

Combating the Environmental Injustice of Beauty through Implementation Science

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Black and Latinx population use more products across multiple categories



Hair products

Skin lightening creams



Cosmetics

Fragranced products, vaginal deodorants



Dodson et al., 2021
Edwards et al., unpublished
Zota and Shamasunder 2018

Environmental Injustice of Beauty

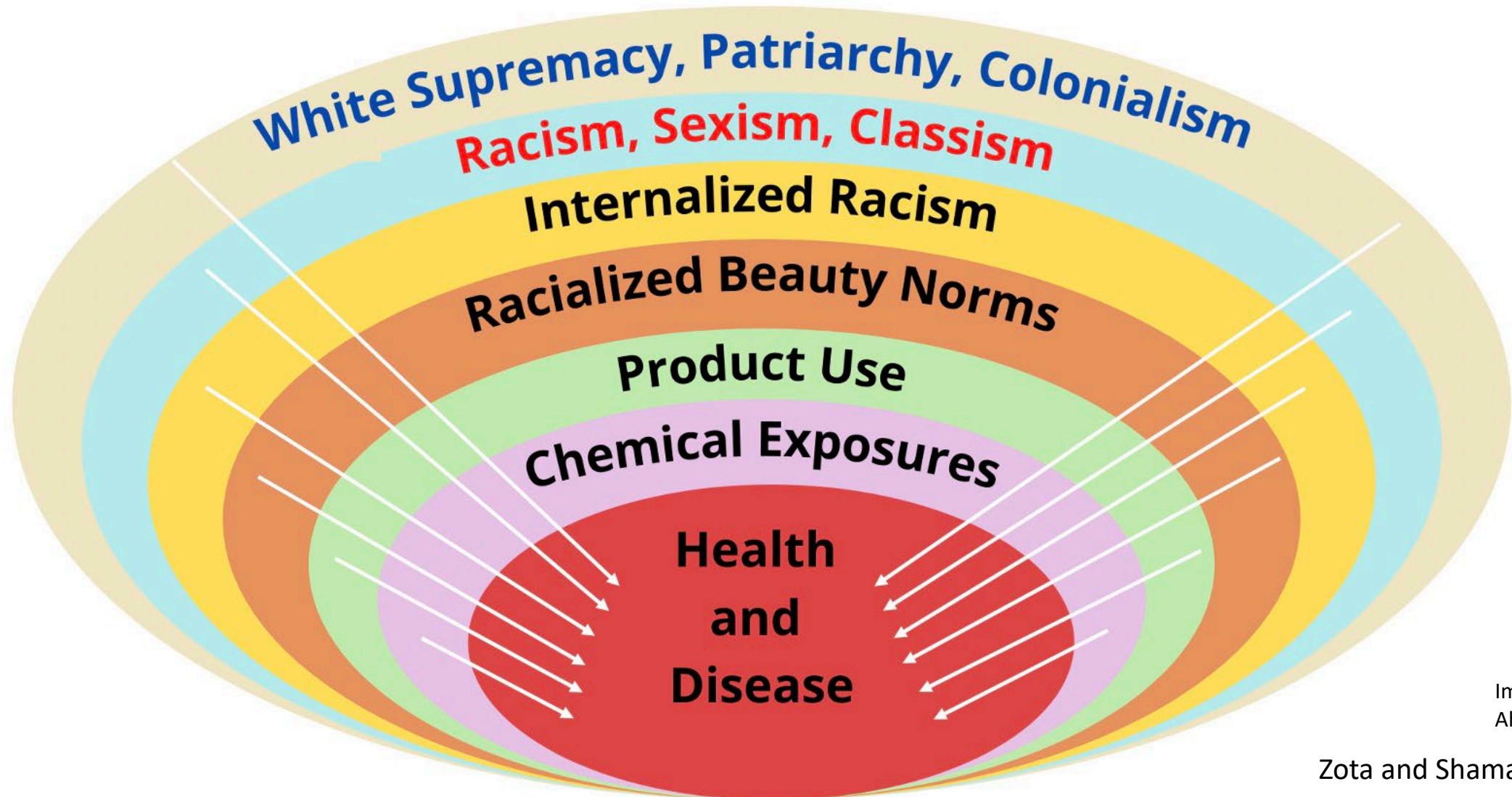


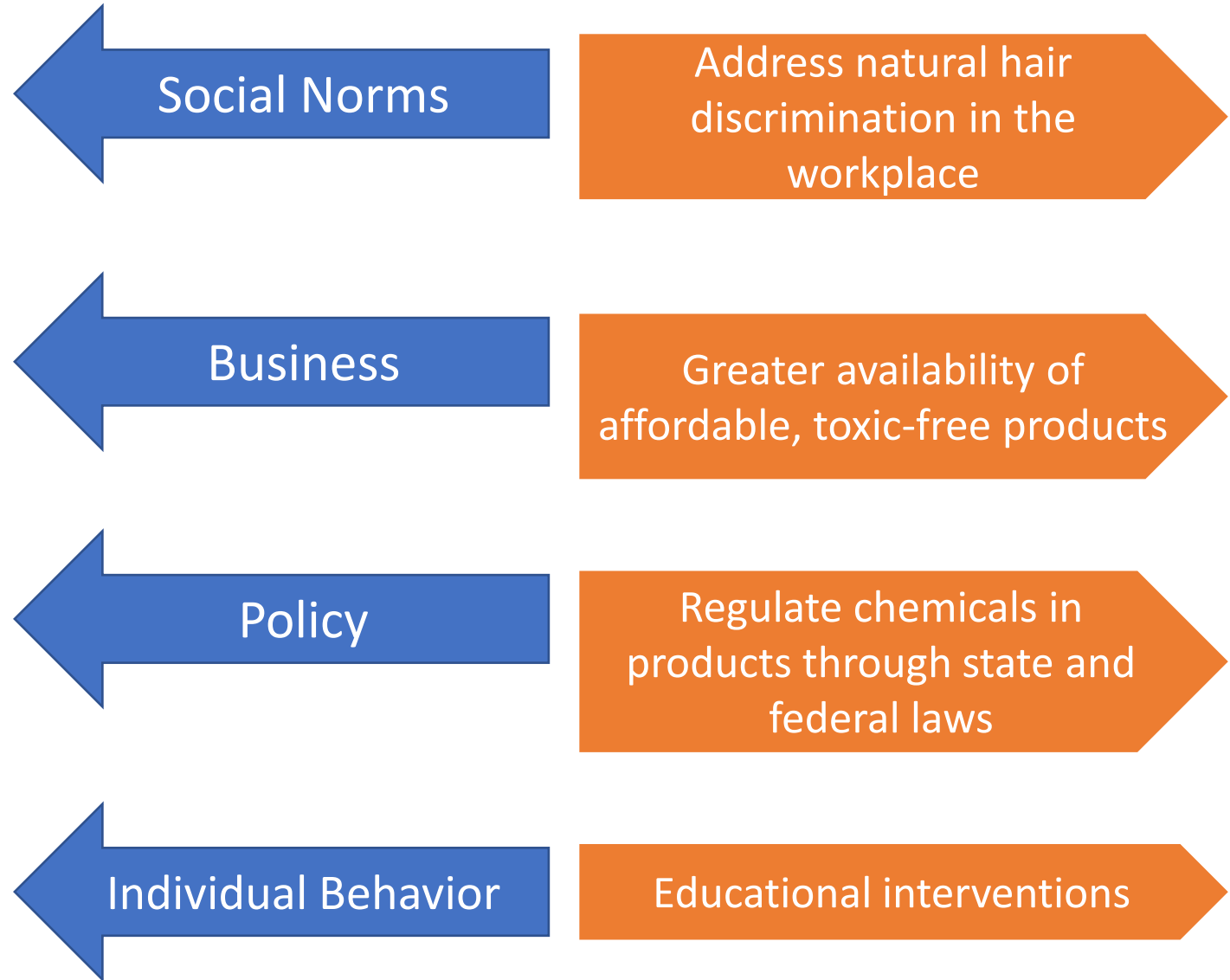
Image credit:
Ahmad and Zota

Zota and Shamasunder 2018

Environmental Injustice of Beauty: *An example*

Type of discrimination	Less advantaged populations	Product use	Chemical exposures	Potential adverse outcomes
Natural hair discrimination	African American women	Chemical hair straighteners	Parabens, phthalates, siloxanes, VOCs	Uterine fibroids, breast cancer

Potential Solutions



Potential Barriers

- The majority of interventions have focused on educating consumers about safer alternatives and how to choose less toxic products
- Existing education campaigns do not adequately consider costs, efficacy, or total chemical burden of switching hair routines
- No direct assessment of the impacts of market-based and policy interventions on environmental exposure and health outcomes
 - Indirect assessment of phthalate exposures over time suggest both federal policies and market-based advocacy do impact environmental exposures (Zota et al. 2014)
- Difficult to characterize the impacts of intersectional discrimination (i.e., gendered racism) on beauty rituals and even harder to intervene

Questions for Implementation Science

- How do we take a systems approach to mapping potential solutions and assessing the efficacy of those solutions?
- How do we ensure our interventions are developed through community-driven processes and explicitly consider intersectionality or interlocking systems of power and privilege?
- Do you see any low hanging fruit opportunities in this space?