

INTRODUCTION:

Bloom welcomes applications from businesses that promote products without the inclusion of synthetic chemicals, fillers and artificial ingredients. Key industry areas include food, skincare, environment, wellbeing, exercise and sustainable living.

Our team of advisors have created the following criteria to ensure that the values of prospective businesses align with those of Bloom. This ensures the integrity of the event, which is demonstrated by the high quality and standard of information presented on the day.

SECTION 1.0

INGREDIENTS NOT PERMITTED IN FOOD PRODUCTS EXHIBITED AT BLOOM:

1.1 ARTIFICIAL SWEETENERS

The following sweeteners are synthetic, do not occur in nature, and will not be allowed as ingredients in food products for exhibit at Bloom.

Sucralose
Splenda® (955)
NutraSweet® (951)
Equal®
Aspartame (E951)
Acesulfame potassium
Saccharin (954)
Sweet 'N Low®
GMO Sugar beet

FOUND IN: diet or sugar-free sodas, diet coke, coke zero, some protein powders, jelly (and other gelatins), desserts, sugar-free gum, drink mixes, baking goods, table top sweeteners, cereal, breath mints, chewable vitamins, toothpaste.

Acceptable natural sweeteners include:-

Barley malt syrup, Beet sugar†, Cane sugar, Dextrose†, Erythritol (polyol sweetener made from fermentation; available as certified organic), Evaporated cane juice, Fructose†, Fruit pastes (raisin, date), Glucose†, Honey, Juice concentrates, Lactose, Lo han kuo (monk fruit), Maltodextrins†, Maltose, Maple syrup, Molasses, Rice syrup, Rapadura, Stevia and steviosides, Sucanat®, Thaumatin, Turbinado sugar, Xylitol - with documentation ingredient is naturally sourced.

†Manufacturers should use non-GMO sources for these sweeteners.

1.2 HIGH FRUCTOSE CORN SYRUP (HFCS)

A highly-refined artificial sweetener. Increases LDL (“bad”) cholesterol levels, and contributes to the development of diabetes and tissue damage, among other harmful effects.

FOUND IN: most processed foods, bread, candy, flavoured yogurts, salad dressings, canned vegetables, cereals.

1.3 **MONOSODIUM GLUTAMATE (MSG / E621)**

Used as a flavour enhancer MSG affects the neurological pathways of the brain and disengages the "I'm full" function which explains the effects of weight gain.

FOUND IN: Chinese food, many snacks, chips, cookies, seasonings, most Campbell Soup products, frozen dinners and lunch meats

1.4 **TRANS FAT / HYDROGENATED OILS**

Used to enhance and extend the shelf life of food products and is among the most dangerous substances that you can consume.

FOUND IN: margarine, chips and crackers, baked goods, fast foods.

1.5 **ARTIFICIAL COLOURS**

Blue #1 and Blue #2 (E133), Red dye # 3 (also Red #40 – a more current dye) (E124), Yellow #6 (E110), Yellow Tartrazine (E102). Banned in many European countries. May contribute to behavioural problems in children and lead to a significant reduction in IQ.

FOUND IN: Macaroni and cheese, candy, soda, fruit juices, and salad dressings.

1.6 **SODIUM SULFITE (E221)**

According to the FDA, approximately one in 100 people is sensitive to sulfites in food. The majority of these individuals are asthmatic, suggesting a link between asthma and sulfites.

FOUND IN: Wine, dried fruit and other processed foods.

1.7 **SODIUM NITRATE/SODIUM NITRITE (E250)**

This chemical turns meat bright red. A colour fixer, and it makes old, dead meats appear fresh and vibrant. Highly carcinogenic once it enters the human digestive system.

FOUND IN: hotdogs, bacon, ham, lunch meat, cured meats, corned beef, smoked fish or any other type of processed meat.

1.8 **BHA AND BHT (E320)**

Butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT) are preservatives that keep foods from changing colour, changing the flavour or becoming rancid. Affects the neurological system of the brain, alters behaviour and has a potential to cause cancer.

FOUND IN: Cereals, chewing gum, potato chips, and vegetable oils.

Bloom supports sustainable farming practices including organic, biodynamic, local and seasonal produce which supports real food.

For more info visit: <http://www.foodmatters.com/article/top-10-food-additives-to-avoid>

SECTION 2.0

INGREDIENTS NOT PERMITTED IN COSMETICS & CLEANING PRODUCTS EXHIBITED AT BLOOM:

2.1 ACRYLATES

Acrylates are ingredients found in artificial nail products. Despite evidence of adverse skin, eye, and throat reactions to these chemicals, they continue to be used in nail products.

FOUND IN: Artificial Nail Products (Acrylic Nails, Nail Enhancing Polishes)

WHAT TO LOOK FOR ON THE LABEL: ethyl acrylate: Acrylic acid ethyl ester, ethyl propenoate, EA; ethyl methacrylate: ethyl methacrylate, ethyl ester, methacrylic acid, ethyl ester, ethyl 2-methyl-2-propenoate, EMA; methyl methacrylate: Methacrylate monomer, Methyl ester of methacrylic acid, methyl-2-methyl-2-propenoate, MMA

2.1 ARTIFICIAL FRAGRANCE

Many products list “fragrance” on the label, but very few name the specific ingredients that make up a “fragrance.” Fragrance on a label can indicate the presence of up to four thousand separate ingredients, many toxic or carcinogenic.

FOUND IN: Most personal care products including sunscreen, shampoo, soap, body wash, deodorant, body lotion, makeup, facial cream, skin toner, serums, exfoliating scrubs and perfume.

WHAT TO LOOK FOR ON THE LABEL: Fragrance, perfume, parfum, essential oil blend, aroma.

2.2 BENZOPHENONE & RELATED COMPOUNDS

Benzophenone is widely used in household products, such as sunglasses, food packaging, laundry and cleaning products to protect from UV light.

FOUND IN: Lip balm, nail polish, foundations, baby sunscreens, fragrance, shampoo, conditioner, hair spray, moisturizers, and foundation

WHAT TO LOOK FOR ON THE LABEL: Benzophenone, ingredients containing the word benzophenone (for example benzophenone-2), BP# (for example BP2), oxybenzone, sulisobenzene, sulisobenzene sodium.

2.3 BUTYLATED COMPOUNDS

Butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT) are used as preservatives in a variety of personal care products. These chemicals are linked to several health concerns including endocrine disruption and organ-system toxicity.

FOUND IN: Lip products, hair products, makeup, sunscreen, antiperspirant/deodorant, fragrance, creams

WHAT TO LOOK FOR ON THE LABEL: BHA, BHT

2.4 CARBON BLACK

Carbon black is a dark black powder used as a pigment in cosmetics such as eyeliner, mascara and lipstick and has been linked to increased incidence of cancer and negative effects on organs.

FOUND IN: Eyeliner, mascara, nail polish, eye shadow, brush-on-brow, lipstick, blushers, rouge, makeup, and foundation

WHAT TO LOOK FOR ON THE LABEL: Carbon black, D & C Black No. 2, acetylene black, channel black, furnace black, lamp black, and thermal black

2.5 COAL TAR

Coal tar is a known carcinogen derived from burning coal.

FOUND IN: Shampoos and scalp treatments, soaps, hair dyes, and lotions.

WHAT TO LOOK FOR ON THE LABEL: Coal tar solution, tar, coal, carbo-cort, coal tar solution, coal tar solution USP, crude coal tar, estar, impervotar, KC 261, lavatar, picis carbonis, naphtha, high solvent naphtha, naphtha distillate, benzin B70, petroleum benzin [3,4]

2.6 1,4-DIOXANE (eth)

1,4-dioxane is a contaminant created when common ingredients react to form the compound when mixed together. For example, sodium laurel sulfate, a chemical that is harsh on the skin, is often converted to the less-harsh chemical sodium laureth sulfate (the “eth” denotes ethoxylation).

FOUND IN: Products that create suds (such as shampoo, liquid soap, bubble bath), hair relaxers, others

WHAT TO LOOK FOR ON THE LABEL: Sodium laureth sulfate, PEG compounds, chemicals that include the clauses xynol, cetareth and oleth.

2.7 FORMALDEHYDE & FORMALDEHYDE-RELEASING PRESERVATIVES (FRPs)

Used in many personal care products, particularly in shampoos and liquid baby soaps as a cosmetic preservative. Formaldehyde is a carcinogenic impurity absorbed through the skin which has been linked to cancer and allergic skin reactions.

FOUND IN: Nail polish, nail glue, eyelash glue, hair gel, hair-smoothing products, baby shampoo, body soap, body wash, color cosmetics.

WHAT TO LOOK FOR ON THE LABEL: Formaldehyde, quaternium-15, DMDM hydantoin, imidazolidinyl urea, diazolidinyl urea, polyoxymethylene urea, sodium hydroxymethylglycinate, 2-bromo-2-nitropropane-1,3-diol (bromopol) and glyoxal.

2.8 HOMOSALATE

Homosalate is a widely used chemical in sunscreens and skin care products with SPF. Homosalate is a potential endocrine disruptor and studies in cells suggest it may impact hormones.

FOUND IN: Sunscreen, Skin Care Products with Sun Protection[1,2,3,4]

WHAT TO LOOK FOR ON THE LABEL: Homosalate, Homomenthyl salicylate, HMS, HS; 3,3,5-trimethyl-cyclohexyl-salicylate

2.9 HYDROQUINONE

Hydroquinone is marketed most aggressively to women of colour for its whitening ability in skin creams. It is linked to cancer and organ-system toxicity.

FOUND IN: Skin lighteners, facial and skin cleansers, facial moisturizers, hair conditioners, finger nail coating products.

WHAT TO LOOK FOR ON THE LABEL: Hydroquinone or tocopheryl acetate

2.10 LEAD AND OTHER HEAVY METALS

Metals such as lead and mercury, do not have normal physical functions in the body. Exposure and metal accumulation has been linked to health concerns including reproductive, immune and nervous system toxicity.

FOUND IN: Lip products, whitening toothpaste, eyeliner, nail colour, foundations, sunscreens, eye shadows, blush, concealer, moisturizers, eye drops

WHAT TO LOOK FOR ON THE LABEL: Lead acetate, chromium, thimerosal, hydrogenated cotton seed oil, sodium hexametaphosphate. Note: products that contain contaminant metals will not list them on ingredient labels

2.11 METHYLISOTHIAZOLINONE (MIT) & METHYLCHLOROISOTHIAZOLINONE (CMIT)

These common preservatives are found in many liquid personal care products, and have been linked to lung toxicity, allergic reactions and possible neurotoxicity.

FOUND IN: Shampoo, conditioner, hair colour, body wash, lotion, sunscreen, mascara, shaving cream, baby lotion, baby shampoo, hairspray, makeup remover, liquid soaps and detergents.

WHAT TO LOOK FOR ON THE LABEL: Methylisothiazolinone (MIT): 2-methyl-4-isothiazoline-3-one, Neolone 950 preservative, MI, OriStar MIT and Microcare MT. Methylchloroisothiazolinone (CMIT): 5-Chloro-2-methyl-4-isothiazolin-3-one and MCI.

2.12 NITROSAMINE (MEA, DEA or TEA)

Used in the manufacture of cosmetics. These chemicals are already restricted in Europe due to known carcinogenic effects.

FOUND IN: Soaps, shampoos, hair conditioners and dyes, lotions, shaving creams, paraffin and waxes, household cleaning products, pharmaceutical ointments, eyeliners, mascara, eye shadows, blush, make-up bases, foundations, fragrances, sunscreens.

WHAT TO LOOK FOR ON THE LABEL: Triethanolamine, diethanolamine, DEA, TEA, cocamide DEA, cocamide MEA, DEA-cetyl phosphate, DEA oleth-3 phosphate, lauramide DEA, linoleamide MEA, myristamide DEA, oleamide DEA, stearamide MEA, TEA-lauryl sulphate.

2.13 PARABENS

Parabens are preservatives used in a wide variety of personal care products and foods to prevent the growth of microbes. These endocrine-disrupting chemicals can be absorbed through skin, blood and the digestive system.

FOUND IN: Shampoos, conditioners, lotions, facial and shower cleansers and scrubs

WHAT TO LOOK FOR ON THE LABEL: Ethylparaben, butylparaben, methylparaben, propylparaben,

isobutylparaben, isopropylparaben, other ingredients ending in –paraben

2.14 PETROLATUM, PETROLEUM JELLY

When properly refined, petrolatum has no known health concerns. However, petrolatum is often not fully refined in the US, which means it can be contaminated with toxic chemicals called polycyclic aromatic hydrocarbons (PAHs).

FOUND IN: Lotions, Cosmetics

WHAT TO LOOK FOR ON THE LABEL: Petrolatum, Petroleum Jelly, Paraffin Oil, Mineral Oil and White Petrolatum (refined and safe for use).

2.15 PHTHALATES (DBP/DEP/ DMP/DEHP)

Pronounced THAL-ates, these chemicals, which are linked to endocrine disruption, developmental and reproductive toxicity, and cancer, have been banned from cosmetics in the European Union, but still remain prevalent in U.S. products.

FOUND IN: Colour cosmetics, fragranced lotions, body washes and hair care products, nail polish and treatment.

WHAT TO LOOK FOR ON THE LABEL: phthalate, DEP, DBP, DEHP and fragrance

2.16 PHENOXYETHANOL

Used as a preservative in cosmetic products and also as a stabilizer in perfumes and soaps. Has been linked to reactions ranging from eczema to severe, life-threatening allergic reactions.

FOUND IN: Moisturizer, eye shadow, foundation, sunscreen, conditioner, mascara, eye liner, shampoo, lip gloss, concealer, body wash, hand cream, blush, hair colour, hair spray, lip balm, lotion, nail polish, baby wipes, baby lotions and soaps, soap (liquid and bar), shaving cream, deodorant, toothpaste, fragrance, hair removal waxes, hand sanitizer and ultrasound gel.

WHAT TO LOOK FOR ON THE LABEL: Phenoxyethanol, 2-Phenoxyethanol, Euxyl K® 400 (mixture of Phenoxyethanol and 1,2-dibromo-2,4-dicyanobutane), PhE

2.17 POLYACRYLAMIDE

Used as a stabilizer and binder in lotions and other products. Though it is not a concern in itself, it is made up of repeating molecules of acrylamide, which is a strongly suspected carcinogen and has been linked to mammary tumours.

FOUND IN: Facial moisturizers, anti-aging products, colour cosmetics, lotions, hair products, sunscreens, and more.

WHAT TO LOOK FOR ON THE LABEL: Polyacrylamide; acrylamide; polyacrylate, polyquaternium, acrylate.

2.18 POLYTETRAFLUOROETHYLENE (PTFE, AKA TEFLON)

Teflon® in your makeup? Yuck. This non-stick ingredient and other fluorinated compounds have been associated with delayed menstruation, later breast development and cancer.

FOUND IN: Foundation, pressed powder, loose powder, bronzer, blush, eye shadow, mascara, shave gel, lip balm, anti-aging lotion

WHAT TO LOOK FOR ON THE LABEL: Polytetrafluoroethylene (PTFE), Polyperfluoromethylisopropyl Ether, DEA-C8-18 Perfluoroalkylethyl Phosphate, Teflon

2.19 P-PHENYLENEDIAMINE

Consumers are primarily exposed to p-phenylenediamine (PPD) through its use in permanent hair dyes that rely on chemical reactions (called oxidation) to fix the color. As a known skin sensitizer, it leads to allergic reactions.

FOUND IN: Hair dyes

WHAT TO LOOK FOR ON THE LABEL: p-phenylenediamine, para-phenylenediamine, 4-aminoaniline; 1,4-benzenediamine; p-diaminobenzene; 1,4-diaminobenzene; 1,4-phenylene diamine

2.20 QUATERNIUM-15

A known skin toxicant and allergen, may be especially dangerous for hairdressers and janitors, who are sometimes exposed to this formaldehyde-releasing chemical at regular doses for long periods of time.

FOUND IN: Hair conditioners, hair styling products, creams, lotions, cleansers, shaving products, eye drops contact solutions and household cleaning products.

WHAT TO LOOK FOR ON THE LABEL: Benzalkonium chloride, benzethonium chloride, quaternium-15, guar hydroxypropyltrimonium chloride, centrimonium bromide, polyquaternium – followed by a number (i.e. polyquaternium-7).

2.21 RETINOL AND RETINOL COMPOUNDS

Retinol is the chemical name of the essential micronutrient vitamin A which can be harmful to your health when it's added to cosmetic products in certain forms. Two derivatives – retinoic acid and retinyl palmitate – should be avoided in cosmetics and personal care products while retinol itself should not be used at high doses.

FOUND IN: Anti-aging creams and lotions, moisturizers, and foundation.

WHAT TO LOOK FOR ON THE LABEL: Retinol, vitamin A, retinyl acetate, retinyl palmitate, all-trans retinoic acid, tretinoin.

2.22 SYNTHETIC MUSKS

Synthetic musks are chemicals used in personal care product fragrances. They are rarely listed on the label, since fragrance ingredients are often not disclosed. Synthetic musks bioaccumulate in the environment and have been detected in human breast milk, body fat, blood, and umbilical cords.

FOUND IN: Perfumes, colognes, and scented soap, body wash, sprays, lotions, hair products, detergents, softeners

WHAT TO LOOK FOR ON THE LABEL: Fragrance, musk ketone, musk xylene, galaxolide, tonalide

2.23 TRICLOSAN

Triclosan is an antimicrobial agent. Initially developed as a surgical scrub for medical professionals, it is now being added to a host of consumer products, including kitchen cutting boards and shoes in order to kill bacteria and fungus and prevent odours. Health concerns include endocrine disruption, bioaccumulation, and the emergence of bacteria resistant to antibiotics and antibacterial products.

FOUND IN: Antibacterial soaps and detergents, toothpaste and tooth whitening products, antiperspirants/deodorants, shaving products, creams, color cosmetics.

WHAT TO LOOK FOR ON THE LABEL: Triclosan (TSC) and triclocarban (TCC)

For more info please visit: <http://www.safecosmetics.org>

For product and ingredient databases visit: <http://www.ewg.org/skindeep/>

Bloom Inspiring Wellness reserves the right to waive any of these criteria at its discretion and/or amend or reject any product or service which is inconsistent with the above standards.

Bloom Team Advisors:

DR SARAH LANTZ (PHD)

Dr Sarah Lantz has postgraduate qualifications in clinical nutrition and public health, was awarded her PhD from the University of Melbourne's Australian Youth Research Centre, received her post-doctoral research fellowship from the University of Queensland and was awarded an international scholarship from the University of Sydney. Her first book released in 2009, *Chemical Free Kids: Raising Healthy Children in a Toxic World*, is a bestselling publication and has gone into its third reprint. She is an ambassador for Australian Certified Organic (ACO) and the Chemical Free Community, and an active member and delegate of Slow Food Australia.

NARELLE CHENERY

Narelle is the creator of Miessence, the world's first certified organic skin care and personal care range. She is a passionate educator and activist for social and consumer change, speaking worldwide to business leaders, entrepreneurs, cosmetic industry professionals and government bodies. Narelle is a member of the Australian Society of Cosmetic Chemists and continues to develop her Miessence products, speak to consumer groups and industry and campaign for integrity in international organic standards.