

*THE TECHNICAL HANDBOOK – PART E*

**PERSONAL CARE PRODUCTS:  
(FAMILY CARE and PROSANTÉ<sup>®</sup>  
PRODUCTS)**



*Shaklee Canada Inc.  
3100 Harvester Road, Unit 7  
Burlington, Ontario, Canada  
L7N 3W8*

*Last Updated: July 2010*

## **FOREWORD TO PART E**

*This section of The Technical Handbook is mostly a collection of information based upon what appears on the labels of all of Shaklee Canada's personal care products and ProSanté<sup>®</sup> hair care products.*

*The alphabetical ingredient listings are particularly important in this section because some people have sensitivities to products that are placed on their skin or scalp.*

*There has also been much **misinformation** about the safety of some ingredients used in these kinds of products spread in the media in recent years, particularly on the Internet. Some information on the safety of several ingredients used in our products is presented here to counterbalance the negative and misleading information being published elsewhere.*

*Shaklee's policy is to use only ingredients of proven safety and effectiveness in our products. Should convincing scientific evidence be produced that questions the safety of any of our ingredients, we will make formulation changes accordingly.*

*Finally, there is some specific product information included on **Spearmint Dentifrice** and our **ProSanté<sup>®</sup>** products in which the results of clinical tests are given.*

## ***TABLE OF CONTENTS – PART E***

### ***Personal Care Products:***

	<b><i><u>Page(s)</u></i></b>
Joint & Muscle Pain Cream .....	E - 1
Mentholated Skin Cream .....	E - 2
Roll-On Anti-Perspirant.....	E - 3
Spearmint Dentifrice .....	E - 4
Shaklee Spearmint Dentifrice Clinical Studies .....	E - 5

### ***ProSanté® Hair Care Products:***

ProSanté® Products: An Overview .....	E - 7
ProSanté® Nourishing Scalp Treatment .....	E - 9
ProSanté® Revitalizing Shampoo .....	E - 10
ProSanté® Purifying Shampoo.....	E - 11
ProSanté® Lightweight Conditioner .....	E - 12
ProSanté® Replenishing Conditioner.....	E - 13
ProSanté® Long-Lasting Finishing Spray.....	E - 14

### ***Ingredient Information:***

Sodium Lauryl Sulphate .....	E - 15
Propylene Glycol .....	E - 16
Aluminum in Shaklee's Roll-On Anti-Perspirant .....	E - 17





## JOINT & MUSCLE PAIN CREAM

(Code 57855 – 85 grams; Natural Health Product – NPN 80008939)

---

- Provides penetrating temporary relief for minor pain in muscles and joints from arthritis, backache and sports injuries
- Active ingredient: Menthol (5%)

**Ingredient List:** *Aloe barbadensis* Leaf Extract, Butylene Glycol, Caprylyl Glycol, Carbomer, Cetyl Alcohol, Cyclomethicone, Dimethicone, Ethylhexylglycerin, Glyceryl Stearate, Hexylene Glycol, PEG-100 Stearate, PEG-12 Glyceryl Distearate, Phenoxyethanol, *Prunus amygdalus dulcis* (Sweet Almond) Oil, Triethanolamine, Water, Xanthan Gum

Shaklee **Joint and Muscle Pain Cream** was designed for fast topical pain relief. The main active ingredient in the cream is menthol, from the plant with the Latin name of *Mentha arvensis*. Menthol is a natural material long known for its counterirritant effects.

Counterirritants interfere with pain signals through irritation. You probably know that if you have a bad itch, like poison ivy, you can get rid of the itching sensation using something very, very hot. Your nerve endings are temporarily confused as to whether they should feel hot or itchy, so they just feel numb – that's how counterirritants work.

**Joint and Muscle Pain Cream** also contains two other natural extracts: Aloe vera leaf gel and sweet almond oil.

### *The Shaklee Difference*

What is really different about our **Joint and Muscle Pain Cream** is its patented liposomal delivery system. Liposomes are tiny spheres with a lipid outer layer enclosing an aqueous compartment in which the active ingredients are dissolved. This special liposome technology lets the active ingredients penetrate deeply into the skin to start working quickly and also to last a long time.



## MENTHOLATED SKIN CREAM

(Code 52340 - 120 mL; Cosmetic)

---

- ◆ Soothing skin comfort.
- ◆ Excellent for feet, elbows, anywhere your skin feels rough or dry.
- ◆ Non-greasy.
- ◆ Vanishes quickly as you massage.
- ◆ Leaves skin feeling smooth and refreshed.

**Ingredient List:** *Aesculus hippocastanum* (Horse Chestnut) Seed Extract, Blue 1, Butylene Glycol, Caprylyl Glycol, Cetyl Alcohol, *Chamomilla recutita* (Matricaria) Flower Extract, *Equisetum arvense* Extract, Ethoxydiglycol, Glucose, Glyceryl Stearate, 1,2-Hexanediol, Isopropyl Lanolate, Isopropyl Myristate, *Melissa officinalis* Leaf Extract, Menthol, Methyl Salicylate, PEG-100 Stearate, Propylene Glycol, *Rosmarinus officinalis* (Rosemary) Leaf Extract, *Salvia officinalis* (Sage) Leaf Extract, Squalane, Stearic Acid, Triethanolamine, Tropolone, *Tussilago farfara* (Coltsfoot) Flower Extract, *Urtica dioica* (Nettle) Extract, Water, Yellow 5, *Zea mays* (Corn) Oil



## **ROLL-ON ANTI-PERSPIRANT**

*(Code 53860 - 90 mL; Formerly DIN/NPN 00447870 / Now a Cosmetic)*

---

- ◆ With allantoin, provides gentle, long-lasting deodorant protection.
- ◆ Helps control wetness and odour. Gentle non-sting formula.
- ◆ Do not apply to broken, irritated skin, or if rash develops.

**Ingredient List:** Allantoin, Aluminum Chlorhydrate, Cetyl Alcohol, Cyclomethicone, Deionized Water, Dimethyl Sebacate, Fragrance, Glycerin, Glyceryl Stearate, Isopropyl Myristate, Isopropyl Lanolate, Lanolin Alcohol, Magnesium Aluminum Silicate, Octyl Palmitate, PEG-100 Stearate, PEG-5 Soya Sterol, Petrolatum

**Active Ingredient:** Aluminum Chlorhydrate 20%

**To Use:** Tip bottle, hold upright and apply. Keep cap tightly closed after use.



## **SPEARMINT DENTIFRICE**

*(Code 53870 – 100 mL; Cosmetic)*

---

- ◆ Natural Spearmint Flavour
- ◆ Effectively fights plaque and reduces tartar build up
- ◆ Clinically proven effective in removing stains
- ◆ Gentle on tooth enamel
- ◆ Highly concentrated

**Ingredient List:** Aqua, Dicalcium Phosphate Dihydrate, Eggshell Powder, Methylparaben, Mono-Ammoniated Glycyrrhizin, Natural Spearmint Flavour, Pareth-15-7, Pareth-15-9, Propylene Glycol, Propylparaben, Sodium Carrageenan, Sodium Lauryl Sulphate, Titanium Dioxide, Xylitol

**To Use:**

For Dentures: Brush and rinse, or soak in 125 mL (1/2 cup) warm water with 6 mm (1/4") of Dentifrice, then brush with warm water.

Kosher-certified by Star-K.





## CLINICAL STUDIES: SHAKLEE DENTIFRICE

**COMPOSITION:** Shaklee **Spearmint Dentifrice** differs from many conventional commercially available types of toothpaste in that powdered eggshells are used as the abrasive agent. We feel this ingredient is so effective that only half as much of our dentifrice needs to be used, compared with other brands. Following is a full alphabetic listing of the ingredients (and their functions): aqua (deionized water – diluent), dicalcium phosphate (abrasive agent, base), ground eggshell powder (gentle, organic abrasive agent), methylparaben (preservative), mono-ammoniated glycyrrhizin (natural licorice flavour), natural spearmint flavour, pareth-15-7 and pareth-15-9 (surfactants), propylene glycol (moisturizing agent), propylparaben (preservative), sodium carrageenan (natural thickening agent), sodium lauryl sulphate (cleansing agent), titanium dioxide (whitening agent) and xylitol (refreshening agent).

Fluoride compounds are NOT added to **Spearmint Dentifrice**, or for that matter, any of our nutritional supplements. While some studies show that fluoride reduces dental caries (tooth decay), others show that too much fluoride in critical stages of tooth formation can cause teeth to mottle. As a result, Shaklee has deliberately chosen to offer a fluoride-free dentifrice for those consumers who do not wish to consume fluoride. Because **Spearmint Dentifrice** is fluoride-free, it cannot be endorsed by the Canadian Dental Association.

**ABRASIVENESS:** The **Spearmint Dentifrice** was tested for abrasiveness by Dr. Pierre Desautels of the University of Montreal's Faculty of Dentistry in a study published in **Protect Yourself** (January 1985): it was found to have medium abrasiveness. It fell below the ratings for Pepsodent, Listerine, Pressdent and Crest and above those for Colgate, Aqua-Fresh, Ultrabrite and Pearl Drops.

**EFFECTIVENESS:** Two clinical studies were done to determine the effectiveness of our toothpaste at the prestigious Forsyth Dental Center in Boston, Massachusetts, U.S.A. One of the researchers in the studies was Dr. B. P. Poovaiah, a member of the Health Sciences team at the Forrest C. Shaklee Research Center in Hayward, California, at the time the studies were done (1980). Summaries of the studies were published in the Journal of Dental Research, volume 59A, pages 275-276, 1980, Abstracts 32 and 33. These are reproduced here:

**Abstract 32: Clinical Study of the Effect of an Organic Dentifrice on Gingivitis and Plaque Formation** -- P. M. Soparkar, M. B. Newman, P. F. Depaola and B. P. Poovaiah. Forsyth Dental Center, Boston, MA., Shaklee Corp., Hayward, CA

A double-blind clinical study was designed to evaluate the effectiveness of Shaklee New Concept organic dentifrice in reducing gingival inflammation and the accumulation of dental plaque in comparison with three leading, commercially available dentifrices.



## CLINICAL STUDIES: SHAKLEE DENTIFRICE (cont'd)

One hundred fourteen adults with mild to moderate gingival inflammation were divided into four treatment groups according to their gingival inflammation index prior to the beginning of the study. At the baseline examination, all subjects were evaluated and scored for severity of gingival inflammation (JADA 69:585, 1964) and plaque accumulation (JADA 65:26, 1962) by one examiner and then received an oral prophylaxis. The subjects were instructed to follow their usual oral hygiene routine but to use only their assigned dentifrice at least twice a day, once in the morning and once in the evening. The gingival and plaque examinations were then repeated by the same examiner at two, four, eight, and twelve weeks after the initial examination. At the last visit, plaque was harvested from the labial and lingual surfaces of all teeth for quantitative analysis. **The organic dentifrice group showed a quicker response in improvement of gingivitis during the first two week exam period than the other three.** However, gingivitis scores for all groups improved at the end of the twelve week brushing regimen. There was no significant difference in plaque accumulation scores among the four groups.

### **Abstract 33: Clinical Study of the Effectiveness of an Organic Dentifrice for Stain Removal**

-- M. B. Newman, P. M. Soparkar, P. F. Depaola and B. P. Poovaiah. Forsyth Dental Center, Boston, MA., Shaklee Corp., Hayward, CA.

A double-blind study was designed to evaluate the effectiveness of Shaklee New Concept organic dentifrice for stain removal in comparison with three leading, commercially available dentifrices of a similar abrasivity index. One hundred thirty-seven students participated after a preliminary screening to determine the intensity of yellow-brown extrinsic stain of their teeth. Each was assigned at random to one of four treatment groups. Just prior to the baseline examination, each subject brushed his teeth with a soft toothbrush and a liquid dentifrice to remove any materia alba. One examiner evaluated a crescent shaped band on the labial surface of the maxillary and mandibular incisors for stain intensity using a scale of 0 - 3 (JADA 77:849, 1968). Immediately thereafter a dental hygienist brushed the eight anterior teeth for one half minute using a reciprocating action powered toothbrush with a coded dentifrice. Each subject then rinsed his mouth with an aromatic mouthrinse and was then re-examined for stain. The procedure was repeated until each subject had been brushed for a total of three one half minute periods. The differences between the baseline and the next two observations are significant in relation to the organic dentifrice. The pairwise t's show that it differs from the control dentifrices while there are no differences among the controls. **The data imply that the organic dentifrice is more efficient in extrinsic stain reduction than the controls with which it was compared.**

### **CONCLUSIONS FROM THE CLINICAL STUDIES:**

1. Shaklee **Spearmint Dentifrice** is just as good as three leading, commercially available dentifrices in improving gum inflammations and controlling plaque accumulation.
2. Shaklee **Spearmint Dentifrice** is more efficient in removing dental stains than three leading, commercially available similar dentifrices.



## PROSANTÉ<sup>®</sup> PRODUCTS: AN OVERVIEW

Men, like women, experience hair damage. While 50% of men will experience related hair thinning in their lifetime, 40% of women also experience noticeable signs of similar hair thinning by age 35. Weakened, vulnerable hair starts with an unhealthy scalp, which can be affected by pollutants in air and water, and life's ever-increasing stresses. In addition, most people suffer significant hair damage from chemical processing (40% of women colour their hair), heat styling (the average hair dryer operates at 160° F) and exposure to UV rays.

Hair care is complicated by the needs of different hair types, changes in season and the weather, and varying styling stresses. Many people respond by purchasing multiple products to address different hair issues, without success: 43% of women are still seeking a product that mends split ends, nourishes hair, and replenishes moisture.

ProSanté<sup>®</sup> starts by normalizing the scalp with **Nourishing Scalp Treatment**, a natural-based formula that normalizes the scalp to provide the optimal environment for thick, healthy hair. Two **shampoos** work as a team to provide both gentle and deep cleansing while protecting hair's natural moisture balance. Two **conditioners** provide both light and intensive conditioning to restore shine, strength, and volume. A non-sticky, non-aerosol **hairspray** protects against UV damage as it touchably preserves your hairstyle. When used as a complete system, these ProSanté<sup>®</sup> products provide clinically proven results, which increase with continued use:

- Reduces hair loss during combing. An 11% reduction was experienced in just 30 days, increasing to 65% in 90 days.
- Reduces breakage. When combing either wet or dry hair, ProSanté<sup>®</sup> reduces hair breakage; up to 81% reduction was experienced after using the system for 90 days.
- Increases hair thickness. On average, ProSanté<sup>®</sup> increased the thickness of each hair by 9% over 60 days.
- Increases strength, volume, and manageability. Weak, brittle hair becomes stronger, more manageable, softer, and less likely to break, with more body and shine. More than half of all users experienced a significant boost in hair volume after using the system for 90 days.
- Colour- and perm-safe. Designed not to strip colour or moisture from hair, ProSanté<sup>®</sup> supports an optimally healthy scalp and volumized, healthy-looking hair that lives up to its full potential.

At the heart of the ProSanté<sup>®</sup> hair care system is **Scalp Health Complex**, an exclusive blend of 10 vitamins, minerals and herbs in a complete complex designed to comprehensively counterbalance the potential stressors which can interfere with normal, healthy hair follicles. This unique complex features:

- Vitamin B6 – normalizes sebum production
- Ginseng Extract – provides essential energy

## PROSANTÉ<sup>®</sup> PRODUCTS: AN OVERVIEW (cont'd)

- Green Tea Extract (*Camellia sinensis* Leaf Extract) – powerful free radical scavenger
- Saw Palmetto Extract (*Serenoa serrulata* Fruit Extract) – normalizes sebum production
- Swertia Extract – promotes blood circulation
- Tea Tree Leaf Oil – supports microbial balance and helps prevent flaking
- Panthenol – strengthens hair against breakage
- Superoxide Dismutase which contains essential skin minerals (Copper, Manganese, and Zinc) – neutralizes free radicals
- Dipotassium Glycyrrhizate – soothes scalp irritation
- Zinc PCA – normalizes sebum production

**Independent clinical studies have shown the following results with consistent use of the ProSanté<sup>®</sup> system of products:**

<b>Results:</b>	<b>30 Days</b>	<b>60 Days</b>	<b>90 Days</b>
Reduction of hair loss during combing	11%	54%	65%
Decrease in the number of broken hairs	37%	61%	73%
Percentage of subjects who noted an increase in the thickness of their hair	46%	52%	61%

### **Why Choose ProSanté<sup>®</sup>?**

- Contains the exclusive Scalp Health Complex
- Clinically proven to create thicker, fuller hair with less breakage and less loss during combing
- No Sodium Lauryl Sulphate (SLS) or Sodium Laureth Sulphate (SLES)
- No Cocamide DEA or Lauramide DEA
- No Parabens
- Safe for all hair types, even coloured or chemically treated hair
- pH balanced
- Effective in all types of water
- Does not contain occlusive oils
- Soap free
- Dye free
- Non-drying, non-stripping
- Non-irritating formulas, free of harsh preservatives and detergents
- Dermatologist tested
- Clinically formulated
- Allergy-tested
- Won't clog hair follicles
- Not tested on animals



## PROSANTÉ<sup>®</sup> NOURISHING SCALP TREATMENT

(Code 31642 – 59 mL)

- ◆ Normalizes scalp to provide the optimal environment for thick, healthy hair.
- ◆ Paraben Free

ProSanté<sup>®</sup> contains an exclusive Scalp Health Complex that nourishes and revitalizes scalp and hair.

**Directions:** Apply 20 drops to a clean scalp once a day. Serum can be applied to wet or dry hair. Massage gently with fingertips, focusing on areas where hair may be stressed, fragile, or falling out. You may feel a relaxing warmth and/or pleasant tingling sensation as energizing nutrients go to work. Absorbs instantly, so you may proceed with styling immediately.

Fragrance free and gentle enough to use on permed or colour-treated hair.

**Ingredients:** Benzyl Alcohol, Butylene Glycol, Camellia sinensis Leaf Extract, Caprylyl Glycol, Dipotassium Glycyrrhizate, Disodium EDTA, Galactoarabinan, Isoceteth-20, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, Menthol, *Panax ginseng* Root Extract, Panthenol (Pro-Vitamin B5), Phenoxyethanol, Polysorbate 80, Pyridoxine HCl (Vitamin B6), Retinyl Palmitate (Vitamin A), SD Alcohol 40-B, *Serenoa serrulata* Fruit Extract, Sodium Benzoate, Superoxide Dismutase, *Swertia japonica* Extract, Tocopheryl Acetate (Vitamin E), Ubiquinone (Coenzyme Q10), Water, Zinc PCA, *Zingiber officinale* (Ginger) Root Extract, *Zingiber officinale* (Ginger) Root Oil

### Clinically Tested:

Independent clinical studies have shown the following results with consistent use of the ProSanté<sup>®</sup> system of products:

	30 Days	60 Days	90 Days
Reduction of hair loss during combing	11%	54%	65%
Decrease in the number of broken hairs	37%	61%	73%
Percentage of subjects that noted an increase in the thickness of their hair	46%	52%	61%



## PROSANTÉ<sup>®</sup> REVITALIZING SHAMPOO

(Code 31690 – 296 mL)

---

- ◆ To gently cleanse and restore youthful bounce and shine
- ◆ Paraben Free

ProSanté<sup>®</sup> helps you discover a healthy scalp and gorgeous, volumized hair.

**Directions:** Gentle enough to use daily on permed or color-treated hair. Massage thoroughly into wet hair. Rinse well and repeat if desired. Follow with a ProSanté<sup>®</sup> Conditioner that's right for you.

**Ingredients:** Ammonium Laureth Sulfate, Butylene Glycol, *Camellia sinensis* Leaf Extract, Capryloyl Glycine, Cocamidopropyl Betaine, Coco-Glucoside, Butylene Glycol, Dipotassium Glycyrrhizate, Disodium Laureth Sulfosuccinate, Fragrance/Parfum, Glyceryl Oleate, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, *Panax ginseng* Root Extract, Panthenol (Pro-Vitamin B<sub>5</sub>), Phytantriol, Polysorbate 80, Pyridoxine HCl (Vitamin B<sub>6</sub>), *Serenoa serrulata* Fruit Extract, Sodium Benzoate, Sodium Coco PG Dimonium Chloride Phosphate, Sodium Lauryl Sulfoacetate, Stearyldimonium Hydroxypropyl Hydrolyzed Wheat Protein, Superoxide Dismutase, *Swertia japonica* Extract, Triethanolamine, Undecylenoyl Glycine, Water, Wheat Amino Acids, Zinc PCA



## PROSANTÉ® PURIFYING SHAMPOO

(Code 31691 – 296 mL)

---

- ◆ To deeply cleanse while protecting natural moisture balance.
- ◆ Paraben Free

ProSanté® helps you discover a healthy scalp and gorgeous, volumized hair.

**Directions:** Gentle enough to use on permed or color-treated hair. Massage thoroughly into wet hair. Concentrate on the hairline and roots where oil and residue make hair limp and lifeless. Rinse well and repeat if desired. Follow with a ProSanté® Conditioner that's right for you.

**Ingredients:** Ammonium Laureth Sulfate, Butylene Glycol, *Camellia sinensis* Leaf Extract, Capryloyl Glycine, Citric Acid, Cocamidopropyl Betaine, Decyl Glucoside, Dipotassium Glycyrrhizate, Fragrance, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, *Panax ginseng* Root Extract, Panthenol (Pro-Vitamin B<sub>5</sub>), PEG- 120 Methyl Glucose Dioleate, Phytantriol, Polysorbate 80, Pyridoxine HCl (Vitamin B<sub>6</sub>), *Serenoa serrulata* Fruit Extract, Sodium Benzoate, Sodium Coco PG-Dimonium Chloride Phosphate, Superoxide Dismutase, *Swertia japonica* Extract, Triethanolamine, Undecylenoyl Glycine, Water, Zinc PCA



## PROSANTÉ<sup>®</sup> LIGHTWEIGHT CONDITIONER

(Code 31643 – 296 mL)

---

- ◆ Restores texture and strength to help achieve optimal volume and condition.
- ◆ Paraben Free

ProSanté<sup>®</sup> helps you discover a healthy scalp and gorgeous, volumized hair.

**Directions:** After shampooing, squeeze out excess water and apply this lightweight, revitalizing conditioner, distributing evenly from roots to ends. Leave on for up to one minute and rinse thoroughly, until hair feels silky smooth.

**Ingredients:** Benzyl Alcohol, Butylene Glycol, C<sub>12-20</sub> Alkyl Glucoside, C<sub>14-22</sub> Alcohols, *Camellia sinensis* Leaf Extract, Caprylyl Glycol, Cetyl Alcohol, Cinnamidopropyltrimonium Chloride, Citric Acid, Cyclohexasiloxane, Cyclopentasiloxane, Dipotassium Glycyrrhizate, Disodium EDTA, Fragrance/Parfum, Galactoarabinan, Glyceryl Stearate, Hydrogenated Vegetable Oil, Hydroxyethylcellulose, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, *Panax ginseng* Root Extract, Panthenol (Pro-Vitamin B<sub>5</sub>), PEG-100 Stearate, Phenoxyethanol, Phenyl Trimethicone, Phytantriol, Polysorbate 80, Pyridoxine HCl (Vitamin B<sub>6</sub>), Quaternium-82, *Serenoa serrulata* Fruit Extract, Sodium Benzoate, Sodium Coco PG-Dimonium Chloride Phosphate, Stearamidopropyl Dimethylamine, Steardimonium Hydroxypropyl Hydrolyzed Wheat Protein, Stearyl Alcohol, Superoxide Dismutase, *Swertia japonica* Extract, Water, Wheat Amino Acids, Zinc PCA





## PROSANTÉ<sup>®</sup> REPLENISHING CONDITIONER

(Code 31644 – 237 mL)

---

- ◆ To moisturize and replenish each strand of hair
- ◆ Paraben Free

ProSanté<sup>®</sup> helps you discover a healthy scalp and gorgeous, volumized hair.

**Directions:** After shampooing, squeeze out excess water and apply this highly moisturizing conditioner, distributing evenly from roots to ends. Leave on for 1-3 minutes and rinse thoroughly, leaving hair smooth and soft.

**Ingredients:** Behentrimonium Chloride, Benzyl Alcohol, Butylene Glycol, C<sub>12-20</sub> Alkyl Glucoside, C<sub>14-22</sub> Alcohols, *Camellia sinensis* Leaf Extract (Green Tea Extract), Caprylyl Glycol, Cetyl Alcohol, Cinnamidopropyltrimonium Chloride, Citric Acid, Cyclohexasiloxane, Cyclopentasiloxane, Dipotassium Glycyrrhizate, Disodium EDTA, Fragrance/Parfum, Galactoarabinan, Glyceryl Stearate, *Helianthus annuus* (Sunflower) Seed Extract, Hydroxyethylcellulose, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, PEG-100 Stearate, Phenoxyethanol, Phytantriol, Polysorbate 80, Potassium Dimethicone PEG-7 Panthenyl Phosphate, Pyridoxine Hydrochloride, *Serenoa serrulata* Fruit Extract, Sodium Benzoate, Sodium Coco PG-Dimonium Chloride Phosphate, Sodium Cocoyl Amino Acids, Stearamidopropyl Dimethylamine, Superoxide Dismutase, *Swertia japonica* Extract, Trilaureth-4 Phosphate, Water, Wheat Amino Acids, Wheat Germamidopropyldimonium Hydroxypropyl Hydrolyzed Wheat Protein, Zinc PCA



## PROSANTÉ<sup>®</sup> LONG-LASTING FINISHING SPRAY

(Code 31697 – 237 mL)

---

- ◆ Medium hold that also helps protect hair from UV damage.

ProSanté<sup>®</sup> helps you discover a healthy scalp and gorgeous, volumized hair.

**Ingredients:** Acrylates/Hydroxyesters Acrylates Copolymer, Aminomethyl Propanol, Butylene Glycol, *Camellia sinensis* Leaf Extract, Dimethicone Copolyol, Dipotassium Glycyrrhizate, Ethylhexyl Salicylate, Lauryl Pyrrolidone, *Melaleuca alternifolia* (Tea Tree) Leaf Oil, *Panax ginseng* Root Extract, Panthenol (Pro-Vitamin B<sub>5</sub>), Polysorbate 80, PVP, Pyridoxine HCl (Vitamin B<sub>6</sub>), SD Alcohol 40-B, *Serenoa serrulata* Fruit Extract, Superoxide Dismutase, *Swertia japonica* Extract, Water, Zinc PCA

**Directions:**

To finish style, spray 8-10 inches from hair. To create maximum volume, lift hair and spray close to scalp. For extra control let hair dry, then repeat. If nozzle clogs, rinse with warm water.

**Caution:** Contents flammable. Do not use near flame or while smoking. Avoid spraying near eyes. Do not store at temperatures above 120°F. Keep out of reach of children.



## **SODIUM LAURYL SULPHATE**

Sodium lauryl sulphate (SLS) and sodium laureth sulphate (SLES) are both types of gentle detergent that have been widely used in many consumer products – from cleansers to shampoos to toothpastes – for decades as effective cleaning and dispersing agents.

In recent years widespread Internet rumours have criticized companies who use these ingredients by claiming that they are linked to cancer, cataracts and diseases of the internal organs. These allegations have been investigated by many reputable organizations and scientific groups and found to be unsubstantiated.

In addition, at the peak of the rumours saying SLS could cause cancer, Health Canada had a notice on its web site saying the following: “Health Canada has looked into the matter and has found no scientific evidence to suggest that SLS causes cancer... It has a history of safe use in Canada... Health Canada considers SLS safe for use in cosmetics. Therefore, you can continue to use cosmetics containing SLS without worry.”

Both SLS and SLES have been safely used in numerous widely consumed personal care products for many decades in North America, not just by Shaklee, but by many other respected personal care product manufacturers. These ingredients are effective, mild cleaning agents and are not as harsh as many other surfactants used in personal care products. In fact, they have been used for years in many major brand-name baby shampoos that have zero eye irritation and skin irritation scores.

In spite of their general safety, it is possible that some individuals may be sensitive or allergic to these ingredients and could experience skin or gum irritation from their use. In such cases, we would certainly recommend that these persons stop using the products and apply for a full refund under the Shaklee guarantee.

Hoaxes and myths about consumer products continue to circulate on the Internet and many people are quick to believe that everything bad they read about cosmetic ingredients must be true. Rest assured that Shaklee would never use a cosmetic ingredient proven to be toxic or unsafe. We encourage all Shaklee members to be wary of these warnings and check them out with reliable sources before passing the information on to others. Doing a simple search with an Internet browser will usually turn up credible Web sites that debunk these malicious myths.



## PROPYLENE GLYCOL

A number of individuals, companies and consumer groups have published allegations in recent years that certain widely used ingredients in personal care products are potentially dangerous. Some of these publications have taken aim at propylene glycol, an ingredient used in a number of Shaklee skin care and family care products.

The safety and effectiveness of any ingredient in a product will depend primarily on its concentration but also be affected by the other ingredients with which it is combined. In properly formulated personal care products, propylene glycol is used a concentration level usually below 5% to provide moisture-carrying properties to the product. At this level, it is safe for the vast majority of users. It is used in personal care products such as makeup, shampoos, dentifrices, after-shave lotions, antiperspirants, baby lotions and cold creams, to name just a few. (It's also used in foods as a humectant and in pharmaceuticals such as cough syrups as a carrier.) As always, there may be some rare individuals who have genuine allergies or sensitivities to propylene glycol so they would need to avoid it where possible.

Part of the reason that some people have been successfully made to fear propylene glycol is that it is sometimes used in non-consumable products (like automobile anti-freeze). Usually **ethylene glycol** is used in anti-freeze products but some manufacturers use propylene glycol as it is safer for pets and children if there are anti-freeze leaks in a driveway. That's because **ethylene glycol is highly toxic if swallowed** (100 mL can be lethal) whereas **propylene glycol is harmless if taken internally**. The grade of propylene glycol used in personal care products, foods and pharmaceuticals is also a much purer, higher grade material than the technical grade material used in anti-freeze. It is irrelevant that a compound used in an industrial product can also be used in a personal care, food or pharmaceutical product as long as its use in topical or ingested products is known to be safe.

Propylene glycol is: recognized as an approved food additive by Health Canada, Generally Recognized As Safe (GRAS) by the United States Food and Drug Administration, and recognized as safe for use by the World Health Organization.

Finally, responsible manufacturers will clearly indicate how their products should be used effectively and safely. Despite this, someone could ignore these instructions and cause personal injury by using a product improperly - for example, by deliberately applying a skin cream to the eye. It is then conceivable that an ingredient like propylene glycol could contribute to the irritation of delicate tissues, but this is an extreme case. For most people, the benefits of propylene glycol far outweigh any risks to personal health that it might present.



## **ALUMINUM IN SHAKLEE ROLL-ON ANTI-PERSPIRANT**

Shaklee uses aluminum chlorohydrate in our **Roll-On Anti-Perspirant** because we've found it to be the safest and most effective compound in reducing underarm wetness. Our decision to use this ingredient was a carefully considered one and based on years of safe testing on human volunteers under medical supervision.

The aluminum in **Roll-On Anti-Perspirant** is not readily absorbed through the skin because the aluminum molecule is too large for this to occur. In addition, in Canada anti-perspirants must by law contain aluminum or aluminum-zirconium compounds because they're the only compounds that, when applied to the underarm, are safe and effective in blocking the pores that release perspiration. Deodorants, on the other hand, simply add a fragrance to mask the odour of underarm perspiration. Provided there are no open lesions on the skin, there will be no transfer of aluminum from the product into the bloodstream during application. Aerosol anti-perspirants, however, can pose a problem of aluminum ingestion if the overspray from the can is inhaled into the lungs. Since Shaklee's product is a roll-on cream and not a spray, there's no danger of this happening.

Concerns about aluminum chlorohydrate generally centre on the long-held but errant beliefs that the use of aluminum chlorohydrate causes Alzheimer's disease or breast cancer. These claims do not square with sound scientific and medical data.

Assertions about aluminum and Alzheimer's disease started in the mid-1970s, when a published report indicated that the brain tissue of Alzheimer's victims contained significantly higher concentrations of aluminum than normal brain tissue. The primary concern was for ingested forms of aluminum, although some people questioned anti-perspirant deodorants containing aluminum.

Subsequent research has shown that the brain tissue of Alzheimer's victims contains pockets of aluminum, while aluminum is distributed uniformly in normal brain tissue. Normal human brains, as well as diseased brains, have the same amount of aluminum. The cause for the "pocketing" of aluminum is not yet known.

Aluminum is actually a naturally occurring abundant element that's pretty much everywhere – in the air, water, soil, and food that we eat. It has been estimated that foods contribute perhaps more than 2000 mg daily, while less than 4 mg are typically obtained from aluminum cookware. There's just no data showing that aluminum – particularly the very minute amount, if any, that might be absorbed via topical anti-perspirant use – causes Alzheimer's or any other neurological disease.

Another unfounded assertion about aluminum in anti-perspirants is that it causes breast cancer because it prevents toxins in the lymph system from escaping the body. This contention has no



scientific support either.

The lymph system is the body's second circulatory system. It takes things out of the body, not into the body, and flows from the breasts to the armpits and into the bloodstream. Consider also that breast cancer typically travels from the breast to the lymph nodes, not vice-versa. While the myth about breast cancer and anti-perspirants is alarming, it is not true. Health Canada, the U.S. Food and Drug Administration (FDA), and various cancer research organizations have been unable to find scientific or medical evidence linking aluminum chlorohydrate to breast cancer.

Despite widespread cautions from many sources to avoid the use of aluminum chlorhydrate and other similar compounds in anti-perspirants for the unsubstantiated reasons stated above, we at Shaklee feel that its use in our **Roll-On Anti-Perspirant** continues to be safe and effective.