

# TAKING STOCK STUDY

Personal Care Product Use Among Diverse Women in California



## What we learned from our survey

Women in the study reported using on average eight products a day, with some using up to 30 products daily.



For 28 of the 54 products, use varied significantly by race/ethnicity, with the largest difference seen between Black and White women.



Black women reported using a higher number of hair products and more menstrual/intimate products.



Hispanic/Latinx and Asian women reported using more cosmetics than Black and White Women.



**70%** of women prefer scented versions of the products they use. Fragrance is an umbrella term that may contain dozens of undisclosed and unregulated chemicals.



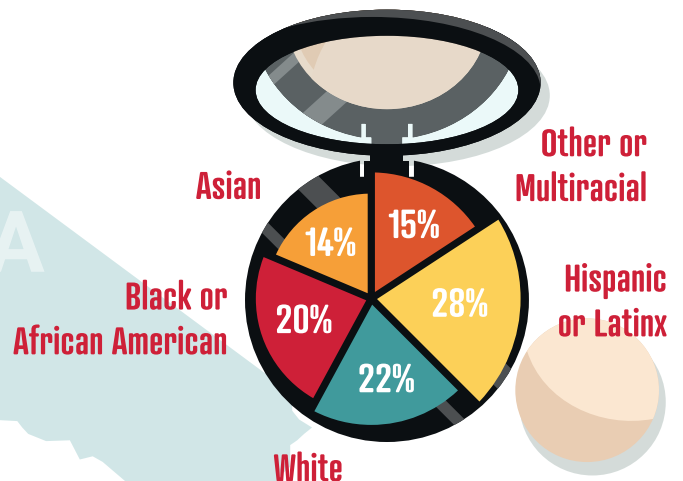
## Study Goals

To document consumer product use among women of diverse ethnic and racial backgrounds and reproductive age (ages 18-34 years) living in California.

## We surveyed

**357 WOMEN**

Including nonbinary, transgender, and self-catergorized.



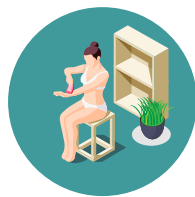
# We asked women about 54 Personal Care Products



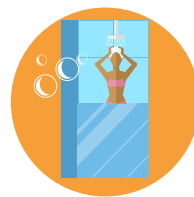
Cosmetics



Hair



Menstrual/Intimate



Leave-on or  
Rinse-off products



Scented Products

## Background

Women of color, particularly Black women, are disproportionately exposed to consumer product chemicals, including parabens and phthalates, which are endocrine disruptors and linked to cancer.

## Exposure Inequities

Socio-cultural factors, as well as racial discrimination, including colorism and hair texture preference can often influence product use, which may lead to exposure inequities.

## Health Effects

Early puberty

Pre-term birth

Uterine fibroids

Breast Cancer

Infertility



## Recommendations



For more information about the study, visit: [www.TakingStockStudy.org](http://www.TakingStockStudy.org)



Download the Detox Me app for tips on how to reduce exposure to toxicants.



OXY Occidental College



SILENT SPRING INSTITUTE  
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Milken Institute School of Public Health  
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