



Not Just a Pretty Face

The Ugly Side of the Beauty Industry.

Lead in lipstick? Formaldehyde in baby shampoo? How is this possible? Simple.
The \$50 billion cosmetics industry is so powerful they have kept themselves unregulated for decades.

In 2000, the U.S. Centers for Disease Control reported American women had a higher “body burden” of phthalates, a set of industrial chemicals linked to birth defects and infertility. Suspicions about repeated exposure from cosmetics led to some disturbing discoveries.

Not Just a Pretty Face chronicles the quest that led a group of breast cancer activists and environmentalists to the offices of the world’s largest cosmetics companies to ask some tough questions:

- Why do they market themselves as pink ribbon leaders in the fight against breast cancer, yet use chemicals that may contribute to that very disease?
- Why do so many body-care products marketed to men and women of childbearing age contain chemicals linked to birth defects and infertility?
- Why do so many baby shampoos contain cancer-causing chemicals?

As doors slammed in their faces, the beauty myth peeled away and the industry’s toxic secrets began to emerge.

The good news is that chemists are developing non-toxic products and many good companies are creating safer cosmetics and building businesses based on the values of health, justice and personal empowerment.

The Jane Hibbard Idema Women’s Studies Center
and
The Center for Sustainability at Aquinas College
present

Stacy Malkan

Author & Environmental Health Advocate

March 21, 2012

Keynote Luncheon **11:30 a.m. - 1 p.m.**

Wege Center Ballroom

Free Public Lecture

7 - 9 p.m.

Wege Center Ballroom

Info available at:

aquinas.edu/womenscenter



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Stacy Malkan is the author of the award-winning book, *Not Just a Pretty Face: The Ugly Side of the Beauty Industry* and co-founder of the Campaign for Safe Cosmetics, an international coalition of health and environmental groups working to eliminate toxic chemicals from beauty products. Stacy is a leading expert on toxic chemicals in cosmetics and how to find the safest products. She is frequently interviewed by major media including *Good Morning America*, *Washington Post*, *Los Angeles Times* and many others. Prior to her work as a leading environmental health advocate, Stacy worked for ten years as a journalist and newspaper publisher. For more information visit: notjustaprettyface.org and safecosmetics.org

Endorsements for *Not Just a Pretty Face*...

*This is a gripping, personal book by a recovered cosmetics addict with a great factual range on the impact of an unregulated group of companies... This book should be read by women and men who have trusted, for too long, the companies whose products get inside their bodies and their minds. **Ralph Nader**, consumer advocate, author of *Unsafe at Any Speed**

*How is it possible that our skin products continue to go unregulated by the FDA? Shame on them for neglecting the American people ...Thank you Stacy for exposing the truth. The jig is up! **Fran Drescher**, NYT best-selling author and star of Emmy award-winning show *The Nanny*.*

*A must-read for everyone ...Thank you Stacy for this most important investigation into the hidden dangers of everyday personal care. **Horst Rechelbacher**, founder of Aveda.*



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Sponsorship Opportunities

Not Just a Pretty Face: The Ugly Side of the Beauty Industry

March 21, 2012, Aquinas College Wege Ballroom

Keynote Luncheon 11:30 a.m. • Evening Public Lecture 7 p.m.

Benefiting the Jane Hibbard Idema Women's Studies Center and the Center for Sustainability at Aquinas College

PLATINUM (PRESENTING) SPONSOR (\$5000)

- Private, VIP reception before Evening Lecture
- Introduction of Speaker at Luncheon & Evening Event
- Organization Logo on all promotional materials & programs
- Luncheon Recognition (Table-Side and Front Screen)
- Lecture Recognition (Front Screen)
- Two Luncheon Tables (16 guests)
- Table for Promotional Materials
- Organization Materials in Luncheon "Gift" Bag

GOLD SPONSOR (\$3000)

- Organization Logo on all promotional materials & programs
- Luncheon Recognition (Table-Side and Front Screen)
- Lecture Recognition (Front Screen)
- One Luncheon Table (8 guests)
- Table for Promotional Materials
- Organization Materials in Luncheon "Gift" Bag

SILVER SPONSOR (\$1500)

- Organization Logo on all promotional materials & programs
- Luncheon Recognition (Table-Side and Front Screen)
- Lecture Recognition (Front Screen)
- 4 Luncheon Tickets
- Table for Promotional Materials
- Organization Materials in Luncheon "Gift" Bag

BRONZE SPONSOR (\$500)

- Organization Recognition in promotional materials & programs
- Luncheon & Lecture Recognition (Front Screen)
- 2 Luncheon Tickets
- Table for Promotional Materials

COPPER (\$250)

- Organization Recognition in promotional materials & programs
- 2 Luncheon Tickets

For additional information or questions regarding these sponsorship opportunities, please contact:

Susan Haworth Hoepfner, Director
haworsus@aquinas.edu
616.632.2974

Deborah Steketee, Executive Director
Deb.Steketee@aquinas.edu
616.632.2930



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Sponsorship Registration Form

Company name _____

Key contact _____ Email _____

Address _____

Phone _____ Fax _____

Sponsorship Levels

- Platinum (\$5000)
- Gold (\$3000)
- Silver (\$1500)
- Bronze (\$500)
- Copper (\$250)

Method of Payment

- Please invoice us. Send invoice to:
 - Check if same as above

Company name _____

Key contact _____

Address _____

- Payment enclosed.

Please return this form and make checks payable to:
Jane Hibbard Idema (JIH) Women's Studies Center
Aquinas College
1607 Robinson Rd. SE
Grand Rapids, MI 49506