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/Latínx 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

**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

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

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This project is funded by the California Breast Cancer Research Program (Grant # 23UB-6511).