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What You Don't Know *Can* Hurt You . . . In Fact, It Already Is

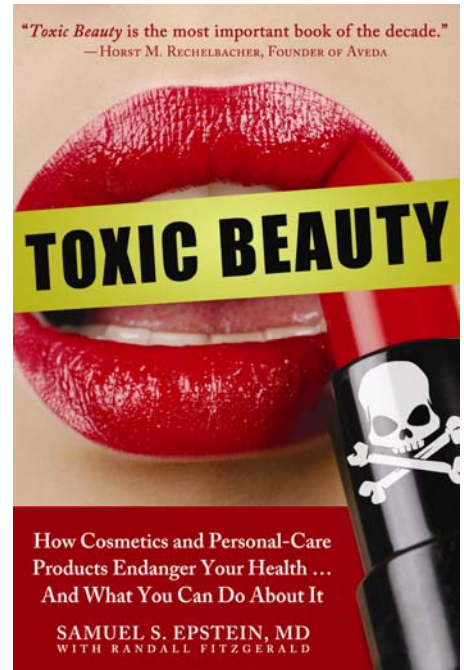
DALLAS: A groundbreaking new book, *Toxic Beauty: How Cosmetics and Personal-Care Products Endanger Your Health ... And What You Can Do About It*, issues a long-overdue wake-up call to the public on the dangers of ingredients in common cosmetics and personal-care products whose safety most people naively take for granted.

“We are all playing Russian roulette with toxic-laden cosmetics and personal-care products that we apply to our skin, and to the skin of our infants and children, everyday,” warns author Samuel S. Epstein, MD.

How many women know of the risks to their health by using lipstick, moisturizers or deodorants? Why do so few mothers know of the risks to their infants and children from using personal-care products, including sunscreens? How can the cosmetic and personal-care products industry recklessly continue to ignore these dangers?

Toxic Beauty is a fully documented exposé which reveals the wide range of avoidable health risks, some even life threatening, that Americans are unknowingly exposed to in their everyday cosmetic and personal-care products. “But there is also good news. These toxic exposures are 100 percent avoidable by taking just a few basic precautions,” says Epstein.

Toxic Beauty is written by Dr. Samuel S. Epstein, an internationally recognized expert on avoidable causes of cancer, besides other toxic-related diseases, and investigative reporter Randall Fitzgerald. And besides chronicling the pervasive marketing of dangerous products, *Toxic Beauty* also informs readers on the growing availability of safe products.



In the pages of *Toxic Beauty*, you'll find:

- The five categories of common toxic ingredients in cosmetics and personal-care products.
- Toxic ingredients in these products have been incriminated in a wide range of diseases, particularly cancers. These include malignant melanoma of the skin, and lethal ovarian cancer. They also include birth defects in male infants.
- Safe synthetic and certified organic products as alternative to dangerous products.
- Dangerous exposures to employees from prolonged exposures to toxic ingredients in unlabeled products in poorly ventilated and unregulated beauty and nail salons.
- Tear-out sheets listing all major categories of toxic ingredients; also tables on five major classes of toxic ingredients that can be downloaded from the Cancer Prevention Coalition Web site, www.preventcancer.com.

Epstein warns, "Unbelievably, the FDA has recklessly failed to protect us from toxic ingredients in cosmetics and personal-care products for the last six decades. What's more, the mainstream industry has remained criminally indifferent to the dangers of their products. In sharp contrast, European regulations ban all products containing toxic ingredients."

So, the reality is that protecting yourself and your family unfortunately is still entirely up to you.

Toxic Beauty shows you just how.

Samuel S. Epstein, MD, professor emeritus of environmental health at the University of Illinois, Chicago, has published 270 scientific articles and authored or coauthored 15 books.

Dr. Epstein has been a consultant to the U.S. Senate and is frequently invited to give congressional testimony. He has also consulted for the Environmental Protection Agency and the Department of Labor.

He has appeared on national TV shows including "60 Minutes," "Face the Nation," "Meet the Press," "Good Morning America" and the "Today" show, along with major documentaries, including the 2004 prize-winning "The Corporation."

Randall Fitzgerald has been an investigative newspaper and magazine reporter and author for 37 years. He has written features for Reader's Digest, The Washington Post and The Wall Street Journal.

His most recent book is *The Hundred Year Lie: How Food and Medicine Are Destroying Your Health*.

Book Details:

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