


BEAUTY & THE SHARKS



SHARKS LIVER OIL ARE EXPLOITED FOR SQUALENE - A LIPID FOUND NATURALLY IN MANY ANIMALS AND PLANTS, AS WELL AS IN HUMAN SEBUM. THE MAJORITY AMOUNT OF SQUALENE ARE USED BY COSMETIC INDUSTRY (90%), FOLLOWED BY NUTRACEUTICALS (9%), AND PHARMACEUTICALS, TEXTILES, AND VETERINARY MEDICINE (ABOUT 1%). THE HIGHEST CONCENTRATIONS ARE FOUND IN THE LIVERS OF DEEP-SEA SHARKS (UP TO 96% OF THE OIL IN THE LIVER), WHICH ARE THEREFORE MAKING THEM MORE PROFITABLE TABLE TO EXPLOIT

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○ In Europe, 9.4% of the creams tested contain shark squalene, these brands are Méthode Swiss beauty care (Switzerland), IOMA, and Topicrem (France)

○ In the United States, 1 out of 14 creams analyzed contains animal squalene. The brand is Bliss.

○ In Asia, 53% of the creams tested contain shark squalene. These brands are BRTC, Cyber colors, Just Beyond - Organature, and Missha (South Korea), as well as Dr. Ci: Labo, Haba and Menard (Research by BloomAssociation)

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More than three million deep-sea sharks are estimated to be killed every year to meet the needs of the shark liver oil market

SQUALANE - is the final product of processing squalene that end up in your beauty products ingredients. Most brands do not indicate the source of squalene derived from plants or animals, some times they even mixed both kinds and indicate them as a "natural" ingredient.

SUPPORT only beauty products from brands that commit to plant-based squalene

ASK your beauty representative if you see **SQUALANE** in your product ingredients.

