

Your Daughter's Good Habits Could Be Bad For Her

New study finds adolescent girls are contaminated with 16 hormone-altering chemicals used in common skin care products

Two Connecticut mothers launch "Good For You Girls," the first and only chemical-free skin care line specifically formulated for girls and young teens.

NEW HARTFORD, Connecticut, Oct. 10 / -- A September 2008 study by the Environmental Working Group reveals that teens may be unknowingly exposing themselves to hormone-disrupting chemicals during a critical stage of development. In response to these and other similar findings, two Connecticut mothers have created a new series of skin care products. Their new company, Good For You Girls, is launching a new line of skin care that is free of harmful chemicals and specifically formulated for the needs and characteristics of girls age 9-15.

The Environmental Working Group's study found sixteen chemicals linked to hormone disruption in the blood and urine of adolescent girls using common skin care products and cosmetics. Experts believe preteen and young teen girls may be particularly sensitive to even trace levels of such chemicals given the complex hormonal changes that take place during the transformation to adulthood.

"As mothers, we all try to protect our daughters from chemicals and toxins. It starts before they're even born with careful lifestyle choices and the foods we eat," says Good For You Girls co-founder Grace Petrarca. Most people don't realize that even minute traces of chemicals can have adverse effects on a young bodies development."

Inspiration for the product line came from the founders' own experiences looking for products for their daughters. Having used only natural baby products, they wanted to continue the commitment when it came time to show their daughters the proper way to take care of their faces. In researching existing natural skincare lines, they realized most products contained additional ingredients that focused on anti-aging and were too harsh for young skin. Additionally, these products did not at all appeal to their daughters.

Good For You Girls is the first-ever 100% natural skincare line to address the needs of girls age 9 to 15. The company introduces a skincare kit containing a cleanser, toner and moisturizer. Products are created with only the purest, natural ingredients that are effective and safe for young skin. All products are formulated with natural and organic ingredients. Products are free from parabens, petrochemicals, sulfates, phthalates, dyes and irritants.

Good For You Girls products do more than just protect from harmful chemicals, they help establish a lifetime of good habits. "We hope to empower girls to make safe choices," says co-founder Kim Grustas, "For moms, our products make it easy for them to educate their daughters while making these habits fun to learn in the process."

Packaged in a gift box, the kit contains a simple three-step process of cleansing, toning and moisturizing that effectively cleans skin of impurities, balances pH, and helps protect young skin from the elements.

The company also makes an environmental commitment. Boxes are printed with water based soy inks and the bottles are recyclable. Good For You Girl products are vegan approved and cruelty free. Good For You Girls is a compact signer with The Campaign for Safe Cosmetics and The Environmental Working Group.

To learn more about Good For You Girl products visit the company website at www.GoodForYouGirls.com

Reference; Environmental Working Group: Teen Girls's Body Burden of Hormone-Altering Cosmetics Chemicals, Published September 24, 2008