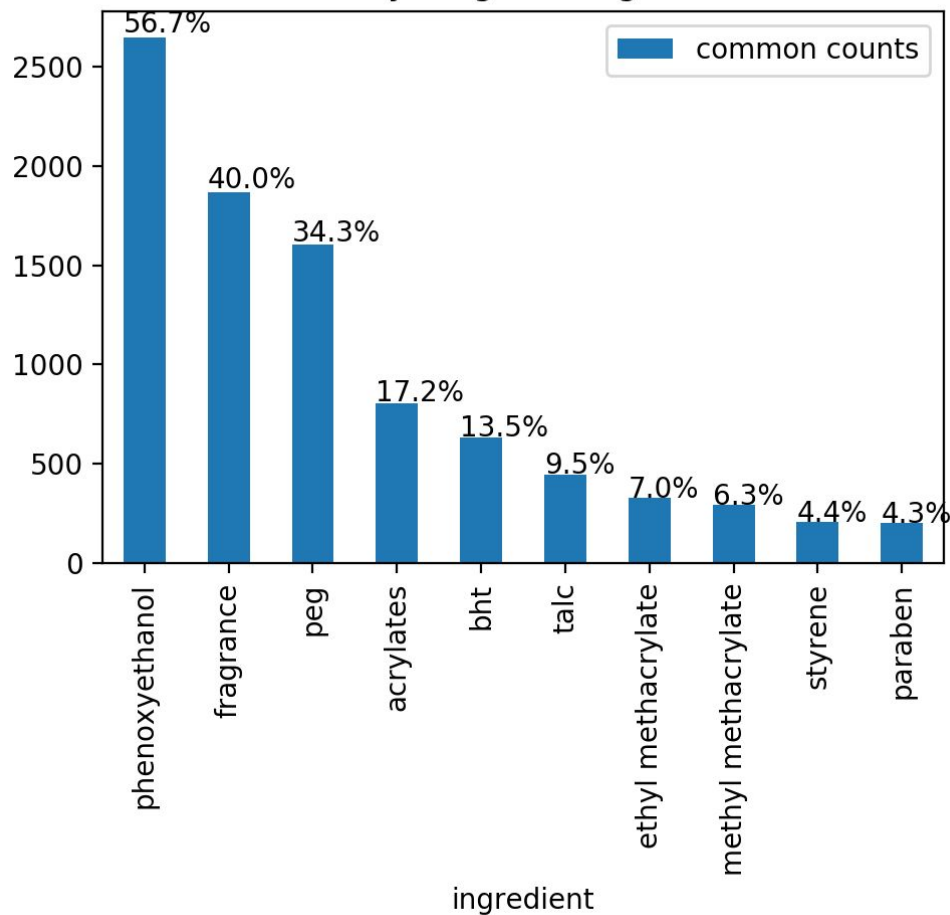
5247 total products with ingredients

everything but fragrance

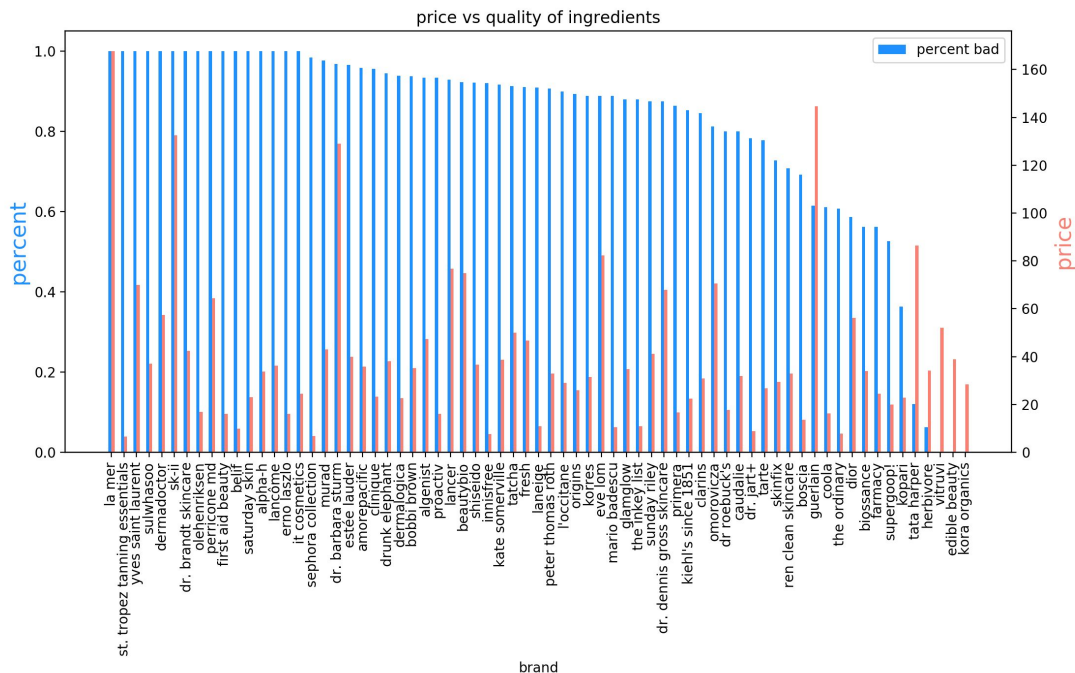


4671 non-fragrance items

everything but fragrance

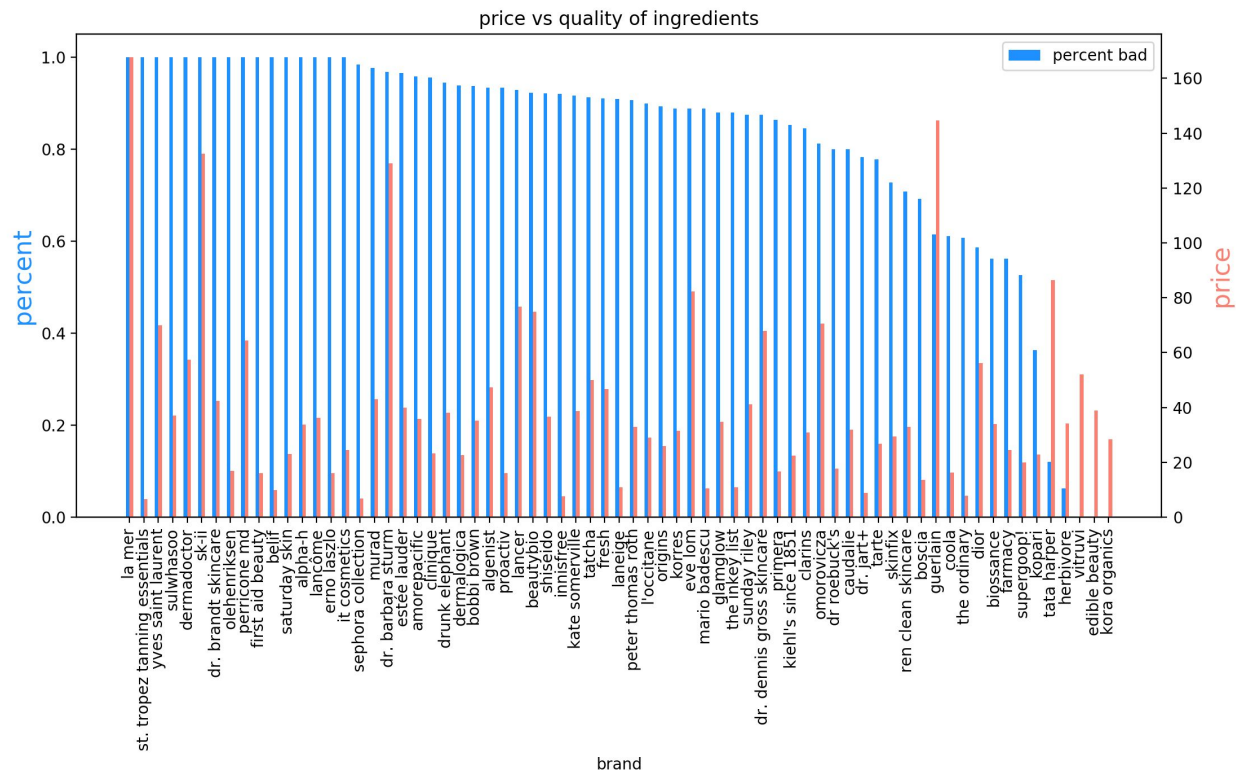


Price vs ingredient “quality” - makeup



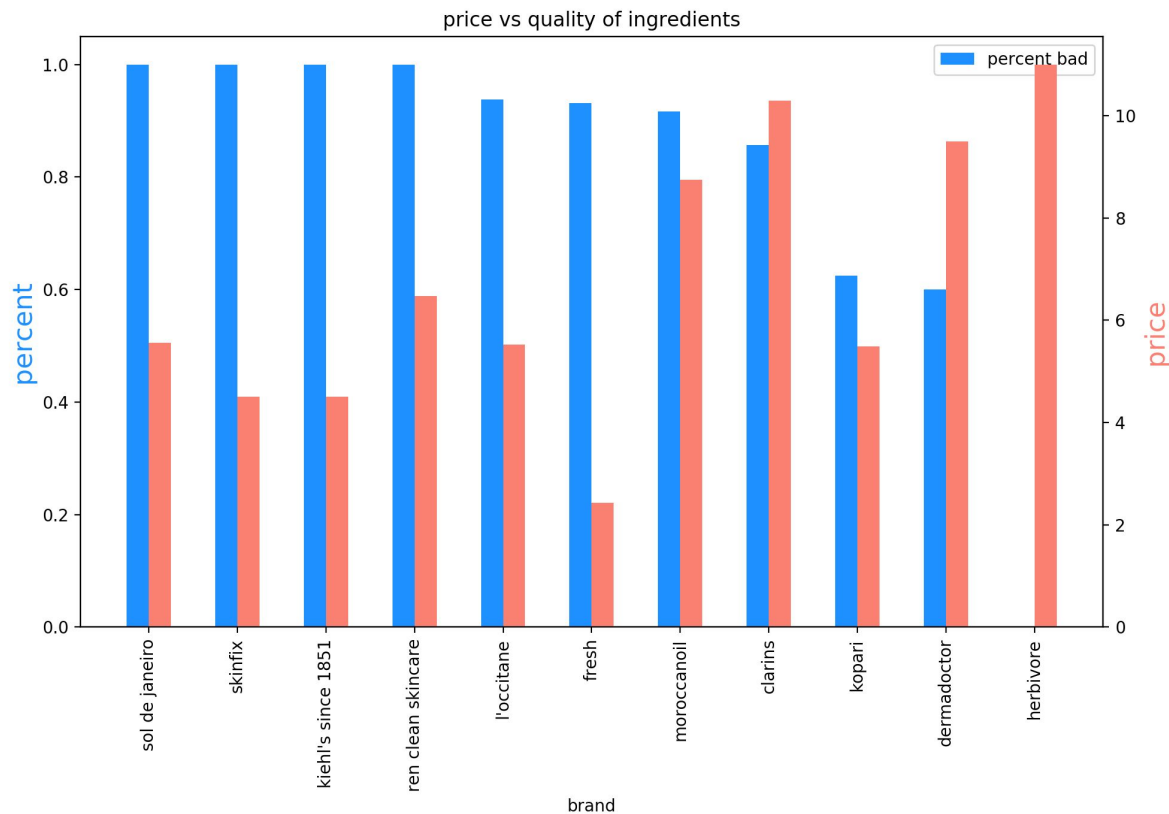
No correlation

Price vs ingredient “quality” - skincare

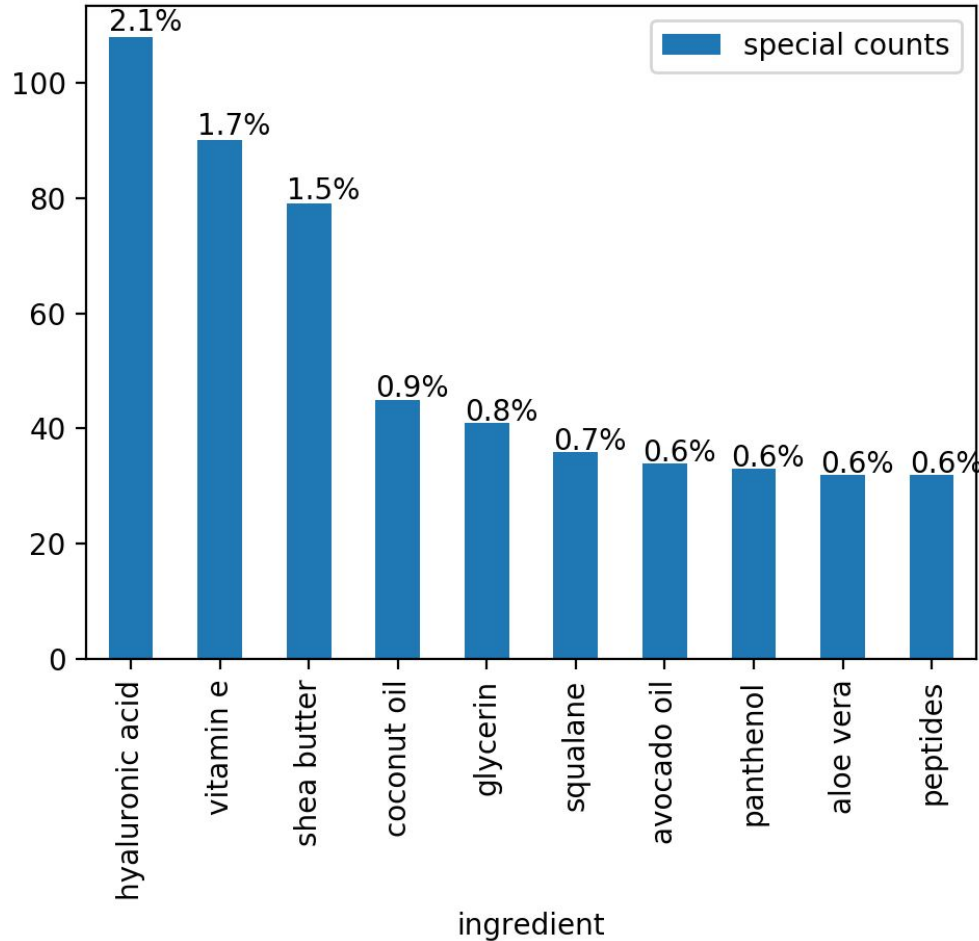


No correlation

Price vs ingredient “quality” - bath & body



all products

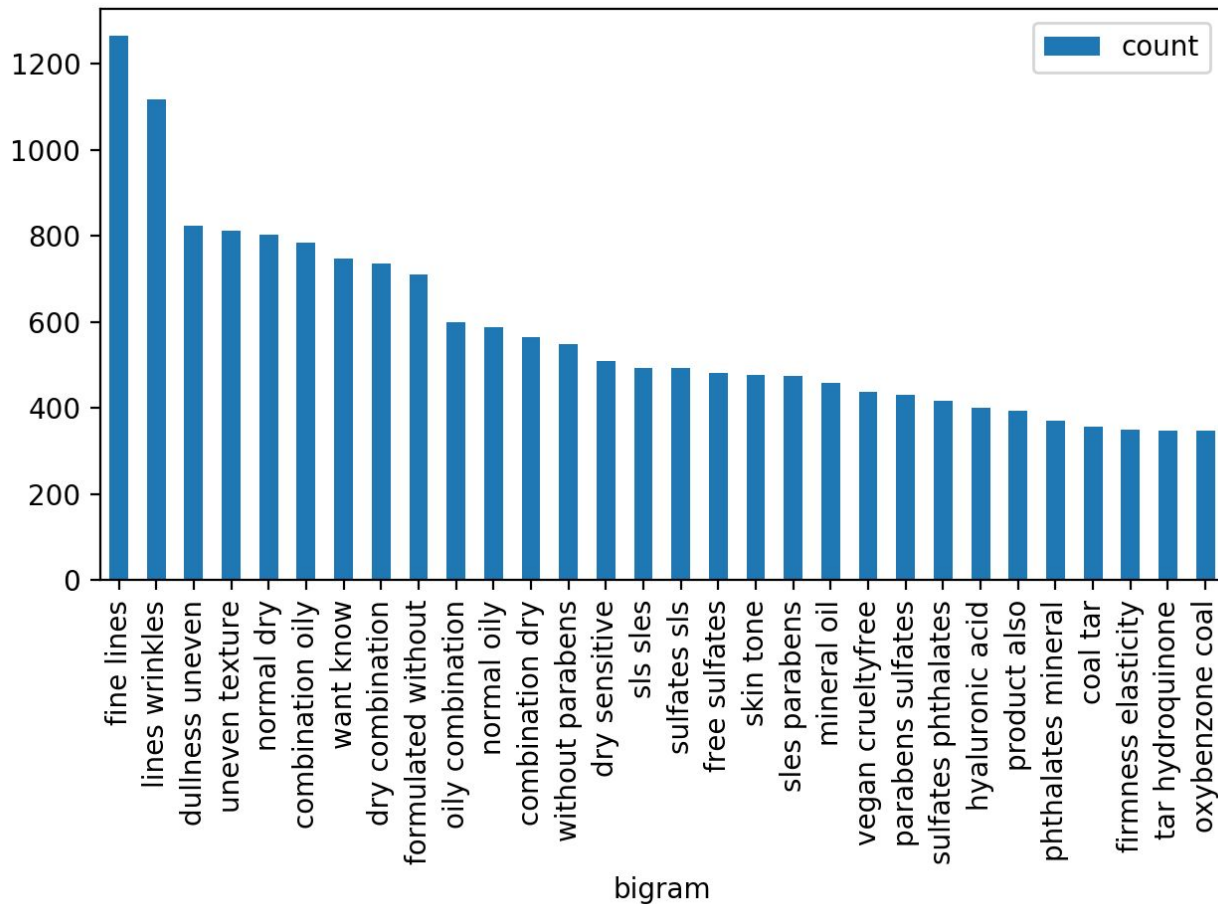


Promoted ingredients

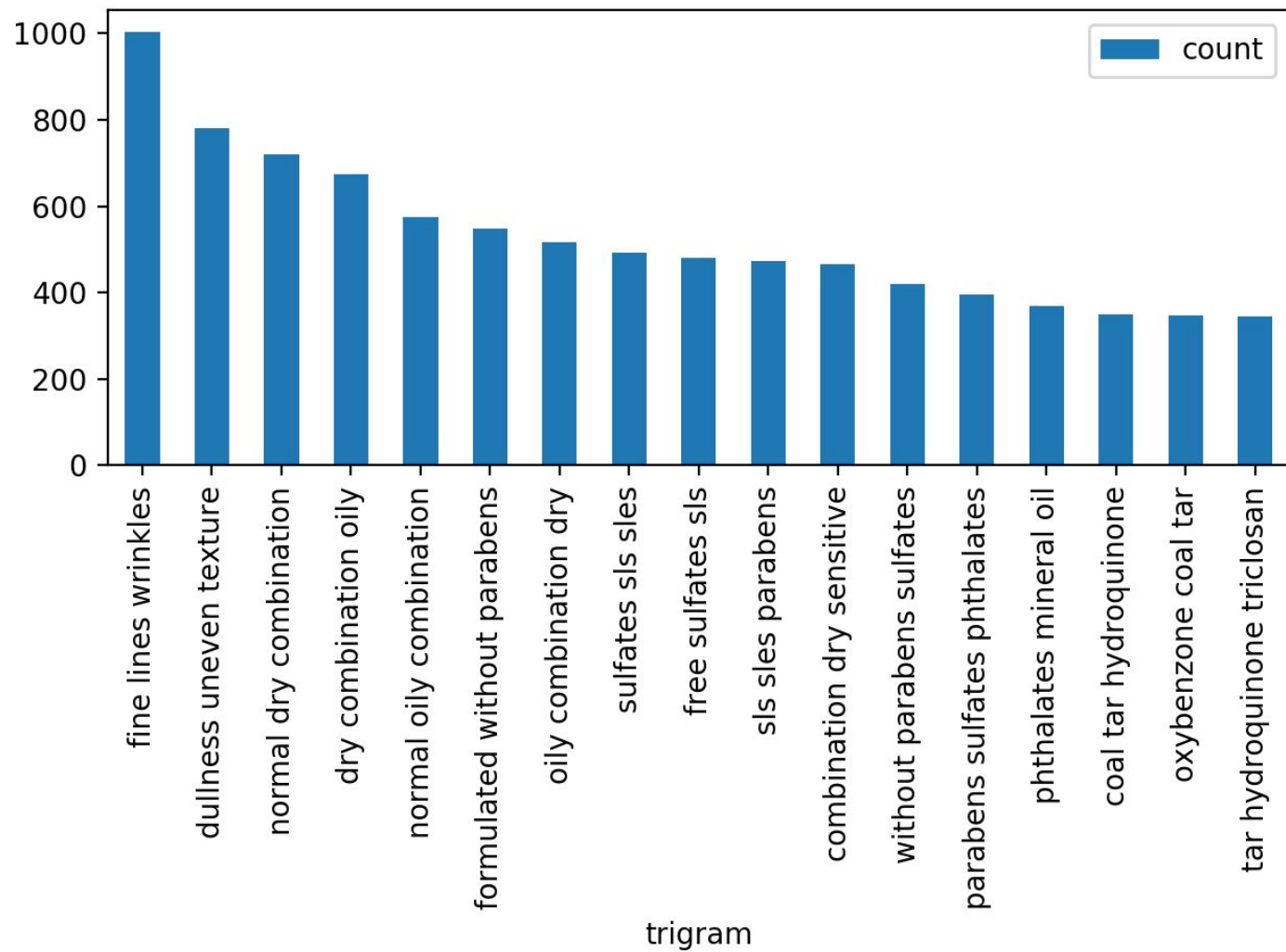
The ingredients that are highlighted on the web page

The top two are anti-aging products

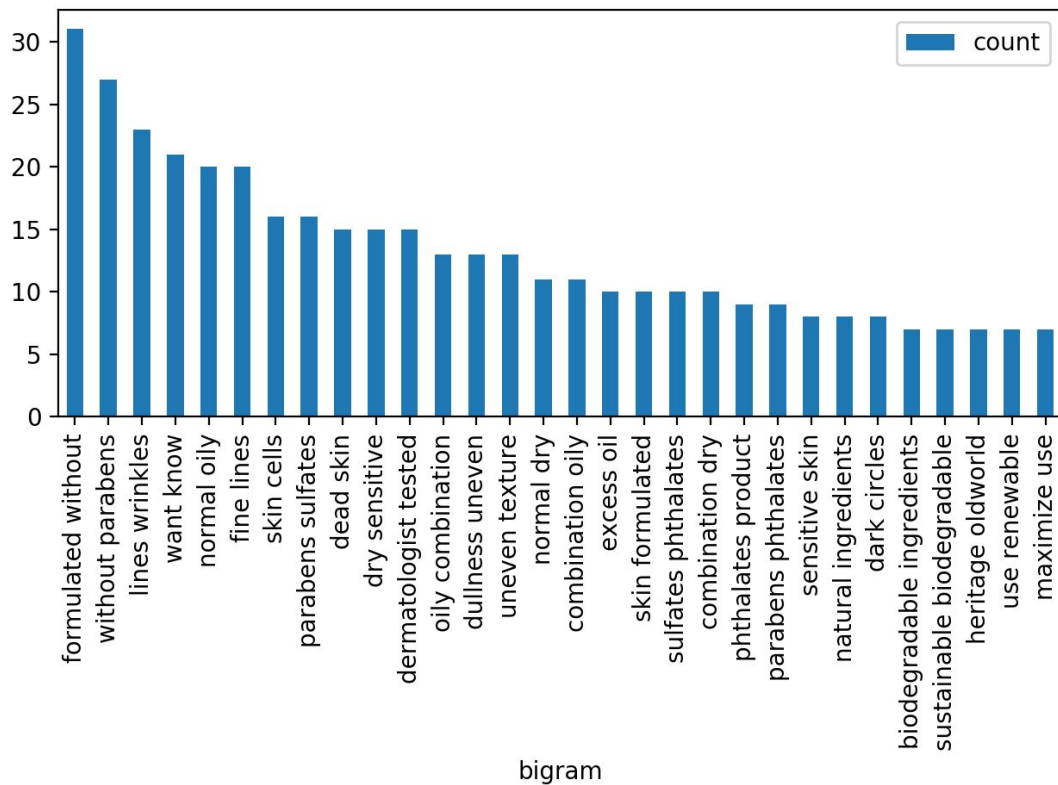
n-gram analysis on skincare products



1956
Skincare
products



Men's skincare products



68 items