

# Convert Your Household Checklist

Use this form to begin replacing the harmful items in your home today.



## BATH

### ☐ Hair Shampoo

May contain: Sodium Lauryl / Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, and Parabens.

Replace with **Exquisite Revitalizing Shampoo**

### ☐ Hair Conditioner

May contain: Sodium Lauryl / Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, and Parabens.

Replace with **Replenish Moisturizing Conditioner**

### ☐ Hair Spray

May contain: Phthalates, Bisphenol-A, Benzophenones, Dioxins, and Parabens.

Replace with **Sisel Hairspray**

### ☐ Hair Gel

May contain: Phthalates, MEA, DEA, Bisphenol-A, Benzophenones, Dioxins, & Parabens.

Replace with **Sisel Firm Hold Hairs Gel**

### ☐ Toothpaste

May contain: Sodium Lauryl / Laureth Sulfate, Fluoride, Dioxins, and Parabens.

Replace with **SupraShine Toothpaste**

### ☐ Mouth Rinse

May contain: Dioxins, and Parabens.

Replace with **Terminator Mouth Rinse**

### ☐ Bath & Shower Gel

May contain: Sodium Lauryl / Laureth Sulfate, MEA, DEA, and Parabens.

Replace with **Vitae Spa Bath & Shower Gel**

### ☐ Bubble Bath

May contain: Sodium Lauryl / Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, and Parabens.

Replace with **Vitae Spa Bubble Bath**

### ☐ Hand Cleanser

May contain: Sodium Lauryl / Laureth Sulfate, DEA, Dioxins, MEA, and Parabens.

Replace with **Absolve Hand Cleanser**

### ☐ Hand & 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, and 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**

### ☐ Shaving Gel

May contain: Polyethylene Glycol, Propylene Glycol, DEA, Dioxins, MEA, and Parabens.

Replace with **Supra Shave Shaving Gel**

### ☐ Face & Neck Cream

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.

Replace with **Actify 6000 Face & Neck Cream**

## KITCHEN

### ☐ Dish Soap

May contain: Sodium Lauryl / Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, and Parabens.

Replace with **Asepti-Clean Dish Soap**

## LAUNDRY

### ☐ Laundry Detergent

May contain: Sodium Lauryl / Laureth Sulfate, Diethanolamine (DEA), Dioxins, Formaldehyde (or Formalin), MEA, and Parabens.

Replace with **Vibrant Laundry Detergent**

## POWDER ROOM

### ☐ Wrinkle Complex

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, Parabens.

Replace with **Ultra Intensive Wrinkle Complex**

### ☐ Wrinkle Pen

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Ultra Intensive Wrinkle Pen**

### ☐ Wrinkle Lotion

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Intensive Wrinkle Lotion**

### ☐ Skin Cream

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Brightening Cream**

### ☐ Lip Care

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Lip Plumper**

### ☐ Night Cream

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Rapid Repair Night Cream**

### ☐ Lipstick

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Mineral Lipstick**

### ☐ Lip Gloss

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Mineral Lip Gloss**

### ☐ Lip Pencil

May contain: Glycerin, DEA, MEA, Lanolin, Mineral Oil, Propylene Glycol, Dioxins, and Parabens.

Replace with **Mineral Lip Pencil**

### ☐ Primer

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Primer**

### ☐ Shimmer Powder

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Shimmer Powder**

### ☐ Liquid Foundation

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Liquid Foundation**

### ☐ Pressed Foundation

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Pressed Foundation**

### ☐ Blush

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Blush**

### ☐ Mascara

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Mascara**

### ☐ Eye Pencil

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Eye Pencil**

### ☐ Eye Shadow

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Eye Shadow**

### ☐ Make Up Remover

May contain: Alpha-hydroxy acids, DEA, MEA

Replace with **Sisel Make Up Remover**

### ☐ Bronzer

May contain: Quaternium 15 & 51, Triethanolamine, Polyethylene Glycol, Aluminum

Replace with **Mineral Bronzer**

# Sisel Safe

*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 personal care and cosmetics products you use every day.*



## Acetone

- Used in nail polish remover
- Acetone is a flammable liquid used to clean laboratories and strip paint, which is why it works on nail polish. It can cause skin irritation and damage the central nervous system.

## Alpha-hydroxy acids

- Used in cosmetics, skin creams, and facial peels.
- Alpha-hydroxy acids frequently cause redness, peeling, and irritation of the skin. These compounds are often used only under the supervision of dermatologists because of their dangerous nature.

## Aluminum

- Used in antiperspirants and cosmetics.
- Research suggests a possible link between aluminum and disorders of the central nervous system, such as Alzheimer's disease.

## Benzophenones

- Used in all types of personal care products to protect fragrances from being damaged by UV light.
- Benzophenones are derivatives of highly toxic benzene, and are known skin, eye, and respiratory irritants.

## DEA (Diethanolamine)

- 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 clear carcinogenic activity related to DEA, and has recommended warning labels be placed on products containing this substance.

## Dioxins

- A hidden, unlabeled ingredient commonly found in plastic bottles, certain types of lotions, and shampoo formulas.
- Known as endocrine disrupters and carcinogens.

## Fluoride

- Used in toothpaste to help prevent tooth decay.
- Various studies suggest that fluoride contributes to bone disease and may be a carcinogen. In higher quantities, fluoride can be fatally toxic.

## Formaldehyde or Formalin

- Used in antiperspirants, nail polishes, perfumes, dyes, shampoos, and more.
- Formaldehyde is a suspected carcinogen and known neurotoxin that may be fatal if swallowed, inhaled, or absorbed through the skin.

## Glycerin

- Used in moisturizers and lotions.
- Glycerin attracts moisture from the air to your skin, but can also attract moisture from your skin, therefore drying it out.

## Lanolin

- Used as a moisturizer in numerous skin creams.
- Naturally, lanolin is not harmful, but is often contaminated with harmful pesticides and harsh chemicals that are used on the sheep wool from which this substance is derived. The majority of lanolin is contaminated to some degree.

## MEA

- 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 clear carcinogenic activity related to MEA, and has recommended warning labels be placed on products containing this substance.

## Mineral Oil

- Used in many skin care products to soften or moisturize the skin, baby oil is 100% mineral oil.
- Mineral oil is a petroleum by-product and has numerous negative health effects. It dries skin and clogs pores, which can lead to acne and premature aging of the skin. It also slows down the 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 include dry skin, nausea and vomiting, depletion of Vitamin D, and even carcinogenic activities in certain people.

## 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 clearly known to be toxic. These preservatives have been shown repeatedly to cause skin rashes and irritation to the eyes and respiratory tract. Parabens are highly toxic and 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 disposing of it. It is a petroleum derivative that penetrates the skin and can weaken proteins and cellular structure, causing brain, liver, and kidney abnormalities.

## Propylene Glycol

- Used in moisturizers, shaving creams, deodorants, and baby products as a humectant.
- Propylene Glycol can cause dermatitis, kidney, and liver damage. 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 liver, kidneys, lungs, and reproductive system, and may be carcinogenic.

## Quaternium 15 & 51

- Used in cosmetics and personal care items.
- Quaternium is a known allergen and can release formaldehyde. It can cause contact dermatitis, as well as the dangers associated with formaldehyde.

## Sodium Lauryl Sulfate (SLS) and

## Sodium Laureth Sulfate (SLES)

- Used as a foaming agent in shampoos, bubble baths, shaving foams, toothpastes, and household cleansers.
- While these compounds are most commonly derived from coconut oil, and are often called 'natural', they can be very harmful. They have been shown to contain estrogen mimics and endocrine disrupters. SLS and SLES also build up in vital organs such as the brain, heart, and lungs, which may cause damage. These compounds have also been shown to cause damage to the immune system.

## Talc

- Used in cosmetics, baby powders, and foot preparations, often as a dry lubricant.
- Talc is a known carcinogen. Research has shown that use of talc in the genital areas in women leads to a 60% greater risk of ovarian cancer.

## Toluene

- Used in nail polishes.
- Toluene is a potential carcinogen and endocrine disrupter which may cause liver and respiratory damage, as well as potentially birth defects.

## TEA (Triethanolamine)


- Used in household cleaners, cosmetics, and personal care products.
- Similar to DEA and MEA, TEA is used to adjust PH levels in cosmetics and to modify fatty acids to create the base for cleaners. This compound may cause dry skin and hair, eye problems, and may be toxic if absorbed over long periods of time.

**GIVE YOUR FAMILY THE BEST**

Pure, Nurturing Products  
Without Harmful Chemicals

*Sisely*



A woman with brown hair tied back, wearing a white long-sleeved shirt, is leaning over a baby. She is holding the baby's right hand with both of her hands. The baby is lying on its back, wearing a white long-sleeved shirt, and looking up at the woman. The background is plain white.

**YOU WANT WHAT  
EVERYONE WANTS:**  
A Happy, Healthy Home.

# BUT EVERY HOUSE HAS HIDDEN THREATS.

How Can You Make Your Home Sisel Safe®?

We know your top priority: the health and happiness of your family. You care about the food they eat, the air they breathe, the environment they live in. But did you know that one of the most significant threats to their health could be in your own home, found in the very products that they use every day?

Many health and beauty products contain potentially harmful ingredients. Your skin, only 1/10th of an inch thick and highly permeable, absorbs many of the things you put on it. Once absorbed, potentially harmful chemicals travel through the bloodstream and accumulate in other organs and cells. With daily exposure, over the course of a lifetime, it adds up.

Sisel Safe® products avoid these ingredients so you can enjoy peace of mind for you and your family.





Common household and  
personal care products  
contain all-too-common  
and **POTENTIALLY  
HARMFUL TOXIC  
CHEMICALS**



Sisel will not use these—or any other—controversial ingredients. Take a look at your personal care products and see if their labels list any of these chemicals that you should be concerned about:

**Propylene Glycol**—A common ingredient in RV anti-freeze, it may cause liver abnormalities and kidney damage.

**Sodium Lauryl Sulfate**—A well-known highly aggressive detergent common in industrial degreasers and floor cleaners, may result in harmful long-term effects in skin and eyes.

**PEG (Polyethylene Glycol)**—It penetrates the skin and may be carcinogenic and contain trace amounts of 1,4-Dioxane.

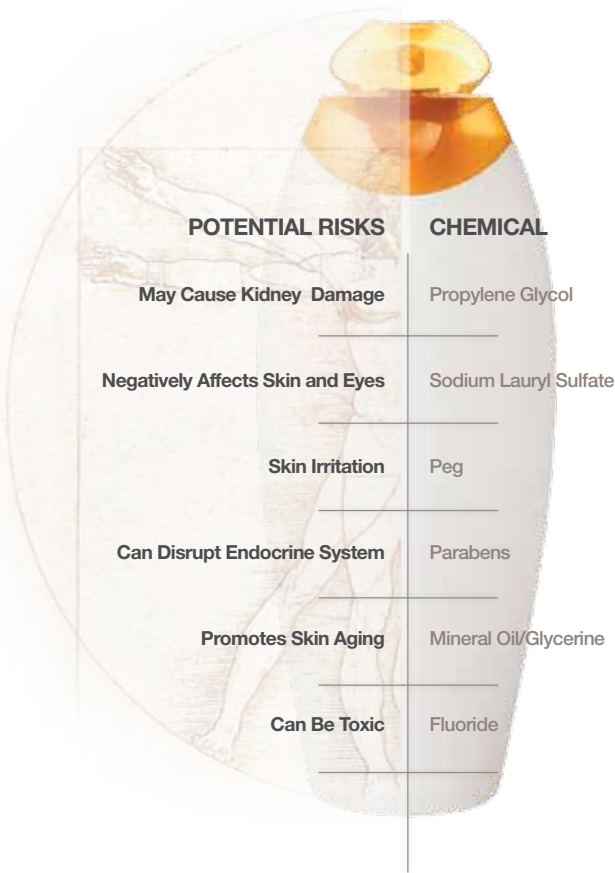
**Parabens**—Studies which have found their existence in breast cancer tumors. It has also been found that it can have an endocrine-disrupting action.

**Mineral Oil**—Petroleum based, it dries the skin and clogs the pores. It can lead to blemishes and the appearance of prematurely aged skin.

**Fluoride**—Every toothpaste that contains fluoride has a warning label that advises you to call the poison control center if you ingest more than a small amount.

And the packaging is just as harmful as the product

Some plastic containers leach potentially harmful chemicals, like Bisphenol-A (BPA) and phthalates, into the products inside them.



POTENTIAL RISKS	CHEMICAL
May Cause Kidney Damage	Propylene Glycol
Negatively Affects Skin and Eyes	Sodium Lauryl Sulfate
Skin Irritation	Peg
Can Disrupt Endocrine System	Parabens
Promotes Skin Aging	Mineral Oil/Glycerine
Can Be Toxic	Fluoride

When it comes to the health of your  
family, make the easy choice—  
**SISEL SAFE PRODUCTS**





# SAFE, GENTLE PRODUCTS, Free From Harmful Ingredients.


## **This is our promise to you.**

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 safest, most-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, sodium lauryl sulfate and sodium laureth sulfate. Instead, we use cocamidopropyl betaine—that's a lot of syllables 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 questionable, 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. In addition, you will find all of your Sisel products in BPA and phthalates-free containers.



A woman with blonde hair, wearing a blue sweater over a dark collared shirt, is looking down at a small green bottle she is holding in her hands. The background is a bright, out-of-focus interior space with a white sofa and a window.

What can you do to make  
your home **A SANCTUARY**  
**FOR YOUR FAMILY?**

# MAKE THE SWITCH

## Convert Your Household To Sisel Safe Products

*We make it easy and worry-free to keep our homes free from potentially harmful ingredients!*

Here's how to convert your household into a Sisel Safe home:



Read the labels on your existing products. Make a list of those items that contain potentially harmful ingredients.



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



Replace the items on your list with Sisel products (visit [www.siselinternational.com](http://www.siselinternational.com) or contact your representative).



# SISEL SAFE®: When you see the seal, you know

## What does the Sisel Safe Approved seal mean?

It means that we promise to use only the purest, safest and most effective ingredients, and to avoid the use of harmful or unsafe packaging materials. When you see the Sisel Safe seal, you can be confident that the products you purchased have gone through the highest level of scientific scrutiny and are ready to help your family be as healthy as it can be.





## Where Sisel Safe® Products are Born

In our Research and Development labs, we pore through scientific studies from all over the world and use that knowledge to formulate the latest advances in safe, powerful health and beauty products. Over 1000 new chemicals are produced every year<sup>1</sup>.

We keep tabs on the latest industry developments to keep our products Sisel Safe. We oversee the entire manufacturing process in our own 100 million dollar, 400,000 square foot manufacturing plant.

Sisel Safe isn't just a slogan — **it's a promise.**

1: <http://atlanticsafetyinc.com/training/chemical.htm>





# Choose Our Safe, Gentle Formulas

Get started on your journey to a healthier life by replacing your current care products with these personal care basics listed below. None of them contain chemicals like parabens, PEGs, polysorbates, sodium lauryl sulfate, sodium laureth sulfate, mineral oil, propylene glycol, aluminum, or any other potentially harmful ingredient. We offer many more Sisel Safe® personal care products and dietary supplements—see them all at [www.siselinternational.com](http://www.siselinternational.com).

## Skin Care

### Absolve Liquid Hand Cleanser

Has a soothing blend of essential oils—lavender, rosemary, calendula, and thyme.

### Hand and Body Lotion

Moisturize-rich with shea oil, babassu palm kernel oil, and mango seed butter.

### Everfresh Deodorant

Botanical extracts of aloe, witch hazel, coriander, and sage keep you confident.



## Bath and Body

### Exquisite Revitalizing Shampoo (Sulfate-Free Formula)

A sulfate-free botanical complex blended with hydrolyzed silk and wheat to leave hair fresh, soft, shiny, and manageable.

### Replenish Moisturizing Conditioner

Antistatic and conditioning agents restore damaged hair and add body and shine.

### Hair Gel Firm Hold

Contains positively charged polymers, which bind with negatively charged amino acids in the hair to allow natural movement and excellent stylability.

### Bubble Bath

Made with natural, biodegradable corn starch glucose; also uses aloe to soothe and soften.



# Timeless Minerals Cosmetics

## **Mineral Liquid Foundation**

Contains aloe barbadensis leaf that calms and moisturizes the skin.

## **Mineral Foundation Pressed Face Powder**

Features lighter-than-air, all-natural minerals that will not block pores.

## **Loose Mineral Face Powder**

Minerals allow the skin to breathe while providing full coverage.

## **Loose Mineral Face Powder — SPF 15**

Protects the skin from the sun's age-accelerating rays.

## **Loose Mineral Blush**

Contains light-reflecting minerals, which reduce the appearance of aging.

## **Mineral Eye Pencil**

Formulated with jojoba oil and antioxidants that moisturize and protect delicate skin.

## **Mineral Eye Shadow**

Contains vitamin E to protect the sensitive areas around the eye.



### **Lash Builder Mascara**

Has hydrating Panthenol and lash-building fibers.

### **Mineral Lip Pencil**

Jojoba oil supports the absorption of nutrients, emollients, and antioxidants.

### **Mineral Lip Gloss**

Contains a lip-pampering blend of lavender, rosemary, peppermint, cinnamon, thyme, and oregano essential oils.

### **Mineral Lipstick**

Formulated with an exclusive blend of sunflower seed, coconut, and sesame oils that protect and moisturize.

### **Pressed Illuminator**

With luminescent, naturally occurring minerals that allow skin to breathe, while providing full coverage.

### **Mineral Bronzer**

Lightweight minerals that won't clog pores and are ideal for all skin types.



## Dental

### SupraShine™ Toothpaste

Fluoride and Sodium Lauryl Sulfate-free and sweetened with all-natural, tooth-friendly xylitol.

### Terminator™ Mouth Rinse

Alcohol and Fluoride-free Stabilized Chlorine Dioxide eliminates bad breath and is gentle on delicate mouth tissue.



## Clean Home, Clean Conscience

### Asepti-Clean Dish Soap

Tough on dirty dishes, easy on your hands and environment; bio-degradable.

### Vibrant Laundry Detergent

Contains safe and effective foaming agents designed to emulsify and hold soils in suspension so they rinse away.









Tom Mower, Sr.  
*President and Co-Founder  
Sisel International*

## THE MOWER MISSION—a lifelong passion

Over two decades ago Tom Mower, Sr. came to a shocking realization: Many of the same harsh chemicals used to manufacture industrial-strength cleaners and detergents were exactly the same as those used to produce common household personal care items. These were chemicals that were reported to pose health risks when they came into contact with the skin. So why would personal care products contain chemicals like that?

Tom was determined to spread the word and to find alternatives to these potentially harmful ingredients. Thus began a quest that would produce an historic explosion of activity—a new awakening—in the health and wellness community. Thus was born Tom Mower's lifelong mission.

For more information visit  
[siselinternational.com](http://siselinternational.com) or  
speak to the person who  
gave you this brochure.



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