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FOR IMMEDIATE RELEASE
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Common Chemical Preservative Shown to Penetrate Skin

Fountain Hills, AZ – Parabens, common artificial preservatives used in cosmetics, have been shown to penetrate the skin increasingly with repeated applications. A new study published in October's edition of *Experimental Dermatology* shows the controversial chemicals are more likely to enter body tissue after repeated use.

Parabens are found in the vast majority of cosmetics products, acting as a cheap preservative. But a recent discovery of the chemical in breast tumors, and subsequent studies linking them to breast cancer, have raised fears and concerns over their safety.

Many cosmetics companies have now stricken the preservative completely from their ingredients, replacing them with safe, natural alternatives. But the overwhelming majority of mainstream cosmetics companies still use parabens in plentitude.

Arizona-based [RooTed in AFricA](#) strictly prohibits the use of parabens in any of their imported African cosmetics products. The company sets extremely high standards of safety and transparency for its natural products: All products must be at least 95% natural, and must contain no potentially harmful ingredients.

VP Sales Linda Cusack says "There are many more harmful chemicals out there besides parabens that are being used abundantly in cosmetics products. Petroleum-derived ingredients, artificial fragrances, which are undisclosed chemical cocktails, just to name a few. There are so many natural alternatives available; we don't think it's at all necessary to include any of these potentially carcinogenic ingredients."

Cusack adds, the public must be made aware of these studies and the potentially harmful effects of these commonly used ingredients. It's up to the consumer to demand cleaner, safer products.

[RooTed in AFricA](#) is an importer of African natural and organic cosmetics products. African lines **Under the Sun** and **MôLô Africa** can be found in many natural food stores, including Sprouts Farmers Markets, Ralphs and Fred Meyer.

For a more complete listing of commonly used controversial ingredients, and the [RooTed in AFricA](#) TRULY natural guarantee, please visit our website at www.rootedin africa.com

Source:

Experimental Dermatology

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Assessment of principal parabens used in cosmetics after their passage through human epidermis-dermis layers (ex-vivo study)

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