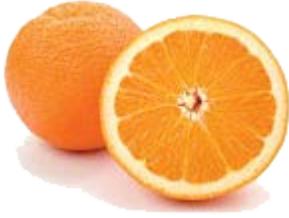


PREVIEW CHAPTER

Chapter 14: Deodorant – Sometimes the Facts Stink

“Knowledge is power.” – Sir Francis Bacon



We all sweat, so it's not surprising that 90 percent of us regularly use antiperspirants and deodorants. In fact, sales of these products are only exceeded by one other bathroom staple – toothpaste.

You likely use deodorant to mask underarm odor or use antiperspirants to reduce sweating. Unfortunately, health concerns over both are growing. If you have to use one, go with a deodorant. Antiperspirants clog and close your pores, inhibiting you from sweating; this is not a normal or healthy thing.

While deodorant is a better choice than antiperspirant, there is some evidence that the chemicals used in both products may be contributing to a higher incidence of breast cancer. Studies show a disproportionately large number of breast cancer cases in the upper outer quadrant of the breast; precisely where deodorant and antiperspirant are usually applied. Studies are showing that breast cancer incidences rose at a similar rate as deodorant/antiperspirant sales. It is, however, important to note that there is no conclusive evidence to prove there is a relationship between breast cancer and deodorants...

What Should You Watch For When Buying Deodorant?

It is suggested not to put anything on your skin that you wouldn't eat! The dreadful truth is that more than a third of our personal care products contain ingredients that have been linked in some way to cancer and according to the Environmental Working Group, only 11 percent of the 10,500 ingredients used have ever been tested for safety. This is because neither Canada nor the U.S. has a mandate to safeguard the cosmetics industry. With nearly 4,000,000 synthetic chemicals out there, it seems too daunting a task. Have a look at chapter #34 “Cosmetics – Painting A Different Picture”, for a more detailed list of chemicals you should avoid. Here are the most common chemicals used in deodorants that you should avoid buying:

- **Aluminum** – One main concern with deodorants is related to their high levels of aluminum salts. Aluminum chloride, aluminum carbohydrate and aluminum zirconium chlorhydrate glycine complexes can make up 25 percent of the weight of the deodorant/antiperspirant, which is not healthy – especially in Western cultures where most women shave their underarms, resulting in more skin absorption of the harmful substances. Aluminum has also been linked to Alzheimer's disease.
- **Parabens** – These are another concern related to deodorants. Parabens may be listed on labels as: methyl parabens, ethyl parabens, propyl parabens, butyl parabens, isobutyl parabens or

E216. These parabens have shown particularly troubling links to cancer, present and intact in breast tumors. Studies have also shown that parabens affect the body much like estrogens do – diminishing muscle mass, allowing for extra storage of fat and prompting male gynecomastia (breast growth).

- **Propylene Glycol** – found in thousands of cosmetic products – to help moisturize. It is also an ingredient used in anti-freeze and brake fluid, so it's no surprise that it could cause liver abnormalities and kidney damage.
- **Fragrance** – found in many deodorants. While it may seem harmless, it should be avoided as it can cause allergies and lung problems. Unfortunately, the priority of most companies that sell beauty products is their financial bottom line, not your long-term health. Ultimately, we can't ignore the fact that all the chemicals we use on our body may increase our risk of developing cancer. Knowledge is power, but you have to act on that knowledge.

To protect yourself, here are a few things you can do:

- Don't apply deodorant right after shaving underarms
- Avoid application if there are open cuts
- Read labels and look for a more natural deodorant
- Keep your body alkaline. Oral chlorophyll tablets can help reduce body odor and can eliminate the need for deodorants

Healthier Alternatives

- Baking soda powder – Take a pinch of baking soda powder in one hand. Drop several drops of water on it, blend and then rub under arms. You'll be amazed how effective it is!
- Natural Mineral salts – a natural mineral salt deodorant stick will improve your skin's Ph level while protecting against odor-causing bacteria.
- Natural deodorant – natural health food stores will carry deodorants that don't have harmful chemicals.
- Au Natural – consider not using any deodorant! If you feed your body the right food and keep your body alkaline, you may not actually need it. Give it a try. People around you will hopefully let you know!

ASK YOURSELF...

- Do I know which ingredients are in my deodorant?
- For the sake of my health, would I be willing to switch to a natural product?
- Would I be willing to re-apply the natural deodorant during the day rather than using harmful chemicals once per day?

YOUR WELLNESS STRATEGIES

- Check your deodorant label to see if they contain aluminum, parabens or propylene glycol.
- Schedule a trip to a health food store and look into a healthier personal care product.