Product Safety

OK everybody, welcome to the second workshop of the second day with the incomparable Barbara Bird. I am so excited that she has agreed to not only do this summit, but she's going to be doing the skin and coat summit in July. So I'm going to turn this barbed Wi-Fi is not so good. So we pre recorded her workshop. So we have the video playing. So questions, there's a couple places you could put questions for Barb, you can put them in the private. Facebook Group, which is the link is here. Ok, whether you do that today or tomorrow doesn't matter. That group will be open for three weeks.

You could put questions in the chat and we will go along. Barbara, answer them as we go along and anything that we miss we will get at the very end. So this is a 2 and a half hour video, so make yourself conflict. You ready, Barb? I'm ready to go. Hello everybody. Thanks for joining us for our educational journey today. I'm happy to be here and I'm excited about talking about our concerns regarding our grooming products. So here we go and. By the way, I have invited my sidekick and number one group pod partner Susie to join us today because she technically dives me through our adventures together and she's my blanket, you know what I mean? Today I'll be playing the part of the audience, yes.

And so I can't somebody to look at to see how I'm, what kind of a reaction I'm getting as we run through this remote webinar today. Here we go. The goals of our webinar we want to address the concerns of groomers about Product Safety. As I approve people to join the shampoos in the grooming industry Facebook group, I notice about a third of the new members are joining because they want to know something about the safety or the healthfulness of our products that we're using.

So this has motivated me to really put something. Together, to help us understand how our attitudes towards our products are created. We don't know what identify our concerns and talk a little bit about the psychology behind what we think about our products and our companies. We're going to reveal the big lie about topical ingredients and some facts about the skin barrier function. Not gonna teach you everything there is to know about skin barrier, but we're going to get acquainted with that and we're going to learn about the safety, how safety of cosmetic ingredients is determined in the United States.

There seems to be a misunderstanding that there is no safety information happening in the US, only in Europe and in Korea and places like that we're going to discuss. Some of the ingredients that are targeted often as dangerous or harmful, and present a rational approach about product concerns. So here we go. Common fears and how they're created well. One of the biggest fears is the lack of regulation and oversight.

There's less regulation for pet products and than those for human use, and some people that are very voice differences on the Internet believe that there's very little regulation of human products. We're going to talk about the possibility of unidentified harmful ingredients, since many companies are still refusing to disclose. They're ingredients of their products. Does this mean that they're using something harmful? Are grooming products toxic soup? A widely circulated article published in a natural pet magazine claims that most pet shampoos are no more than a mixture of toxic ingredients with carcinogens, hormonal disruptors and allergens in them.

Oh my God, that is enough. It's very difficult for me not to put a sound effect after that, but I just wanted to put that out there. Ok, carry on. Miss soundeffects. The Queen of sound effects Susie's got is the she. She's having to tie up her hand so that she doesn't push all of the different sound effect buttons, because she's just that way loves a good sound effect.

I'm not so in love with them. I'm in tears. Oh, sorry. So let's talk about this lack of regulation and oversight. It is a big truth about grooming products. The most important laws pertaining to cosmetics in the United States are the fair packaging and Labeling Act. The F, PLA and the Federal food, Drug and Cosmetics Act of nineteen thirty eight was when they began. Having some legal basis for regulating cosmetics. But just last year, in December, President Biden signed the modernization of cosmetic regulations that called Mocra, which brought the US regulations in line with the European Union and other countries requirements.

So this was a really huge development, way overdue, and it gives. The FDA, the authority to inspect facilities to. Well, it gives the FDA authority to overlook to look over how cosmetics are sold in the United States and imported. From other countries but. That's cosmetics, and by the legal definition of cosmetics, are. Products are substances that are used for human use applied to humans. The animal cut counterpart of a cosmetic is commonly referred to as a grooming Nate. So products intended for cleaning and promoting attractiveness of animals are not subject to any FDA control, only if their drugs and only in the to the extent of kind of kitching. Grooming aids that are being marketed actually as having therapeutic claims and as drugs.

So those are the only things that are really subject to regulation in our industry. There is no legal basis for regulation of oversight or oversight of pet grooming products. The only matter the government currently cares about is drugs that are misrepresented as criminal rates. Because in order for there to be oversight there needs to be representation in Washington that's called lobbying and law. The lobbyists they're there's hundreds of them in Washington it's like rats on a ship lobby wine dine and harass congressman to kind of. Introduce legislation and change things and serve their little special interest groups.

We have a special interest, but we don't have anybody at the lobbying party. Did you know that Susie wanna cost money to have lobbyists? You have to pay. We don't have that week that several years ago we had a lobbyist who was the husband of a groomer. Who dedicated himself to kind of keeping track of. What was happening in the law regarding grooming? But it was voluntary that we sent him some money, you know, and it mostly was out of his own pocket.

And unfortunately he passed away. And now there's just like nobody, nobody in Washington. Hounding congressmen to serve groomers they don't even see. We don't even seem to exist as a working group. And is this in spite of the fact that our numbers have mushroomed? Since 1938 when the acts, you know, regulating cosmetics were brought about it all we need is for someone to bring animal grooming aids into the regulation front process.

You know, like pass a law that includes animal grooming aids into the existing regulation of cosmetics. But they ain't gonna happen. Let's move on. That's kind of. I'm uncomfortable with that, so here's a little history about grooming. Historically, the grooming industry has not been much concerned with ingredient information. Mostly we cared about product performance. If it cleaned well, it was a good thing. If it smelled good and our didn't smell bad, it was a good thing. Although I remember one of the medicated products that I used in the early seventies when I was an apprentice was taught we used to call it green saline and it was green.

And it was slimy and it smelled horrible. But it was medicated, I guess it was a selenium sulfate kind of a product. It was a nasty little medicated product that we believed in because it was available to us. So manufacturers did not have to disclose ingredient information and they were and are happy not to. Products were distributed by traveling salespersons or company reps we used to have these men. That drove around the state or their region. Maybe they would have Arizona, California and New Mexico and they would just like travel back and forth and visit individual grooming establishments and bring you products and new stuff.

So most companies that were manufacturing pet grooming products had less than five shampoos, usually in all-purpose shampoo. I mean, at the IT was special because it was for pets, right? It wasn't special because it was for anything else, just because it was made for groomers. If that made it a specialist, a specialization, right, they would. We had a whitener, we might have a hypoallergenic choice, although that came a little bit later and usually a medicated shampoo and groomers as well. His dog show people would kind of supplement what was available commercially with human. Cosmetics shampoos and conditioners when I entered the grooming industry in 1971 We were conditioners there were none.

Finally we had a cream rinse. One of the first things that we had, excuse me, was a cream rinse and. But there was a mostly there were just assumptions that the products that were made, especially for groomers, were safe or somehow better than. Products that were made for humans training for groomers contained little or no information about product ingredients or how products work. This continues today. There's no. Necessity considered to teach new groomers in entering the industry about ingredients or the chemistry. Of products, how products work, it's amazing. I mean, hairdressers get a module of training, but because our training is so kind of hands-on and has historically been apprenticeship. You learn from a mentor, and the problem with learning for a mentor is that you learn all of the.

Miss and fallacies that your mentor has been taught right absolutely. You learn it as if it were law. You learn it as if it were law. I mean, I remember clinging to. The practice of. Flipping and brushing out dogs thoroughly before the bath. That was how I was taught. And i maintained that I almost fired someone who suggested that we bathe first. Came from back east. And I hired him as a bather. And he said, you know what we used to do, where I learned was we made them friends. They said, oh, that's not right. That just isn't right. I learned the right way. And we don't do it that way.

You know, hell no. I almost fired him and it wasn't until I got in a it wasn't until I was working by myself and I got into a bind and I needed to time behind and I needed to kind of speed things up there. And I read on a bottle of. Shampoo fluff out shampoo. That said to use the shampoo 1st and I said I'm going to try it. And I did and I never went back to the old way.

But boy if I hadn't had that breakthrough I'd still be claiming that the best way to do it is to do all of the work on the hair cut on The Dirty coat anyway. Concerned about concerned about coat care wasn't a thing. It just didn't. We didn't think about that. We just thought about getting them cleaned, combing them out. And styling and doing in my case kind of breed profile clips and a couple of little pet clips like we had something that we called the Daisy clip and then we had a teddy bear clip and other than that it was, you know, we just.

We just had tidbits of knowledge that kind of trickled down from the dog show world, like maybe you should use conditioner. So mind blown, mind blown. You know how I how I introduced conditioner to where I was working was because before I became a dog groomer, my mother and I showed our was apsos. So, you know, you don't even see lots of upsells hardly anymore. But they were very popular before shitzus kind of took over Plaza Apsos.

And do you want to know why, Susie? Yes, because Lisa assu. Because I have some episodes were kind of little assholes that were sometimes rather mean. And they didn't really love humans. I've encountered a few like that. Yeah, yeah. They weary of strangers was one of the breed characteristics. And so, you know, strangers could be anybody that visited your home, anybody that tried to groom them, anybody you know, like it could be anybody, could be your kid, it could be, you know, like they just didn't warm up to people very rapidly it if at all.

And so anyway, that little side information for you. But what happened? The Internet happened. Once the Internet happened and groomers started, you know, like emailing it, participating in element element email, groups I'll get that right. When Schumer started networking through email, groups we started kind of comparing notes and wondering about things that happened with products. And I got real curious about what was in the bottle. I had a what got me started was I had a shampoo that. Kept thickening no matter how much I diluted it. So I would dilute it to it's, you know, like I think it was like 4 to one.

This was a shampoo that I got from the show circuit because, and I used to think that those shampoos that I bought at the dog show were somehow much more superior to shampoos that the traveling salesman brought. I was wrong, but that's what I thought. And this shampoo. They're diluted and it would thicken back up. And I got down to the end of the gallon and I needed to use it for a few more dogs. I diluted that. I diluted the dilution.

And it's picking back up again. And my surprise. What is going on here? That got me looking for ingredients and for understanding ingredients. So I we started getting curious about what's in the bottle. And then once the Internet erupted with a lot of fearful claims about hazardous ingredients in cosmetics and unsafe cosmetics, those concerns traveled over to the grooming. World and we started worrying about well. I don't even know what's in the bottle. There could be some of these unsafe things in my bottle. So we started demanding to know more about ingredients in their safety and the dance with the companies began. And they love to dance. I love to dance. I love to dance with company reps.

And i think I should write a book called, you know, dancing with reps OK, enough of that. So, but what happens? One of the things that happens with the Internet? Is that misinformation becomes disinformation. So misinformation is misinterpretation or getting the facts wrong. An example is people saw that an ingredient was described as a plasticizer. And then? And then reported it as having plastics in a product, or that a product would coat the hair with a hard plastic coating that was riddled.

That's just a total misunderstanding of the term plasticizer, because of plasticizer is really an ingredient that increases the flexibility of the hair shaft, not makes it stiffer like hard plastic. It makes it more flexible and less likely to break because it's less brittle. So disinformation. Is the just the deliberate misstating effects in a way that's misleading and harmful? All marketing involves marketing of image and psychology. Every company wants a positive marketing image. That their stuff is warm and fluffy and healthy and safe. And does a better job of cleaning or whitening or. Protecting the coat so it positive marketing involves creating a desirable image of one 's product or service.

Malignant marketing is using disinformation to create fear and distrust of popular products and drive consumers away from the mainstream into pockets of alternative companies with alternative products. So it kind of looks like this. I made that. It's lovely. This from disinformation feeds distrust, which feeds more disinformation, right, that goes back and forth and then boom. The distrust of the disinformation that the disinformation creates allows an opening for the acceptance of alternative facts or alternative products. Trust us. Not them. It becomes an US them marketing becomes an US, them with them being. The big guys there, you know, are the bad guys and we little guys.

With our new and maybe home crafted products are the good guys. Fear sells. This is an example from a popular shampoo brand. This is what they say. Why should you use us, right? I'm not giving out their name. So many hazardous, unknown foreign ingredients, hazardous, unknown foreign ingredients and molds. Not just ingredients, but molds have been making their way into our products these days. It leaves our animal skin and ourselves exposed to ingredients that can sicken and even kill us. Oh God, most products are absorbed through the skin and with repetitive use it is a necessity to note what we are being exposed to.

That's some scary shit. Excuse me, but it is. Hazardous, unknown foreign ingredients and molds making their way, their slimy way into our products. That can even kill us. Ok, being absorbed through the skin, brightening Barbara, that is really scary. It makes me not want to wash my dog. Well, it makes you want to use their product. But it's interesting to note the same company does not list ingredients on their website. So should we trust this company and not others simply because they say scary things that they know about our products they're not even telling us, giving us any sort of this information about? Making their way the ingredients and molds making their way into product.

And by the way, molds are a product of how a product is handled. It's not. They're not ingredients. They happen when we leave the lids on open jars. I don't know if you ever. I used to use Chris Christianson. Jail because I like styling products and I was using I was committed to using styling products made for pets. Well, Chris Christianson made a gel and it came in a jar. And I had and the jar. You know you would leave it open after you used it because you just are sloppy that way. The challenge quickly became moldy on the top. Now I notice that they're using a tube better but this kind of thing about fearing the hazardous unknown foreign ingredients and molds that can sicken and even kill us, or you're the pets that you're responsible for, that's fear mongering.

Unknown foreign ingredients can be anything unfamiliar no is it just that we don't know it's there or it's just that we don't recognize it? Groomers are not educated about ingredients, so we have to take someone's word about whether an ingredient is hazardous. Whose word do we take? Any and any and everything is foreign to us. Molds make their way into products through unsafe handling and storage practices by people who don't know what they're doing in or are careless. And groomers who are doing too many dogs a day in the bathing room.

There's often times I know I've been there, I've done that. I've left things open i've. Been reckless and careless with products. So here's the definition of fear mongering, the act of deliberately arousing public fear or alarm about a particular issue or item. The notion that commercial pet shampoos are toxic soup. Is a blatant fear mongering. Is blatant fear mongering designed to arouse fear and suspicion of mainstream products. The purpose is to create acceptance of new, unfamiliar products which are then considered to be more safe psychology. Fear mongering is a very effective. Marketing technique.

And the Internet is the perfect vehicle for fearmongering. Simply repeating accusations leads them to appear to be true. Makes sense, Suzie. It totally makes sense. And in this era of living your truth, you know that the fact that it mutates into truths on the Internet, it's just natural. It's just the way it goes. It's just, yeah, so then we think we know something, you know, we know something that we didn't know.

So acceptance of fear and alternate alternative facts becomes learned. Alternate it. Alternative facts are falsehoods become truths in our in our mind wow. So what's the definition of toxic? Because we see it thrown around. That's toxic is one of the adjectives. You can just put aside any ingredient or any substance and immediately there's fear and distrust and not wanting to use it ever so toxic means containing or being poisonous material especially capable of causing serious. Injury or death, as in toxic drugs or toxic gas. But in order to be a toxin, in order to cause serious injury or death, a substance must get into the body.

A driving force behind much of the confusion about Product Safety and what's toxic or harmful or dangerous is market saturation and competitiveness so. When I entered the pet grooming profession in 1971 there were like 5 to 10 shampoos available. For groomers, they're just there just wasn't much. Today, an Amazon search of shampoo for dogs will yield over 7037 thousand results. You will see 1 to 24 of 7000 results.

So even if 2 to 3000 of those are duplications, that's a huge amount of shampoo. Dog shampoo products. Think about it. That is a ton. So everybody wants a slice of the pie. And why do they want a slice of the grooming product market I? because. There's a large profit. There's a big profit margin in selling shampoos. There's also, by the way, huge profit margins in scissors. That's why. That's why we see so many scissors and scissor vendors at trade shows, because it's a it's a way to rapidly make money. There's a large profit money where there's not very much profit money, profit margin pet food. You have to sell a ton of pet food to make a buck.

You know, I know I tried selling pet food in my shop for a while when I became health oriented and a holistic groomer. Poor part, poor profit margin. You know, better profit margin on tools for grooming better profit margin. And you know, like I haven't manufactured shampoos, but I can do a little cost analysis just by looking up the cost of. 5 gallon and more 50 gallon drum. Of ingredients. Man, there's huge profits to be made in shampoo now. It becomes less so the more complex and sophisticated the products get.

But let's remember that pet shampoos have usually been fairly simple formulas. Only recently are they becoming a little bit more complex and offering more of what's available to in human cosmetics. But getting back to our disinformation. The Internet is spreading this different disinformation daily, over and over, repeated over and over how many times? Do we deal with, do I deal with the statement that oatmeal shampoos are bad? Somehow, oatmeal has become discredited. As a. Pet grooming ingredient. And I remember being part of that misinformation. Because there was a time when I used to alert groomers that some dogs could be allergic to oatmeal.

Well, that's true, but the truth is that oatmeal. Is a very excellent moisturizing ingredient and it's natural. And of course the whole natural tendency, the whole natural trend is one of the trends that has. Mushroomed because of people's concerned for health and the fear mongering. And distrust that's been created about chemicals and. Ingredients that you can't pronounce. So people believe information that's repeated endlessly and shows up in many places. So if you if you fact checking is to look at another blog.

And then the fog also is naming sulfates is harmful or whatever I don't a lot of them have. Annual list of harmful ingredients. Things to avoid even they even will put it like, you know, ingredients to avoid umm. The lies and the misinformation are not always intentional. It's not always a malicious marketing, it's not always disinformation, but concern people. Often get caught up. In passing. More information or incorrect information, alternative facts, just out of their concern for. The welfare of. People and pets.

So I'm not saying that everybody's malignant. Now and then, the avoidable outcome of disinformation is that closed minds refused to change. You know, like once you get a fear labeled or fear associated bit of information in your head, it's really hard to let it go. You can't prove the infinite safety of an ingredient because you can't test everything, everybody, every day for everything, right? Yeah, it's an impossible. So once an ingredient or substance has been hammered by rigorous. With information and fear mongering, it can be impossible to rebuild consumer complaints, confidence even with truths and facts, because.

They were, you know, like I will say that. The misinformed people have drunk the kool-aid They will say that I. Have drunk the kool-aid you know what I mean? It just, you know so just the other day on Facebook there was this discussion about the use of disinformation and marketing and fear selling and a few groomers are trying to speak the truth and another said so I don't even remember exactly. I don't care what you say. I believe there are harmful ingredients in many of our products. I don't care what you say. I'm gonna believe what I believe, and I believe there's harmful stuff in there so.

If they people are saying I'm not going to change my mind, they won't change their mind. It's really interesting. So it's easier to believe Melissa's marketing than to sort out the truth. It's hard. It's hard work to Fact Check and to check your own assumptions and your own learning. It's easier to avoid a controversial ingredient just in case it might be dangerous even when there's absolutely no evidence of harm. It's just in case. I heard that it might be toxic, so just in case I'm gonna not use that.

That's the easy way out, and I've even seen marketing. About ingredients that says. There's no evidence that this is. Bad, but just in case, we won't use it in our products so you can trust. You call that passive aggressive here in the Northwest? That's so the inevitable outcome. The development is free from marketing that marketing on the basis of what's not in a product instead of what's in a product. No sulfates, no parabens, no silicones, no PE cheese, no fellates. That's how you say that word. Ballet equals no worries. If you know if it doesn't contain any of these ingredients that have been fear mongered, then we know we're safe. So there's a whole movement of marketing based on what is not in the product and that movement is now called.

Clean beauty. This approach simply reinforces the notion that the freefrom ingredients are somehow bad. So they're just reinforcing the whole themselves, the whole notion that you need to avoid ingredients simply by putting on their label that they don't use them. I love psychology. You know, I was a psychology major in college. I do know that. How did I ever get here? Well, if you listen to the groove God, you'll find out. So check this out. Trade shows can spread untruths. It's a hustle. Gotta love trade shows. There's so much energy here. There's so much excitement. There's so much going on. There's so much selling.

The whole purpose of a trade show is selling, and I'll tell you, it's not cheap to have a booth. At a trade show, it's a very expensive. So you really have to sell a lot 2. Make a profit at a trade show. Salespersons often speak beyond their scope of knowledge, and they do so very convincingly because they're good salespersons. So sometimes at. And trade shows you have people. At a booth, talking them to people about the products that don't really no. About the product they've just been given, they've been hired as salesman and they've been given bullet points, talking points say this, not that, say this and this.

About our products, OK. So they do that, they say that over and over. And if you try to engage in a conversation that takes them away from the talking points and looks behind the talking points of like what's in the bottle, they get very uncomfortable. And they will either dismiss your concerns, they'll just dismiss your concerns are dismissed. You I've actually been run out of a tropiclean boost. So the other thing that we have to be aware of is that seminars speakers are not always qualified.

It's unfortunate, I hate to say this, because I loved being a seminar speaker. I love. Talking about grooming but. Seminar speakers don't always get assigned to their topics based solely on their qualifications to speak about a topic. They might. There might be other reasons they get assigned to a topic because they're popular person and people will listen to them and people will come to hear what they have to say. So old and outdated information is sometimes passed on at trade shows without fact checking. There's no time to Fact Check. And once you learn something in the course of being certified as a master groomer or you know.

Or you learn it. At the table, while being a competitive groomer, a lot of speakers are successful competition groomers, but not necessarily well educated. So here's something about sales reps. Not all companies sales work reps are well informed. Sales skills are a specialized skill set. And those? They can talk good talk, right? Most sales reps are talking and they're working through talking points that are provided by the marketing people.

Now the formulator, the person that actually comes up with the recipe. They have their reasons for including the ingredients. And to tell the truth, formulators are sold ingredients. By chemical. Companies that use. Marketing tactics. Now, chemical companies don't usually use fear mongering. But they. Embellished their. Substances in beautiful language of. The future are of the moment. Or with. Pictures of women with beautiful hair right they use marketing to sell formulas, formulators, ingredients. Formulators use some of the chemical companies talking points to deliver those talking points to the marketers who then use them in the materials used to sell the product.

So selling sometimes involves making assumptions about your target group, your audience. Some assumptions about groomers. They're women. Now this assumption can be accompanied by sexist stereotypes or even misogyny. They're less educated. That also. Carries assumptions. Less educated sometimes carries the assumption of being smart. Groomers aren't groomers because they're dumb. They're usually groomers because they're either. Love animals so much that they're comfortable. They might be more comfortable socially with animals than with people or. You know, for whatever reasons. But it's not necessarily because they're not educated. They're there's also an assumption that kind of goes along with the assumptions about women that groomers are not interested in technical stuff or science.

Well, don't worry your Pretty Little head about that, honey. I was just going to say that comment usually involves a sweetie or a honey or honey or yeah, you know. Yeah, I know that I had a nature specialties rep. They would come to my shop. He always called me Missy. Oh, it just graded on me and the bygone era. I know and I finally, I said yo. Don't call me Missy, OK? please. My name is Barbara. You know my name? You know.

Oh, well, excuse me. Right you know, and then. When I told this man. That I was writing a book about. Ingredients for groomers. He gave me this huge eye roll. Oh, Barbara, no. Yep, here it comes, dude. And then? I also really I'll never forget this moment at a trade show. One of my groomer friends came and got me and said hey there's somebody I want you to meet. Took me to meet this gentleman who was the vice president of one of the major vendors at the at the trade show and it was a vendor that was big at the time is still a major vendor and.

He and then and my friend that introduced me, he actually was like setting up some kind of a confrontation, you know, because he said. Ask this guy your questions, you know, so I started asking something about what was in their product and why they didn't have ingredient lists. Why don't you disclose your ingredients that are in your products? And he says. Well, Barb. No, don't call me Barb unless you know me. You know Barbara's fine. I mean, you don't have to call me Miss Bird or you know, anything like that. We don't have to be formal. But don't call me Barb unless you know me. I didn't even use to let my boyfriends call me Barb.

I'm not a Barbie. You know. Well, Barb, your gals couldn't understand it if we listed those. Your gals. Men's groomers. Wouldn't be able to understand. An ingredient list. And I said. That's my job. I'll teach them about the ingredient list and the God understand ingredients. You just tell us what's in the bottle. And he said, oh, Barb. With the eye roll. I've had more eye rolls. And so you know, like. People make assumptions about groomers because groomers are the audience to which they're talking, and you need to be able to identify when that's coming your way and either sidestep it.

Or address it directly. Don't call me Missy. Yeah, you know, This is why Barbara likes to dance with the distributors and champion companies. So yeah, you know, like, and some are better dancers than others and some just step on your feet and running off. So, but also, let's be honest here, there are groomers assumptions about companies. So when we enter into an engagement, the conversation discussion. An exchange of texts or emails. We need to check out our own assumptions. Are we entering with an assumption that big companies are dishonest and small companies are telling the truth? Are we assuming that companies are deliberately hiding harmful ingredients? That companies are using substances and pet products that are somehow forbidden in human products and might be toxic.

Are we assuming that all chemicals are bad? Now, if we approach a company spokesperson with negative assumptions and are confrontational and demanding, we will be met with defensiveness and our roles. So please, please, groomers, don't be the ingredient. Police enter with an open mind, and inquiring minds want to know, not do you have shit in your products, you know what I'm saying? Keep it copacetic. And check out your own assumptions. Which is good. Anyway, you we should do that. Check out assumptions about your customers. Are you? Are you assuming that rich people don't tip? You won't get tipped much if you want.

Are you assuming that people don't want to tip? You won't get tipped much. You know if you assume. That rich people are generous. That they're going to love you and want to give you money. You'll get more money. I can, Pennsylvania to that. So assumptions count. Words count. How you approach people counts. Well, moving on. Seminars now here. I'm getting back to this with sometimes trade show speakers and educators are speaking from a biased point of view. This has become more, the bias has become more. Noticeable recently because in the beginning when I was Speaking of trade shows. The producers of the trade show would independently hire educators.

There were vendors. That paid to be there. And then there were educators that were paid to come in and do seminars, but nowadays they want vendors who have already paid. To do the seminars. So we have, you know, or we have. People who are a groomer too, are associated with companies. Doing the seminars. Anyway, producers are try and have managed to work it so that they don't have to spend money extra to have educators at their trade shows so changed. It's changed. I used to be able. I used to be hired to. Talk about these topics. I would suggest topics. They would suggest topics would come up with whatever I was going to speak about.

I would go to a trade show early. I would go around while they were people were setting up. I would find out what's new. I would find out. Who's selling what? And I would incorporate some of that into my. One presentation. So that people then would come out of my seminar with not only education, but kind of where to go to find stuff that was. Compatible with what I was saying, right? I remember those days you would go gather a whole collection of stuff and then promote it during this, the show, during the yeah, but now you have to sign something that says that you won't talk about individual products.

It's weird, you know, like, but it. So sometimes. People who are assigned to topic at a trade show might be speaking outside their area of expertise umm. And they might, just because they're considered an expert. An expert groomer. They're considered to be able to call qualified to speak about any topic relating to the industry well. It's not always. They're not always speaking the truth. They're not always speaking the facts that are based on science. They might just be speaking from what their mentor told them that their mentor told them.

You know. So be mindful of whether your speaker is promoting a specific product line or is truly educating. And there are. Then there's speakers that are educators. And they're good, trusting sources of information. As long as you know. They're associated with the product. They're associated with some assumptions around the type of product that they're selling. And really, being an award-winning rumor or television personality does not make a groomer qualified to educate about products. You know, you see them in the ads, that's fine. But speaking about. Products and ingredients and that kind of thing, that's a specialty. That I cover and I don't get hired to. You know, I've created too much controversy and now I'm old and, you know, not so able and they're afraid I might fall in the shower.

dealers. Well, even more so. You have nothing to sell, Barbara. Yeah, bucks, yeah. Well anyway, moving along major myths, let's get down to it. Here's the big lie that underneath underlines a lot of disinformation is the notion that everything applied to the skin reaches the bloodstream. Or I've even said seen written, the skin is the gateway to the bloodstream. The skin is the gateway to the bloodstream. Holy cow. This misunderstanding has become the backbone of disinformation about cosmetics and grooming products. You might they you might see an adapted version. 60 % of what is put on the skin is absorbed into the bloodstream. That's not true either.

It's totally disregarding the barrier function of the skin. What is the purpose of the skin? It's not just to hold the bones together. It's not just the cellophane on the top of the package or the shrink wrap. They keep the form. It's skin is an effective barrier between the Organism and the environment. Preventing invasion of pathogens and fending off chemical and physical assaults, as well as keeping water and lipids in.

The body and in the skin, the notion that everything that contacts the skin is absorbed into the body is totally incorrect. It ain't happening. It's wrong. It's not scientifically founded. It's a bs. This information, it leads us to worry more about what we put on our skin or the pet skin. Let's talk about skin penetration. So there's absorption and absorption. Adsorption is when particles stick to the surface of the other phase, phase being the skin. Absorption is when particles soak into the bulk of the other phase, like a sponge. A sponge absorbs. What affects the absorption into the skin? Molecular size of the substance.

The dilution of the products contact time. And the fact that the skin and hair are hydrophobic, they naturally repel water. When skin is damaged or when hair is damaged, it loses that hydrophobic. Miss or had, it lessens and it becomes hydrophilic, which is it loves water. It takes on water, but because the skin and hair are naturally hydrophobic. Water based. Substances are not absorbed as regular as easily as our oils. That's why oily creams and salves are used for skin healing. Because the oils will absorb into the skin more readily than will shampoos or water based products. And penetration, the term penetration means into not. Does not equal through. Here's a little picture of the skin barrier system and the skin in more detail.

You know, we usually just see skin. We see it sort of described like this, right? Just like the bricks and mortar. That's the basics of the stratum corneum, which is the outer layer of the skin. This is a really very oversimplified diagram of skin, which really looks more like. This is a more sophisticated diagram of the skin and the skin barrier system. You don't have to learn this is the kind of stuff you learn if you attend Chris Sergels.

Amazing presentations on skin and coat care, but not through me. You just need to know that it's like that. It's not as simple as we thought it was. And here, by the way. Allow me to introduce you to the notion. Of tight junctions in the skin. Now realize that what I'm trying to do is to. Disavow that everything that you put on the skin goes through the skin into the bloodstream. That penetration equals total flow through.

Tight junctions are the second physical barrier in the skin. The first is the stratum corneum, the little hard keratin particles, the bricks and mortar that formed the skin barrier. Pj's are tight. Junctions are places between cells where adjacent cells are fused together to prevent entry or exit of molecular material. I never knew about type junctions. I just learned about them when I just recently when I started reading up about the skin barrier system.

It fascinates me this here's they are like junction there. It's actually the cells actually fused together. They're actually protein filaments that sort of like sew them together. They prevent stuff from flowing through the. Lipids of the skin and by the way, skin lipids that are the mortar of the brick and mortar stratum corneum. Those lipids aren't just like loose oils, they're very much. Structured so as to be. Thick and a barrier in and in our knob themselves, the mortar is actually not that easy to go through. Ok. Tight junctions exist in the layers below the first level of the skin, below the stratum corneum in the stratum granulosum.

And they also, by the way, form a barrier along the outer edge of the hair follicle, which is why not as much stuff goes down into the hair follicle as we have been oversimplified tended to believe. There's tape tensions there. There's places where the cells are fused together, the outer and the inner parts of the. Hair follicle. The hair follicle is skin. It's just a form of skin. Wow, did I blow your mind? Ok, so. The more we learn about molecular mechanics of the skin, the more we appreciate what goes into forming being the barrier function and that it's effective.

The skin is not a sin. Here's some differences between canine skin and human skin, and I just found out an interesting thing. It's true. That the skin of dogs has fewer layers of the outer stratum corneum, which is the main first barrier. It has thinner stratum corneum, however. There are additional differences that compensate. For this thinness, one of them is that. The intercellular matrix. The mortar. Of the brick and mortar. Is more dense. It's tougher, it's thicker, it's harder. So you have a thinner skin with a more dense and epidermal layer. And also. Where in the areas that skin thickness of the skin isn't like the same all over, just like pH is not the same all over the dog, but you know, there's places on the underbelly and inner thighs.

We all know that because we can Clipper burn in there so easily that skin is thinner. And more, you know, like more sensitive than other areas of the skin like down the back, it's pretty tough. Pads of the feet are pretty tough. In between toes is pretty tough. It's the toughest, you know, but there are kind of other areas that yeah, not so tough but. Around the rectum, but the tough. Any place you can easily clip your nick. It's not too tough so, but in those thinner areas there's a more freshening, refreshening. The turnover of skin cells is faster, OK. They're producing fresh skin faster there than.

In the tough parts of the skin. How's that? Now, the other thing that I read was that the thickness of the canine epidermis varies with breed and coat type. This was an interesting study. Where they? Did they they? Had poodles and Shih tzus. Pugs, golden Retrievers, and Labrador retrievers. Who would you say had the thickest skin, Susie? The labs bingo have yourself. You're so bright. You're so smart. Who had the thinnest skin? The poodles? How do you know this? And guessing? Well, that's the right guess poodles i mean, it was step statistically significant.

And there were, you know, wasn't a huge number of dogs, but it was a decent number of dogs. And these are dogs without that didn't have skin problems. And it and the poodles had the finest, fewest layers of skin. Shitzus next. Hugs next. Golden Retrievers next and Labrador Retrievers head. The toughest skin so differences exist with breed and coat type, and I really hope there's more research to follow up and broaden out of this study, because that's fascinating. And it seems that dogs that have. Code that grows like hair where it just grows and grows and grows long. Instead of cycling through and shedding. That those dogs have the thinnest skin. So I yeah, like Yorkies.

So it makes me. Yeah, I don't know. I think it's so interesting. Anyway, moving along, another fundamental untruth is that chemicals, chemical ingredients are dangerous and naturals are safe here's the deal, as our president would say, here's the deal. He said that a lot last night. Here's the deal. There are harmful. Natural substances and the harmful. Chemical substances, and there are. Safe, natural and safe. Chemical and. Natural substitutes are not necessarily more, better or more safe than synthetics. It's false. You could take if a, if a compound. Occurs naturally, let's just say glycerin. Which is like a byproduct of the soap manufacture. We think glycerin. We think that soap manufacture is like a totally natural thing, no? And it is a chemical reaction makes soap.

Why and fat mix together? True, and you have soap and glycerin, right? But if you take that glycerin and compare it with glycerin, that's just made synthetically in the lab. You can't tell the difference. Glycerin is glycerin. It's not just about English, it's about the molecular structure, isn't it? The molecular structure is the same. Molecular structure doesn't recognize source. There are not like natural chemicals. And synthetic chemicals as an in synthetic yeah anyway, nature is fully capable too, of creating truly toxic substances. We know that. Just because it's found in nature does not make a substance safe.

And all of this baloney about from coconut. I got to tell you that it's so much bull, Patty. It drives me crazy. Yes, some of our ingredients in pet shampoos. Utilize lauric acid which has been extracted from chemical coconut oil. Lauric acid is like. 50 % of coconut oil is lauric acid. And other assets, and lauric acid is like the substance from which many ingredients are made. But that doesn't mean that they have a relationship with coconuts. It's so far from the coconut tree.

That it's unrecognizable. It's just a lauric acid derivative. And also. The truth is that many alternative or natural shampoo ingredients have not been as thoroughly tested for health safety as have the synthetic ingredients that have been used for decades. And by the way, natural ingredients, natural substances, let's say essential oils. Essential oils contain complex amounts of. Chemical components. There's more. Complexity to the composition of naturals than synthetics. So there's more room for mischief. With Naturals, then with the more simple synthetics.

That sinking in. Totally is. It's all part of the marketing game. It is all part of the marketing game. Naturals are not somehow more gentle, more safe, more healthy. They're just. I didn't know. And what is natural? I mean what you know, like what the marketing industry, what the, what the cosmetic industry has done out of a drive to make things appear more natural, they have redefined natural. You know, like they redefine natural so something that has a great, great, great grand uncle who was a potato. Is somehow natural. It's not true. And i do want to say this is a slide from previous. A previous presentation, B previous presentation which I went into a lot of explanation about silicones because I do like them.

I think they're very dark here. Friendly and dog here are helpful ingredients, and by the way they've been tested every which way backwards and forwards, as have sulfates. We'll get to sulfates in a little while. So can our companies, our grooming product manufacturing companies, be trusted? It's also not true that companies that are manufacturing pet products for groomers are careless or devious in the selection of ingredients in formulating and manufacturing pet products just because they're not regulated, generally speaking.

Pet grooming products have derived from, have followed, have evolved, have come from the parent of human cosmetics. They follow them, they follow the trends they follow. They used the same ingredients. They might be fewer ingredients and more simply formulated, but they you know. There's a surfactant, there's a thickening, there's a preservative that's telering and there's fragrance, OK. They use the same ingredients from the same chemical companies that human cosmetics use. They're not using them. They're closed some black market where you can get cheaper. Less pure ingredients. It ain't happening. Maybe there are adulterated essential oils out there that are passing for real essential oils, but that that's about it, you know, there's really.

For the most part, pet shampoos are formulated by the same professional formulators that are formulated for the human cosmetics industry. They have their jobs, they have their qualifications, they have their own certifications. Whatever professional formulators and formulating for humans and for pets. It's an offspring, it's a, it's a. Side hustle. And derivative. Derivative, yeah. And most of our well known products are manufactured in facilities that practice good manufacturing practices that avoid contamination of you know. And if you. If you can, if you're interested in seeing what a manufacturing facility is like, you should visit the show season tent sale that happens in Atlanta at the same time as the Atlanta Pet Fair and they opened their me their facility.

You can go in there and see the tanks and the gadgets and like assembly line with the bottles and you know, you can see the whole production there and the stacks of cases of shampoos and products that are that are there ready to be shipped out and all of this. It's really fascinating and it's a they're an open book and they have a clean. Place that. Practices good manufacturing practices. With this, there's a list of things that make for good manufacturing practices. Some companies have their own facilities. Other brands contract with fat with facilities to manufacture their products. The ingredients in pet grooming products are from the same chemical suppliers that provide ingredients for the human beauty industry.

There's not another. Supply source. And really, it wouldn't behoove the companies to put stuff that's harmful in their products, because then people would complain and it would cause an uproar and it would hurt their consumers. Well, it would hurt their business and so you know like it behooves them to have safe products and. It behooves them to use ingredients that are. Ok, that are safe. If there's nothing to hide, why don't companies disclose ingredient information? That's a good question.

And it's interesting because many pet shampoos are basic formulas that are more similar to each other rather than unique. Companies are not hiding their trade secrets uniqueness, they're concealing their sameness. That's the truth. Companies are not hiding their uniqueness, they're concealing their sameness because they don't wish to be targeted for ingredients that have been fear mongered. They hide their ingredients. And they also are concerned about groomers who have become the ingredient police. A little bit of knowledge is dangerous. And because the truth is that shampoos are mixtures of chemical compounds.

They're not natural. They're surfactants. They're made of surfactants, surface acting agents. Chemical compounds, and this becomes apparent when we see ingredients listed using their inky names. And I NCI stands for international Nomenclature of cosmetic ingredients. So that's a little of that. I mean, we're part of the reason groomers who? Who have lists of ingredients to avoid that they picked up off the Internet. They will attack companies that use those ingredients, so there's a tendency to sort of want to keep that out of sight.

Out of sight, out of mind. They want to tell you things. It's from coconut. It's natural cleansing surfactants or something. You know, descriptive. And of course, because they don't have to disclose ingredients, they don't. How are groom? How are? Cosmetic ingredients assessed for safety in the United States. There is safety assessment in the United States and these. Safety assessments assume that. Cosmetic ingredients that haven't. We have to assume that cosmetic ingredients that have a good safety profile are also safe for animal grooming aids. What is safe for humans is safe for animals what? Well, it's true, this does this mean we're not going to hurt our pets if we use our own shampoo once or twice? No, it does mean.

Well, I guess it does but. We're talking about ingredients, not whole products. That's another question. You know, like they're one of the things where there's been some fear mongering within our industry is in this manner of using human shampoos on pets. And it stems from. Back in the beginning. When I started in the early seventies in the sixties and seventies when there wasn't. 7000 dog shampoos available. Show dog people used. Human ingredient human products on their show dogs.

A lot of people used Pantene products because they back then canteen. Procter and Gamble was the only company that was using Panthenol. In its shampoo, they started the whole panthenol trend. It was it, and it became their namesake panthenol pantene. And people discovered that the Panthenol shampoo Pantene was very dog hair friendly. And they so they were used by a lot of show people and one use of. People shampoo led to another use of people shampoo even vets used to. Prescribe or recommend just soap. And head and shoulders and head and shoulders and. So on and so forth, so as the. Grooming industry wanted to grow.

They had to kind of pull people away from doing that. Because it was starting to creep into the pet grooming industry. We were more confident of palantine than they were. We were of happy tails or whatever. It was, you know, available to us and the truth is the 1st simple. Products for pets were kind of derived from. Products to wash livestock. They were just really pretty crude cleansing mixtures and could leave skin dry and were a little bit rough and. Human shampoos were less so there was a tendency if you were bathing your dog frequently, you're going to use a human shampoo well in order to grow.

The marketplace for pet products. They had to scare people off of using human products, so they started creating reasons to never use a human product. And that was the, you know, and they did it by making us pray that the pH difference between the skin of. Dogs and the skin of humans was enough to harm a dog if you used a human shampoo. So there was just that was emphasized and it became a talking point at trade shows.

Never use human shampoos on a pet and it's still on the Internet and it's all over never. The truth is, nowadays the pet grooming products more closely resemble human products. Than they ever did before. More and more. And then you come out with some of the top line. The eye groom products and their original formulas were very similar to top end human products. Interestingly enough. When I groom. Sold or allowed their company to be kind of like. Taken over? by. The consumer group that took over their company, Chris Christianson Cherrybrook and Nature Specialties. The company, in order to make a profit, change the formulas so now. They're less sophisticated. And more.

Calm and gredients. More similar to other pet shampoos. That's what I'm going to say. Ok, they took so much. Some of them. Really interesting ingredients and ditched them and added, you know. Oh well. Anyway, I digress. So we have to assume that. Ingredients that have a good safety profile. For humans are also safe for animals, and it's interesting that the way that the human safety was established originally was from testing ingredients on animals. So here we are. Cosmetic Ingredient Review Board is the panel of experts from the fields of toxicology, dermatology, pathology and chemistry that review all of the studies of an ingredient, all of the information that's available.

They put out a, you know, a search. Show us your studies. So they look at studies that have been published, studies that have been unpublished, and they make conclusions about the safety of the substances in cosmetics. Their meetings are open, they're transparent. You could go, you'd be bored to death. I've read the transcripts of meetings of the Cir. Board and man, those people are deep and it's so boring anything. We'd rather just like to know, OK, this stuff's safe. Ok, good. Let's use it. The findings and conclusions are peer reviewed, they're published and they're prevented, presented at professional conferences. So the Cir. Develops a list of ingredients to be reviewed each year.

So get it. They don't test products, they review tests that have been made, including tests of manufacturers, because some of the testing that goes on about ingredient safety is done by manufacturers. To support their own claims about their products. And what's notable about the Cir. Is that in the last few years they've seen more botanical ingredients than trying to catch up, because traditionally botanical extracts and botanical ingredients have not been. And an area of interest for safety. But now because it's incorporated in so many products that, you know, like the more an ingredient is used, the more the cosmetic Ingredients Review Board wants to know about that ingredient.

So usage demands review, right? And nowadays there's so much botanicals out there that every year they have two or three. That they're reviewing. They have about 25 ingredients. They always include a colorant tolerant coloring agents, by the way. Color and chemicals are the only thing that's really tightly regulated in the cosmetic industry, and that's because they're mostly derived from harmful chemicals. And it's so even each batch is tested for safety. I mean, they're really rigorously regulated. And you're talking about the colorants that color the shampoo, not the ones that color the dog hair. Or both. Ok. Because color and said, well, yeah, hair dyes are. Very much regulated. As well as colorants like.

Blue number two you know those kind of. They are. They are very regulated. Each batch has to be tested and approved. You know, and they they're all have their. Yeah, that basics let's look at some basics of tax ecology. We've got to move along here. How's our time? Well, I'm about to do the cat, so we're at 9:00 So we're one hour? Yeah, we're over one hour.

That's too bad. Ok, so the dose makes the poison people. This is the basic. Element or basic truth? Of toxicology. The dose makes the poison, and here's again another poster that shows that some natural foods contain. Dangerous hazardous chemicals. But our body is such that we can metabolize and break that down into harmless things that are then passed through the urine, etcetera, sweated out of the skin and so on. So all of these food items, apples, pears. Potatoes, and I don't know that what is a cord yet? Yeah, it looks like it's squashed to me.

They contain natural chemicals that are toxic to humans. However, they are present in such small amounts that we don't ever fear eating a pear. I love pears. So just because the chemical is present does not mean that it's a harmful in the amount present. The dose makes the poison. If it's in enough amount it can become it can be toxic. Here's some more dose considerations.

Risk equals the hazard times exposure, so we need to look at the nature of the exposure. The means of exposure. Oral, intravenous, dermal. Now here's the deal. Some of the tests that are done to test a substance. Might be tested orally. But the substances used dermally so they can we can read studies where rats have been force fed. A sulfate, let's say and then it's in and that's how they determine how much it takes to kill 50 % of the rats. And that gives you the toxicity level of that. Chemical, right? but. We don't eat that chemical. We don't. It we're not exposed to it orally, so those tests don't really apply.

Amount of exposure means the dose and the dilution. We have to remember that pet shampoos are usually diluted. And by the way, they're manufactured diluted so. 50 to 85 % of the shampoo is water. Think about that. The duration of The Exposure Contact time counts the frequency of exposure caused and this is where we have an occupational. A hazard. Or occupational risk. Bathers are more at risk than dogs that we shampoo because we are shampooing dogs over and over again during the day and we have more frequency of exposure of the dog that gets a bath once a month. Or even once a week. So because pet shampoos and conditioners are water based, diluted mixtures that are applied to the skin have brief contact and are rinsed off.

They have less risk of harm to pets. Groomers are at greater risk because of the frequency of exposure. Ok. So we're going to take a little break here and. Then we'll be back in order to bust some more myths. They look. That suggests that. Strong surfactants or cleansing agents? Can a road or remove lipids from the stratum corneum, the outer layer of the skin? Are and these lipids are the mortar that holds the keratin cells together.

This is true, however, how this has been. Tested and how this has been re determined is not by. Shampooing the skin. But submerging skin in. A single ingredient. A single surfactant. Surfactants are rarely tested together. Because that's not scientific. Because science has to slice the pie in such a way that you're testing one thing and not others. It's hard to test holistic actually, right? So it's true that surfactants, strong surfactants, can erode or remove lipids and. So it's true that sulfates are the strongest surfactant. You're so missed about sulfates are a family of ingredients that's been vilified. I mean, they have been.

Crucified on the Internet through fear mongering. The first thing a company will say is no sulfates have been accused of causing cancer, birth defects, hormonal imbalances as well as hair breakage and loss. There is no evidence to support these claims. Sulfates are accused of drying out skin and causing irritation. There is some evidence to support that play. But that's a whole lot different. Drying out skin and causing irritation is a whole lot different from causing cancer, birth defects, hormonal imbalance, and hair breakage and hair loss.

There's no evidence to support that sulfates. Harm your hair. Other than drying it out. So let's look at. Having alert, a little learning moment here. The chemical term for the strength of a surfactant is harshness. The strength or harshness is determined by the ionic charge of the molecule. With greater Ionic charge, the molecule is more aggressive and attaching to soils and oils and pulling them into the water of a shampoo. That's how shampoo works. The molecules attached to the oils and soils pull them away, surround them in a myself and.

Pull them into the water and hold them in the water of the shampoo. Harshness does not equal harmfulness, it's just a word that. Is unfortunately used in chemical language. And we. The audience tends to equate harshness with harmfulness, so that's a little area where there can be misinformation that kind of transforms into distinct information detergency the word detergency is the ability of a surfactant. Or a cleansing agent to clean. If it claims. It's a detergent because detergent, see, is the ability of a surfactant to clean harsher surfactants have greater detergency. There's stronger detergents. Detergents are simply compounds that clean. Got that? It's not a four letter word. Detergent sea is a personable word, OK sulfates are considered the most harsh.

Strongest, most aggressive cleansers. Sodium lauryl sulfate is the standard against which other surfactants. Are compared for harshness, so harshness is usually graded. By how a surfactant compares to sodium lauryl sulfate. So they're like the gold standard of harshness. Some sell fake truths. Sulfate detergents are strong surfactants and can cause shampoo irritation if poorly formulated or used uncompromised skin, or I might add, if used uncompromised care. Much of the bad effects of sulfate shampoo comes from daily shampooing frequent. Frequent shampooing, you know? When did it become? When I was a kid. We used to my mother would wash my hair every one or two weeks. My mother never washed my hair every week and as a teenager in the fifties.

I remember kind of weekly hair washing. Somewhere along the line it became. A daily thing. But I'm going to tell you the truth. I'm 83 years old and I wash my hair once a month. It's how I have halfway decent hair at my age, because if I wash this hair every day, it wouldn't be. Not so good? Ok groomers have a sulfate groomer. Much of the bad effects of sulfate shampoo comes from daily exposure. To the sulfate. And it also comes from kind of too much. When my saying. Never mind. Groomers should have, we should have. Never mind my mind, just let's not go there. Groomer should have a sulfate free option to use on fragile coats or damaged skin.

But sulfate free doesn't necessarily mean hypoallergenic. That's another whole thing. It's good if you can find a shampoo that's kind of both. Hypoallergenic and sulfate free just to use on fragile coats of damaged skin. Now I'm going to tell you something. I don't have a slide on this but sodium. 1416 what is? Sodium sulfonate. Alpha olefin sodium 1416 olefin sulfonate is often used in dog shampoos and in human shampoos as a sulfate free cleanser. It is in harshness somewhere, kind of around sodium laureth sulfate, which is significantly less harsh than sodium Laurel sulfate.

Ok. It's just about the same in harshness. It just doesn't have the bad rap. That sodium lauryl laureth sulfate has. We'll talk some more about that. Sulfates, clean dirty dogs, that's a truth. And sulfates also hold up to dilution. They can be diluted 50 to one. They can be diluted in a restrictive eating bathing system and still clean very effectively. There is another truth. Ammonium Laurel sulfate is less likely to irritate or erode skin lipids than sodium Laurel sulfate because it has a larger molecular size. Sodium laureth sulfate is considerably. Significantly more mild or less harsh than sodium Laurel. Because it has been ethoxylated. And we'll talk about that in a minute preservatives let's talk about preservatives.

You gotta love them. Preservatives are some of the most controversial ingredients in shampoos. Regardless of the formulators choice, the preservatives are likely to come under criticism from the ingredient police. And This is why preservatives are kind of like the last things that a company wants to disclose. Because they're almost sure to come under attack for whatever their choice is. By the very nature of their job, preservatives are the least friendly ingredients in a shampoo.

They are biased idle. They kill biology, they kill microbes, they kill harmful bacteria, fungi, and mold all water based cosmetic products. Must have a preservative system that will kill a broad spectrum. Of potential harmful microbes. They thrive in water. The preservatives must stay viable for at least two years to provide shelf life. It takes, you know, like. The chemical company makes the sodium lauryl sulfate. They sell it to the manufacturer, which uses it makes a shampoo, puts it in cases, ships out the cases to the distributor. That distributed her sends them to the customers. You get it could. By the time you get a shampoo, it could have been made a year ago.

You don't know how long your shampoo has been sitting in a warehouse or in a holding facility somewhere in between the chemical supplier and. You're distributor. Well, and that's one of the reasons why people like to go to trade shows and buy case lots of shampoos directly from the manufacturer, the vendor right. Ok so go ahead. Hazards of unprotected or poorly protected, weak? Preservatives are much greater than the hazards are the risks of the chemical preservatives. So the risks to the health of your pets. Is greater with the less. Safe preservative system in a shampoo. We've got to come to an understanding that just because there's chemical preservative in there does not make a shampoo bad.

In fact, it makes it better. Now, unfortunately, some of the most reliable preservatives. Have been badly bashed by fear mongers and forced out of play or are now used undercover. And the fear of having their preservatives known is one of the reasons that companies don't disclose ingredients and they will sometimes disclose everything and then say and preservatives, right. So yeah, I've seen the. Preservative groupings that are just listed altogether where they don't list the ingredients individually yeah. Sometimes they just say and preservatives. Parabens are one of the preservatives that was condemned by the Internet, and now you don't see too much and you will see no.

Parabens or paraben free. And it was an unfortunate. Kind of. Marketing decision because at one time parabens were the most widely used group of preservatives in shampoos. They were popular formulated because they were highly effective in very small amounts. You know, the less effective the preservatives, the more of it you have to put in. And they're also parabens are non sensitizing. No allergic reactions. They have got a great safety profile, they enjoyed decades of safe use. And then there was a study. The study was later. Asked out. Did you know like? Befouled, disproved, disproved, removed from the archives. I mean, it was just like banners because it. Had faulty associated parabens with breast cancer. They examined cancerous breast tissue and found parabens.

But what they didn't do? Was examined noncancerous breast tissue. All they study it was a faulty study. So this sparked in the study, however caught on it. First of all, it was highly publicized. Journalists love. Bad stories. People read fear mongering. They love it. They want to because now they can grab hold of something. It's bad. We won't use that. It's sparked an Internet fear campaign that literally ran these preservatives out of dodge and are into hiding and forced formulators to use alternatives that they didn't like as well. You still today? Have companies that will. It used parabens and declare them safe and try to educate.

You know the Procter and gambles, Johnson and Johnson's baby shampoo at one time. Well, that's another story that it. That's not a paraben story. So the research related to Parademons is conflicting and polarizing. Some research indicates that there's safe is used in cosmetics and the Cir. Has declared paraben safe as used in cosmetics and referable. Preferred to keeping us a stable formula, parabens will keep a shampoo safe for five years. Studies also show that pyramids did not have any effect hormonally when compared to natural hormones in the body.

There's just not an there's no evidence of hormonal disruption. But other research has concluded that these preservatives that parabens were problematic. However, the methodology of this negative research is questionable because it's forced feeding rats. You know they have this, you know what they do, the poor you got to sympathize with draft say they've been. A tortured species. Thank God we're not doing that anymore. But they will. They will actually put a tube, so a tube, into the mouth of a rat. And force feed it that way because you can't.

You know you can't give drops to rat, you can't keep them and give you. Just like force feed them the parabens and then say it causes problems. Also, samples of removed skin not intact skin is a living thing, you know you can't just like take it off and test it. You can test it for thickness, but you can't test it for. Other things sensitivity. Because it's not sensitive when it's detached, right? Unfortunately, nothing quite matches up to the benefits of parabens. Some alternatives such as methylisothiazolinone, I can say that and methylchloroisothiazolinone.

Mcmc I they have been recognized as sensitized cause allergic reactions. The biggest problem with alternatives to parabens are allergic reactions. The formaldehyde releases are currently under attack because formaldehyde is a scary item. A scary substance. Phenoxyethanol is used as a alternative, but it's not broad spectrum. And it's also is beginning to look like a sensitizer, you know, and a preservative has to be in use for many years for its full properties to emerge, many uses, many exposures.

It doesn't always appear to be a sensitizer right at 1st until it's been in use in the industry for many years. But phenoxy, phenoxy, ethanol. Is now beginning to look like a sensitizer, showing out causing allergic reactions, and many of the natural alternative preservatives are just less trustworthy. They don't last as long, they're not as broad spectrum, they're just not the same. It's unfortunate that parabens were so fear mongered that now companies are afraid to tell you that they use them.

They're still using them, by the way, but that's one of the things they're hiding. How about formaldehyde releasing preservatives? Because that's the latest thing. There's some lawsuits out there that are suing for damages caused by DMDM id antoine. So a lot of pet shampoos. That have given up parabens are now using DMDM hydantoin because it's also reliable. You can count on it to do the job. It works by slowly releasing tiny.

Small amounts. Tiny amounts of formaldehyde over the entire shelf life of the product to kill any emergent. Bacteria yeasts are molds. It is a broad spectrum. The amount of formaldehyde involved in a single application. Of a shampoo and this is a ready to use. People shampoo is less than the amount in a single pair. And our bodies seem to be able to handle the amount of formaldehyde that is released in eating a pair.

Or maybe. Two or three pairs. Dmdm IDM time has been approved for use within established safety limits. Most preservatives have established safety limits. The CSIRO say this is OK as long as it's used no more than two tenths of a % yeah, in a product. Other formaldehyde releasing preservatives include these. You can radium. Hydro methyl glycinate, I can say that. Quaternium 15 was a preservative that was used in Johnson and Johnson Baby Shampoo for years. But then somebody determined that it was. A formaldehyde releasing substance and that it had the potential for an allergic reaction and no matter how.

They tried to educate the public that it wasn't harmful. It didn't work. They ended up being forced to remove and replace the Quaternium 15 in baby shampoos. Now, the primary downside to formaldehyde donor preservatives in that there is an occasional allergic reaction. It's rather rare. It's not common, but it can happen. So you need to know that. Just need to know that. Now there are. Lawsuits out there and because there are lawsuits for everything. Aren't there laws to train the light? Just having lawsuits mean that something is harmful? No, it just means that the lawyers have grabbed hold of this as a possible way of making money by suing companies and.

Litigating the safety of an ingredient. They're just making money off of people's fears. Lawyers do that. They're not all bad, but. They grab hold of stuff and run with it. And it makes everybody else think of, oh man, they're people. They're being sued for using DMDM. I dantooine it must be bad beef pallets pallets are found in fragrances and. There has been some fearmongering about Fellates in fragrances in pet shampoos by the article I mentioned before from Natural Magazine Natural a natural pet magazine.

They were implying that. We were killing pets with palates. Some falate. Was used in making plastics that were in children's toys that children put in their mouths and it could make them sick. That has nothing to do. With the kind of falate diethyl falate that's used in fragrances as a solvent and a fixative to extend the fragrance. I left off and closed my parentheses there, so DEP. Diethyl fellate has a well established safety profile but. Just because some fellates have been shown to be dangerous doesn't mean that all fellates. Are dangerous or that they shouldn't be used. Most of the other palates that were once in used in cosmetics were deep. Bp was used in nail Polish and DMP was used in some hair settings, sprays, spray Nets, but those are pretty much been replaced.

The only one that's still in use is diethyl palate that's used in fragrances. Now let's talk about the effectuated ingredients, because I mentioned them before Syria. Ok, so if that's related ingredients which we touched on before because sodium laureth sulfate is ethoxylated, it's another kind of scary thing that's been jumped on the Internet. A fluctuation is actually the process of reacting ethylene oxide to other chemicals to make them less harsh and more water soluble and friendly. Rinse off. So the difference between sodium and ammonium Laurel sulfate and Loretta sulfate is that the Lorette sulfate have been a fox related. In fact, any ingredient with the E T H in the inky name have been a fox related.

See if Fox ETH. There you go. So laureth 4 for example, anything that has e P H F in it has been a fox related. The truth is the chemical reaction of a fluctuation results in toxic byproducts of one four dioxide and some residual ethylene oxide, which is kind of nasty in the. Resulting approximates. The good news is that the presence of these byproducts that can be greatly minimized, maybe not totally removed, but greatly minimized to a less hazardous, less risky exposure level by simple vacuuming at the manufacturing plant.

The results of a result in a minute. Scary stuff that does not amount to a health risk. Ok, now other effects related ingredients that are often on the harmful lists or bad ingredient list are PEG. Ingredients like peg 40 Castor oil or peg 6 lanolin. They sold hundreds of them. And they all have been treated with ethylene oxide to make them. More mild or skin friendly and more water soluble.

Rinse off. Work in the in the water base you know, and PPG's are proper polypropylene glycol. They'll even see something that's like. Ppg PEG data that data. Yeah, those are ethoxylated. There is nothing to be afraid of, really people and if you, if you did this, include, if you don't include, if you never use that stuff, you're never using advanced, really. Let's just look at lanolin regular. Lanolin was a fad ingredient in the seventies lanolin and shampoos and conditioners, but it was determined that lanolin as an ingredient was highly allergic, highly allergenic.

Cause a lot of problems, but. Pegylated Peg 6, ranelate Peg, anything lanolin is not. Allergenic and it's a difference between an oily substance and a water soluble substance. So it makes them makes ingredients better living through chemistry it can happen. It's not all chemical manipulation engineering is harmful or bad whoops. Oh, I'm not in the in the play mode. Sorry I gave you a little insight into the sidebar there. Hope you don't mind. My bad. Behind the scenes, just a tiny peek behind the scenes. Yeah, there we go. Ok, so now let's look at a more rational approach. You know, there really only two common problems with shampoo and conditioner ingredients irritation. And allergic sensitization irritation is something that happens when a combination of things occur.

There is surfactant, heart, harshness, the nature. Of the major cleansing surfactants. The concentration. Of those cleansing surfactants. Plus the contact time will equal the. Irritation potential. So you can take a really mild surfactant, put it in a high concentration and leave it in high concentration, high contact time and still have a risk of irritation. Or you can take. Air first surfactant. Mixed it with a less harsh surfactant. Dilute it. Rinse it right off. And you have less irritation potential. Is that make sense? So you know, like it's not just a matter of a single ingredient. A shampoo is a.

Blended formula of different. Surfactants to perform a cleansing performance without. Irritating the skin or ruining the hair? Now with allergens, the most common sources of allergic reactions are fragrances. Preservatives and botanicals with the top one being fragrances and what's happened in pet shampoos. We have had more and more fragrances. When I first entered the business there was hardly any fragrance in shampoos for pets. They would just it wasn't a thing, but now it's a huge thing. And people select their products. People like Susie Scott right there. She selects according to her, like her dislike of her fragrance. Well, of course dislike if you if it fragrance disturbs you, you're not going to want to use the product.

The fragrance of products now is one of the most important elements. Of a total product of its sales potential, you know it has to appeal to a large segment of people, and you find groomers on Facebook groups wanting to know. What shampoo can I use? It will give Me 2 weeks of fragrance. Well, I don't know, but if you have a fragrance, it's giving you two weeks of fragrance, 2 weeks of smelling good. You've got to have a much higher chance of allergic reaction, exposure people, concentration people. So many essential oil components and many fragrance components have been identified as potential allergens and we are just beginning to identify all the fragrance allergens.

European products now have to list. There are lists of known fragrance allergens and if a product contains like. One tenth of a percent of. This is a leave on. Product or one hundredth of a % of a fragrance halage and identified fragrance allergen. It has to be in a rinse off. One hundredth of a % in a rinse, one tenth of a % total in a leave on and then it must be listed on the ingredient panel. So and when you see.

Products from Italy or Spain or someplace like that have ingredients that you recognize and then at the bottom of the list is bunch of stuff that you don't recognize. That's fragrance allegiance. Let's also look at groomer caused problems, and I wish I had more time to talk about this because how we handle and store grooming products in our salons can sometimes cause problems that we then blame on the product. So leaving containers open to air. Allows for oxidation, which can transform some fragrance component from harmless into potent sensitizers. They morphed with a with oxidation from octogen in the air. And the other thing that can happen, we dilute products with tap water which contains.

Microbes and those microbes multiply very quickly and become. Contaminants which can cause serious skin disorders. So then we have the whole issue about the importance of how we handle the products, how we dilute, how we handle containers and whether we use diluted products over a period of weeks or do we dispose of them within 2448 hours. So all of these things that are involved and I know I've worked under pressure in a in a bathing capacity.

I know what I used to do. You just leave the containers open, especially before we had pump gallons and. Stuff like that. And we would mix up shampoos to use the whole week well. In the right circumstances, especially in heat. And I work in Arizona in heat. Microbial contamination can happen overnight. So one of the things I'd like you to tune in on is the importance in a rational approach of using trusted sources. And This is why my handout for this seminar is some of my trusted sources of information on the Internet that I've used.

This is easier said than done, but educators need to share our sources of information. And you need to know among your educators and among your speakers and among your writers and your blogs on the Internet, whom do you trust? Whom is a trusted source versus an unreliable source, especially to notice if Internet sources are selling products. Don't be easily swayed by brand new companies. Especially from foreign countries, which we tend to trust more than we trust our own companies. Brand new companies in our FAD ingredients.

It takes time for ingredients and formulas to be established as safe. Wait and see and ask about the science. Now also beware of pseudo science. A highly technical explanation might not be scientifically sound. Learn about ingredients as you go. Start reading ingredients of your personal products as well as the grooming products that you like so. Take time to get familiar and comfortable with ingredient names. Learn to, you know, like learn to pronounce. Instead of. If you can't pronounce it, don't use it. If you can't pronounce it, learn to pronounce it. He can break it down.

Not so bad. And now the most important thing we can do is to keep pressuring our grooming product companies to practice transparency of ingredients. The more we see about our ingredients, the more we can know. That we have safe ingredients, we can make judgments, we can look it up. Groomers need to know what's in the bottles. We period calm drop the end. And it was for him. And now I want to remind you that education is not the learning of facts, but the training of the mind to think. So don't worry if you don't remember everything I said today, but start to be a thinking inquirer.

A questioner, not a judge. A questioner, a training your mind to think through things. And here is my final thing I'm going to share with you a piece of art. Where'd it go? It's a failure. There it is whoa do you know what this is, Susie? It's mind boggling, but no. It's bacterial art. That's all right, then. That's a bacterium that's been this is a thing. Bacterial art is a thing. I love it. It's isn't it awesome? They bacterial artists.

They play with Petri dishes and they make. It makes this happen. So look it up, Google bacterial art, and see what you get. I think it's cool. It's cool. So we're done for the day. Thank you. I think I ran a little bit over on my time marriage going to spank me, so all right. Well, thanks for letting me be the audience, Barbara. I had a good time even though I only used like 2 sound effects.

But I'm good. You're so good. And we look forward to having you check us out on the groom pod. Hold on. So where'd Barb go? Looks like we lost Barb. So anyway, Umm there. If you have any questions, I'm here. Oh, where'd you go? Well, I it says. I mean, I had stopped my video because I couldn't bear to watch myself in two frames at once. And now I can't start it because the host has stopped it.

Ok, you could turn your computer, your camera back on. That video. There you go. There I am. Ok, yeah, you had me worried there for a second. Now I'm here. But I have to tell you, it is now raining and I'm getting wet, so let's make this quick. Y'all alright. If you have questions, quickly type them in. If you are watching this later, please put them into the Facebook chat. Barb, we'll get to them. I will. I will be checking that check daily and, you know, several times a day for the next couple of weeks to see that I can respond to any questions and to guide us in answering questions from all of our speakers today and yesterday.

Ok and I do want to make. Connect remember being a fairly new groomer and I took your workshop and I'm pretty sure it was Groom Expo and arranged with my new knowledge. I went down to the show floor and the very first manufacturer that I asked about ingredients told me flat out and I quote for me not to worry my Pretty Little head over it. Yeah, see it's it was. They have these. And my husband likes step back because he really expected me to unload on this guy.

Well, I just. I've had so much of that. But, you know, you just learn. You learned how You Can Dance with and you learned who you can't, and you know it. I have had some very excellent. Relationships with company people over the years and I really miss the former owner of. I've got now I'm going to have mental parts. I'm sorry. I'm getting too wet think. But anyway, I yeah, you know, like someone, some company people are open enough to, you know, not have negative assumptions about women and about rumors and will allow you to enter into a sophisticated conversation with them.

And others just aren't that type and you have to learn. Pick your battles. You know. Who do you want to you know, sometimes you can continue a conversation over time with a with a company and make a difference with them. Other times it's hopeless. So just know your enemy. Ok, so everybody will be back in a half hour with the last workshop with Tammy Hornback.

So see you in a half hour and thank you everybody for tuning in and being patient with me. Love you.