

Khristina Kravas

I applaud the attempt to make beauty products safer. Having worked with a small beauty company that was committed to clean products, I would explore you to look carefully at the time lines.

Packaging/filling minimums for some types of products (aerosols for instance) can require numbers that amount to years of inventory for small brands. Additionally, the process of finding adequate replacements for undesirable ingredients often take multiple, multi-month reformulation cycles.

As a consumer, I'd love for this to go into effect immediately, but a 2 year hard deadline would not be fair or even possible for small, independent businesses.

Perhaps the solution is to require a growing percentage of a brand's products to comply within a rolling time frame so that rhymes are 100% compliant within 5 years?

Clear labeling - eg a certification process that would allow the brands to use a "WA green beauty compliant" logo would also be useful for consumers and brands alike.