



*Protect Your Family  
and Live a Better, Safer  
Life with Sisel.*



  
sisel®

# A Lifelong Commitment to Building Safe Products



Over three decades ago Tom Mower, Sr. came to a shocking realization: He found that many of the same harsh chemicals used to manufacture industrial-strength cleaners and detergents were also used to produce common household personal care items. These chemicals were reported to pose health risks when they came into contact with the skin. Tom wondered, “Why would personal care products contain chemicals that do so much damage?”

Tom was determined to spread the word and find alternatives to these potentially harmful ingredients. So began his quest to produce a new awakening in the health and wellness community—**the Mower Mission**.



*Did you know that some of the most significant threats to your health could be in your own home, found in the products you use every day?*

## There’s a Sisel Product for All Aspects of Life

Sisel produces a wide array of amazing, safe products, from fitness to health to home and beauty. We are always researching, formulating, and testing new products to enhance your life.

Get started on your journey to a healthier life by replacing your current products with Sisel products. See them all at **[www.sisel.net](http://www.sisel.net)**.

 **BUY NOW**



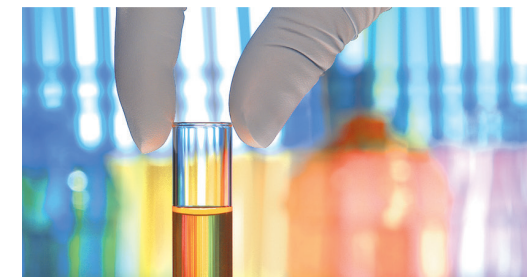
## How Sisel Safe® Products Are Born

Sisel won’t use controversial, potentially harmful ingredients in our products. In fact, our mission is to hold ourselves to the highest possible standard of ingredient integrity. We will always give you products made from safe, effective, non-toxic ingredients to keep your family safe, healthy, and happy.

For example, in our sulfate-free shampoo, we refuse to use the typical, harsh foaming agents, like sodium lauryl sulfate and sodium laureth sulfate. Instead, we use cocamidopropyl betaine—that’s a big name to describe a simple ingredient made from gentle coconut oil. We also add a hair-enriching botanical complex of burdock, ivy, and fenugreek. And instead of using irritating artificial fragrances, we use natural, sweet essential oils of citrus fruit to create a refreshing, delightful scent.

We follow this same process for every formula we create: remove the bad and replace it with the great, so you can use every Sisel product with peace of mind. And what good are safe products if their packaging is unsafe? That’s why you’ll find all of your favorite Sisel products packaged in BPA and phthalatesfree containers.

This level of care is achieved because Sisel develops, manufactures, and packages all of its products in its own 300,000 square foot facility. All raw ingredients are stored and mixed under the most rigorous of manufacturing standards. Even the water is purified on the premises, passing through our advanced treatment plant before being utilized in any of our products. We do all of this so that you know when you see a Sisel Safe product, you’ll know it’s safe and effective. Sisel Safe isn’t just a slogan—it’s a promise.



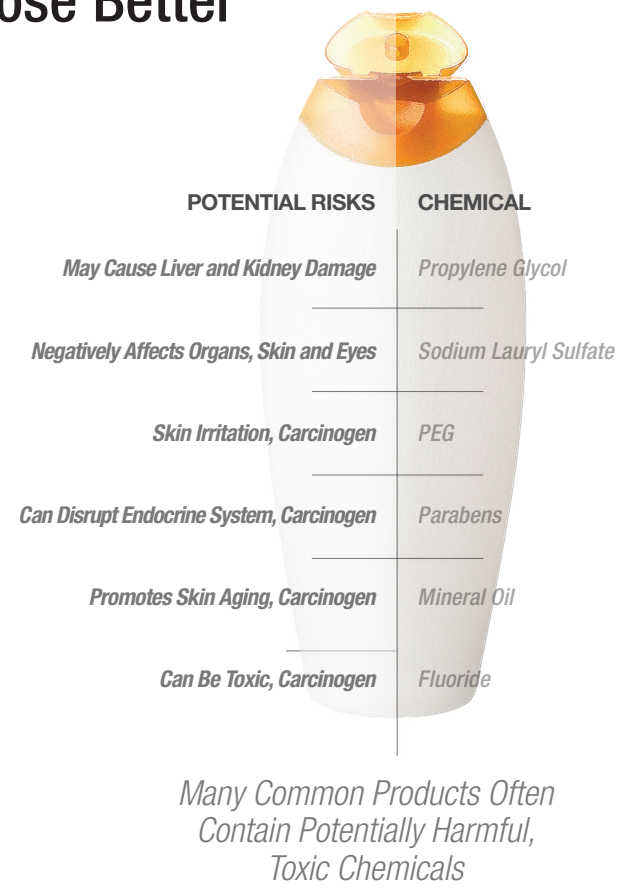


# To Live Better, You've Got to Choose Better

The health and happiness of your family is your top priority. You care about the food they eat, the air they breathe, and the environment they live in. But did you know that some of the threats to their health could be in your own home, found in the very products that you use every day? The truth is, dozens of products inside your home right now could seriously harm a member of your family if used improperly. Sadly, some of them could cause harm even if used properly. Have you ever noticed the poison warning on your fluoride toothpaste?

The packaging these products come in is at times more harmful than the product. Some plastic containers leach potentially harmful chemicals, like Bisphenol-A (BPA) and phthalates, into the products inside them. How do you protect your family's health and safety without sacrificing comfort and convenience. And at what cost?

Sisel realizes the unknown threats your family faces daily and works to eliminate them by manufacturing safe and effective products. We research, formulate, and then produce products that not only save you time and money, but are safe for the environment too. This is our Sisel Safe® philosophy, so when you see it stamped on any Sisel product you can rest assured that no dangerous chemicals or toxins were used in its production.



## TOXIC CHEMICALS FOUND IN HOUSEHOLD PRODUCTS

### Alpha-Hydroxy Acids

- Used in cosmetics, skin creams, and facial peels.
- May cause redness, peeling, and irritation of the skin.

### Aluminum

- Used in antiperspirants and cosmetics.
- Research suggests a possible link between aluminum and disorders of the central nervous system.

### Benzophenones

- Used in all types of personal care products to protect fragrances from being damaged by UV light. Also used in some sunscreens.
- Are derivatives of benzene, and are known skin, eye, and respiratory irritants.

### Bisphenol A

- Used as a coating or ingredient in bottles, plastics, and food containers.
- Research suggests a possible link between Bisphenol A and an increased risk of disease; also an endocrine disruptor and may have negative prenatal effects.

### DEA, MEA, and TEA

- Used in shampoos, body washes, skin creams and shaving creams as a solvent, wetting agent, or emulsifier.
- Research performed by the U.S. Department of Health's National Toxicology Program has shown carcinogenic activity related to DEA, and has recommended warning labels be placed on products containing this substance.

### 1, 4-Dioxane (Laureth-PEG)

- A hidden, unlabeled ingredient commonly found in plastic bottles, certain types of lotions, and shampoo formulas.
- Known as endocrine disruptors and carcinogens.
- Ingredients containing ethoxylated wetting agents and solvents, many foaming agents, and emulsifiers may contain 1,4 - Dioxane. Studies show it readily penetrates human skin. Look for ingredients ending in Laureth or ethylene.

### Fluoride

- Used in toothpaste to help prevent tooth decay.
- Various animal studies suggest that fluoride can contribute to bone disease and may be carcinogenic.

### Formaldehyde or Formalin

- Used in antiperspirants, nail polishes, perfumes, dyes, shampoos, and more.
- Formaldehyde is a suspected carcinogen and known neurotoxin.
- Some cosmetic preservatives contain formaldehyde or release it. Examples are Quaternium 15 and DMDM Hydantoin.

### Lanolin

- Used as a moisturizer in numerous skin creams.
- Naturally, lanolin is not harmful, but is often contaminated with chemicals that are used on the sheep wool from which this substance is derived.

### Laureth

- Produced by a chemical reaction between Ethylene Dioxide and Lauryl Alcohol.
- Used in several cosmetics, they could contain 1, 4-Dioxane, which is often created in the manufacturing process.

### Mineral Oil

- Used in many skin care products to soften or moisturize skin, baby oil is 100% mineral oil.
- Mineral oil is a petroleum by-product and has numerous negative health effects. It can dry skin and clogs pores, which can lead to acne and premature aging of the skin and can slow down development of new skin cells.

### PABA (Para Amino Benzoic Acid)

- Used in sunscreens and as a dietary supplement.
- PABA is a controversial substance once thought to be essential for the body. Updated research has proven that it is not essential, and that it carries numerous potential side effects. Sisel has deemed that the risks of using PABA outweigh any potential benefits. Side effects of PABA may include dry skin, nausea, vomiting, and depletion of Vitamin D.

### Parabens (Methyl, Isobutyl, Ethyl-, Butyl-, Propyl-)

- Used as preservatives to extend shelf life and limit microbial growth.
- Parabens are still used frequently even though they are known to be toxic. These preservatives have been shown to cause skin rashes and irritation to the eyes and respiratory tract. Parabens can be very harmful if swallowed.

### PEG (Polyethylene Glycol)

- Used in cosmetics, shaving cream, and other personal care items.
- PEG is considered so toxic that industrial workers are required to

wear protective clothing, gloves, and goggles while handling it. It is a petroleum derivative that penetrates the skin and can weaken proteins and cellular structure.

### Polysorbates 20, 40, 60, 80

- Oily liquids derived from PEG-ylated sorbitan (a derivative of sorbitol) esterified with fatty acids.
- Often used in cosmetics to bind essential oils to water-based formulas.
- Could contain 1, 4-Dioxane

### Propylene Glycol

- Used in moisturizers, shaving creams, deodorants, and baby products as a humectant. Has been shown to cause dry skin, rashes, and skin irritation.

### Phthalates

- Used in nail polishes, hair sprays, deodorants, and other personal care items.
- Studies have shown that phthalates may damage the body and may be carcinogenic.
- Found in some types of packaging containers for personal care and cosmetics.

### Quaternium 15 and 51

- Used in cosmetics and personal care items.
- Quaternium is an allergen and can release formaldehyde.

### Retinyl Palmitate

- Used in sunscreens.
- Retinyl Palmitate is an antioxidant that slows skin aging. When used on skin exposed to sunlight, however, it demonstrates photocarcinogenic properties.

### Sodium Lauryl Sulfate

- Used in shampoo, shower gel, toothpaste, bubble bath, industrial degreasers, and floor cleaners.
- A highly aggressive detergent, it denatures proteins found in skin and eyes.

### Talc

- Used in cosmetics, baby powders, and foot preparations, often as a dry lubricant.
- Talc is a known carcinogen.

### Toluene

- Toluene is a potential carcinogen and endocrine disrupter.



 **BUY NOW**

# Make the Switch

## Convert Your Home to Sisel Safe Products

We make it easy to keep your home free from potentially harmful ingredients. Here's how to convert your home into a Sisel Safe home:

**STEP 1**

Read the labels on your existing products. Using the list on the previous page, take note of those items that contain potentially harmful ingredients.

**STEP 2**

Beginning with products which may pose the highest risk to your family's health and prioritize your list.

**STEP 3**

Replace the items on your list with Sisel products.



The Sisel Safe seal represents our commitment to develop and manufacture only the most powerful, safe, and effective products free of potentially harmful ingredients. At Sisel, we take your health seriously. Here is a helpful watch list of potentially harmful ingredients that may be contained in common products you use every day.

# Convert Your Household Checklist

 **BUY NOW**

## BATH and BODY

☐ **Hair Shampoo**

May contain: Sodium Lauryl/Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, Parabens.  
**Replace with Sapphire™ Shampoo**

☐ **Hair Conditioner**

May contain: Sodium Lauryl/Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, Parabens.  
**Replace with Sapphire™ Conditioner**

☐ **Toothpaste**

May contain: Sodium Lauryl/Laureth Sulfate, Fluoride, Dioxins, Parabens.  
**Replace with SupraShine™ Toothpaste**

☐ **Mouth Rinse**

May contain: Dioxins, Parabens.  
**Replace with Terminator™ Mouth Rinse**

☐ **Bath and Shower Gel**

May contain: Sodium Lauryl/Laureth Sulfate, MEA, DEA, Parabens.  
**Replace with Enliven™ Bath and Shower Gel**

☐ **Hand Cleanser**

May contain: Sodium Lauryl/Laureth Sulfate, DEA, Dioxins, MEA, Parabens.  
**Replace with Cucumber LIME™ Liquid Hand and Body Wash**

☐ **Bar Soap**

May contain: Sodium Lauryl/Laureth Sulfate, DEA, PEGs, Parabens.  
**Replace with Vitae Spa™ Bar Soap**

☐ **Hand and Body Lotion**

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.  
**Replace with Sisel® Hand and Body Lotion**

☐ **Facial Cleanser**

May contain: Sodium Lauryl/Laureth Sulfate, DEA, Dioxins, MEA, Parabens.  
**Replace with Sisel® Firming Facial Cleanser**

☐ **Moisturizing Mist**

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.  
**Replace with SkinDu™ Moisturizing Mist**

☐ **Face and Neck Cream**

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.  
**Replace with Actify 6000™ Face and Neck Cream**

☐ **Night Cream**

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.  
**Replace with Rapid Repair™ Night Cream**

## KITCHEN and LAUNDRY

☐ **Dish Soap**

May contain: Sodium Lauryl/Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, Parabens.  
**Replace with Asepti-Clean™ Dish Soap**

☐ **Laundry Detergent**

May contain: Sodium Lauryl/Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, Parabens.  
**Replace with Vibrant™ Laundry Detergent**



# *This is My Business.*



To learn more, contact:



**BUY NOW**

## **Enjoy a safer, more stable future.**

Learn more about our amazing business opportunity at [www.sisel.net](http://www.sisel.net)

I can show you how to get your Sisel Safe® products for free just by sharing them with others.

**sisel**

F130751-ENG-01 Rev3 ©2020 Sisel International, LLC. All rights reserved.