



Brief: **Toxicants in cosmetics worsen inequities in maternal and newborn health**

Women of reproductive age use an average of 10 cosmetics in their daily routines, which may include hair products, toothpaste, soap, and makeup.

Pregnant people of color experience higher exposures to cosmetic-associated chemicals of concern compared to other racial/ethnic groups, exacerbating the inequities that already exist in maternal and infant health outcomes in the US.

Targeted marketing and beauty standards drive inequitable exposures to harmful ingredients experienced by Black and Hispanic women.

MATERNAL AND INFANT HEALTH

- Prenatal hair product utilization associated with gestational age at delivery.
- Exposure to parabens and antimicrobial compounds increase risk for preterm birth and low birthweight.
- Phthalate exposure can alter 38 genes within the placenta and is associated with gestational diabetes and excessive gestational weight gain.

RECOMMENDATIONS

- Support legislation focused on maternal health and cosmetic product safety for consumers.
- Incorporate cosmetic chemical exposure as a maternal health issue in campaigns, briefs, and other materials.
- Discuss cosmetic ingredients of potential concern and recommendations with patients as appropriate.
- Join us: [IgnitingImpactTogether.org](https://www.ignitingimpacttogether.org)