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Drug or Cosmetic Status is Determined by Marketing Claim

- Drugs change a physical function of the body.
 - Require Preapproval by the FDA
 - List active ingredients
 - Antiperspirants
- Cosmetics change the appearance of the body.
 - Do not require Preapproval
 - List all ingredients
 - Deodorants

Deodorants & Antiperspirants



Hair Loss Treatments Approved by FDA

- Minoxidil (Over The Counter)
 - Rogaine, Topical
 - Men's and Women's (same)
 - 2% and 5%
- Finasteride (Prescription)
 - Propecia, Oral
 - Women can not take it.



PROVIDES **8** ESSENTIAL
VITAMINS & IRON

MADE WITH
100% WHOLE-
GRAIN OATS



Lucky Charms

FROSTED OAT CEREAL WITH
MARSHMALLOW BITS

FUN!
RAINBOW
MARSHMALLOWS

Lucky Charms



PROVIDES **8** ESSENTIAL
VITAMINS & IRON

Lucky Charms is an important part of this nutritious
breakfast with milk, juice, toast and spread.

NUTRITION INFORMATION PER SERVING

SERVING SIZE 1/2 CUP (1 CUP)
SERVINGS PER PACKAGE 14

	1 ounce Lucky Charms	Lucky Charms plus 1/2 cup vitamin A & D fortified skim milk
CALORIES	110	150
PROTEIN, g	2	6
CARBOHYDRATE, g	24	30
FAT, g	1	1
CHOLESTEROL, mg	0	0
SODIUM, mg	180	240
POTASSIUM, mg	35	260

PERCENTAGE OF U.S. RECOMMENDED
DAILY ALLOWANCES (U.S. RDA)

PROTEIN	2	10
VITAMIN A	25	50
VITAMIN C	25	25
THIAMIN	25	30
RIBOFLAVIN	25	35
NIAIN	25	25
CALCIUM	2	15
IRON	25	25
VITAMIN D	10	25
VITAMIN B ₆	25	25
FOLIC ACID	25	25
PHOSPHORUS	6	20
MAGNESIUM	4	8
ZINC	2	6
COPPER	2	2

LUCKY CHARMS PLUS 1/2 CUP 2% MILK CONTAINS 170 CALORIES,
3 GRAMS FAT AND 10 MILLIGRAMS CHOLESTEROL. ALL OTHER
NUTRIENTS PER 100g AS LISTED.

INGREDIENTS: WHOLE OAT FLOUR (WHEAT), THE OAT BRAND, MARSH-
MALLOW BITS (SUGAR, MODIFIED CORN STARCH, CORN SYRUP, DEX-
TRINE, GELATIN, ARTIFICIAL FLAVORS, RED 40, YELLOW 5 & B, USE 1
& 2 AND OTHER COLOR ADJUVANTS, SUGAR, CORN SYRUP, WHEAT STARCH,
SALT, CALCIUM CARBOXYMETHYLCELLULOSE, POTASSIUM PHOSPHATE.

VITAMINS AND MINERALS: VITAMIN C (ASCORBIC ACID), VITAMIN A (PALMITATE), VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₁₂ (CYANOCOBALAMIN), VITAMIN D₃ (25-HYDROXYCHOLECALCIFEROL), FOLIC ACID (PTEIN), FOLIC ACID (PTEIN).

General Mills, Inc.

GENERAL OFFICES
MINNEAPOLIS, MINNESOTA 55440
Made in U.S.A.

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CARBONHYDRATE INFORMATION

	1 ounce	with 1/2 cup milk
COMPLEX CARBO- HYDRATES, g	12	12
SUGARS AND OTHER SUGARS, g	12	18
TOTAL CARBOHYDRATES, g	24	30

VALUES BY FORMULATION AND ANALYSIS



A Symbol of Quality

We invite your questions and comments.
Please call toll-free 1-800-328-1144 weekdays
7:30 AM to 5:30 PM (CT). Or send your name,
address and comments along with entire box top
to: General Mills, Inc., Box 260-80, Minneapolis,
MN 55440. If you are not satisfied with the quality
or performance of this product, a prompt adjust-

Order of Listed Ingredients

- Descending Order of Predominance
 - 25% Whole wheat flour
 - 15% Sugar
 - 15% Modified Corn Starch
 - 15% Corn Syrup
 - 15% Wheat Starch

Standard of Excellence

Being the world's largest Aloe Vera grower & processor has many benefits for our customers ... and responsibilities for us.

Distinctive quality, continuous supply, specialized expertise. That is what our customers want and that is what we give them.

Every step of the way, Aloecorp maintains a standard of excellence unparalleled in the industry, from farming through the processing and science of aloe.

With thousands of acres of aloe vera on three continents, over 75,000 square feet of manufacturing space, state-of-the-art equipment, and highly trained professionals, Aloecorp has the unique ability to set the highest standard - and we do. Because at Aloecorp, being the world's largest means being the world's best.



Aloecorp products:

- Aloe Vera Gel 1:1
- Aloe Vera Gel 1:1 With Pulp
- Aloe Vera Gel 1:1 Decolorized
- Aloe Vera Gel Concentrate 10:1
- Aloe Vera Gel Concentrate 10:1 Decolorized
- Aloe Vera Gel Concentrate 40:1
- Aloe Vera Gel Concentrate 40:1 Decolorized
- Aloe Vera Spray Dried Powder
- Aloe Vera Freeze Dried Powder 200:1
- Aloe Vera Whole Leaf Dried Powder
- Aloe Vera Pulp
- Aloe Vera Oil

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Aloe Vera Gel 1:1

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Concentrate 10:1
Decolorized

Aloe Vera Gel
Concentrate 40:1

Aloe Vera Gel
Concentrate 40:1
Decolorized

Aloe Vera
Spray Dried Powder

Aloe Vera
Freeze Dried
Powder
200:1

Synthetic or Natural





d-CON

READY MIXED

KILLS RATS

AND MICE

4 READY
TO USE
BAIT FILLED
TRAYS



"BAITBITS"
AN EXCLUSIVE
BLEND OF
NATURAL
INGREDIENTS

CAUTION: Keep out of reach of children.

SEE OTHER CAUTION ON BACK.

EPA REG. NO. 3282-4-ZA
EPA Est. 3282-OH-1

"BAITBITS"
AN EXCLUSIVE
BLEND OF
NATURAL
INGREDIENTS

The result of years of research, this new, exclusive d-CON formula is a blend of natural ingredients that appeals to rats. Test after test confirms these facts. The formula represents an ideal proportion of selected grains we call "baitbits." The result is a superior d-CON formula that has a greater bait acceptance than ever before.



**SATISFACTION
GUARANTEED OR
YOUR MONEY BACK!**

THE d-CON COMPANY, INC.

Natural & Organic

- Poison Ivy
- Arsenic
- Hemlock
- Natural Gas
- Carbon Monoxide
- Cow Manure

Alternate Channels of Distribution



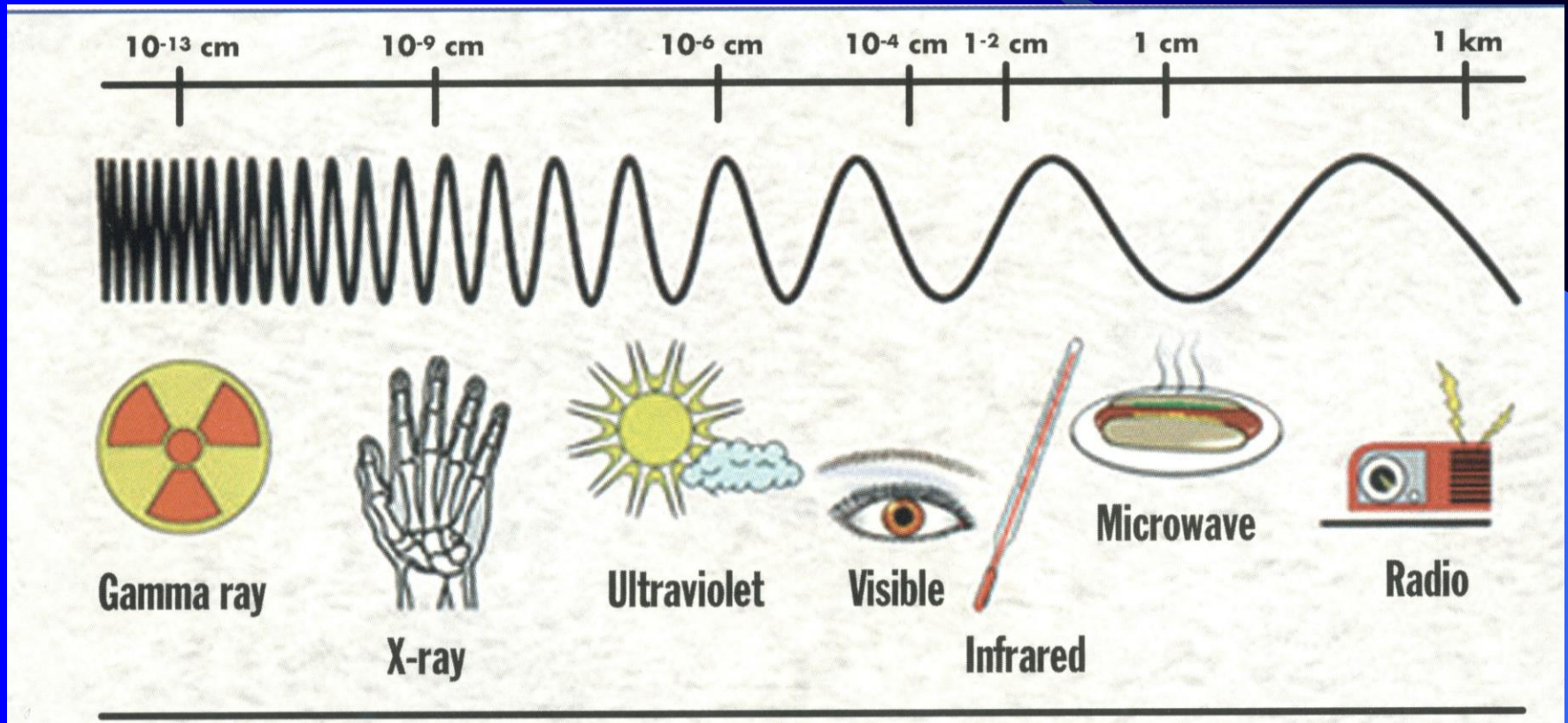
Same Product/Different Bottle



Ingredient Labeling

- The front of the bottle lists marketing claims.
- The back of the bottle lists ingredients.
- Read the back of the bottle - not the front.

The Electromagnetic Spectrum



NATURAL LIGHT CONDITIONS	KELVIN COLOR TEMPERATURE	ARTIFICIAL LIGHT SOURCE	COLOR TINT MIXTURE
<ul style="list-style-type: none"> • Fair weather, blue sky 	10,000	<ul style="list-style-type: none"> • Color television 	Bluish
<ul style="list-style-type: none"> • Slightly cloudy sky • Cloudy or rainy sky 	8,000 7,000		
<ul style="list-style-type: none"> • Sunlight in clear weather at midday 	6,500 6,000	<ul style="list-style-type: none"> • Fluorescent lamp (Daylight) • Camera flash bulb 	
<ul style="list-style-type: none"> • Average sunlight in clear weather 	5,500 5,000	<ul style="list-style-type: none"> • Blue lamp for photography 	
<ul style="list-style-type: none"> • Sunlight 2 hours after sunrise and before sunset 	4,500 4,000 3,500	<ul style="list-style-type: none"> • Fluorescent lamp (White) • Normal flash bulb • Fluorescent lamp (Off-white) • Tungsten lamp for photography 	Whitish
<ul style="list-style-type: none"> • Sunlight 40 min. after sunrise and before sunset 	3,200	<ul style="list-style-type: none"> • Halogen lamp • Iodine lamp 	
<ul style="list-style-type: none"> • Sunlight 30 min. after sunrise and before sunset 	2,800	<ul style="list-style-type: none"> • Tungsten lamp • Acetylene lamp • Kerosene lamp 	Yellowish
<ul style="list-style-type: none"> • Sunlight 20 min. after sunrise and before sunset 	2,000	<ul style="list-style-type: none"> • Candlelight 	Reddish

Low
frequency

Long wavelength

High
frequency

Low – High Frequency

- Low Frequency
 - Long Wavelength
 - Less Energy
 - Deep Penetration into the skin
- High Frequency
 - Short Wavelength
 - More Energy
 - Less Penetration into skin

Sunscreens

- UVA – Aging Rays
 - Penetrate Deeper/Less Energy
- UVB – Burning Rays
 - Penetrate Less/More Energy
- UVC – Blocked by Ozone

SPF - Sun Protection Factor

- SPF 15 = 93.3% UVB Protection
- SPF 30 = 97.6% UVB Protection
 - Only a 3.3% Increase in UVB Protection
 - Current Maximum SPF 50+
- SPF Only Indicates UVB Protection
- The term “Broad Spectrum”
Indicates Both UVA & UVB Protection

Irritant & Allergic Reactions

- Irritant Reaction

- Affect Everyone Although Degree Varies
- Symptoms Appear Immediately
- Symptoms Appear at Contact Site

- Allergic Reaction

- Affect Only Those Predisposed to the Allergen
- Symptoms May Not Appear for 24 to 48 Hours
- Symptoms May Appear Other than at Contact Site

Sulfate Free Shampoo

- BETAINES - Cocamidopropyl Betaine
- ISETHIONATES - Sodium Cocoyl Isethionate
- SARCOSINATES - Sodium Cocoyl Sarcosinate
- LAURETH SULFATES - Sodium Laureth Sulfate
- SULFONATES - Sodium Alpha Olefin Sulfonate
- SULFOSUCCINATES - Disodium Laureth Sulfosuccinate
- TAURATES - Sodium Methyl Cocoyl Taurate
- AMPHOACETATES - Sodium Lauryl Sulfoacetate

Different Types of Permanents

- Alkaline (Cold) Waves
- Acid Waves
- Exothermic Waves
- No Ammonia – No Thio

TYPES OF PERMS

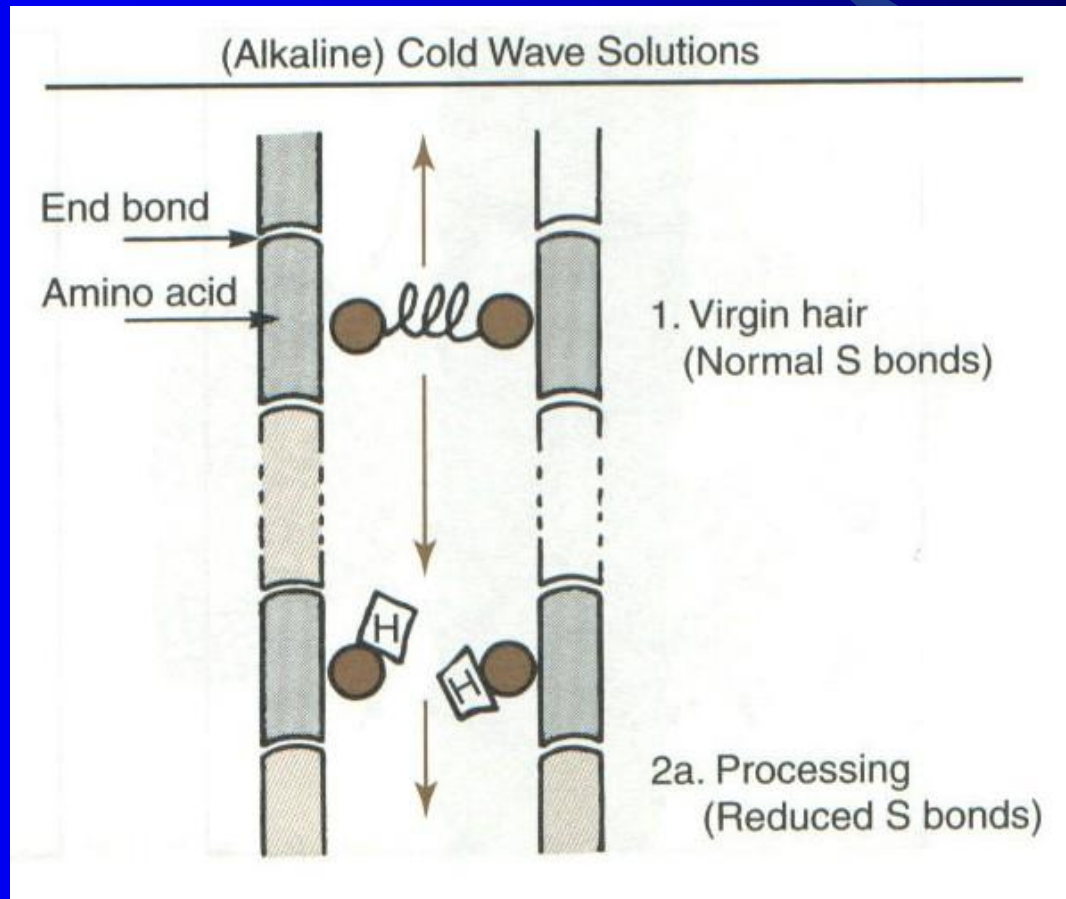
ACID WAVING LOTION	ALKALINE WAVING LOTION	EXOTHERMIC WAVING LOTION	NO AMMONIA LOW THIO WAVING LOTION
Ammonium Thioglycolate Ammonium Hydroxide Diammonium Dithioglycolate DMDM Hydrantoin Nonoxynol-15 Polyquaternium-10 Sodium Borate Fragrance Water	Ammonium Thioglycolate Ammonium Hydroxide Diammonium Dithioglycolate Ammonium Bicarbonate Nonoxynol-15 Polyquaternium-28 Glycerin Fragrance Water	Ammonium Thioglycolate Ammonium Hydroxide Ammonium Bicarbonate Dimethicone Nonoxynol-15 Quaternium-75 Silica Fragrance Water EDTA	Ethanolamine Thioglycolate Mercaptamine Ethanolamine Urea Nonoxynol-15 Propylene Glycol Glycerine Fragrance Water EDTA
ACTIVATOR	ACTIVATOR	ACTIVATOR	ACTIVATOR
Glycerin Glyceryl Thioglycolate		Hydrogen Peroxide Dicetyldimonium Chloride Dimethicone Phosphoric Acid Silica Water	
NEUTRALIZER	NEUTRALIZER	NEUTRALIZER	NEUTRALIZER
Hydrogen Peroxide Dicetyldimonium Chloride Dimethicone Phosphoric Acid Silica Water	Hydrogen Peroxide Dicetyldimonium Chloride Dimethicone Phosphoric Acid Silica Water	Hydrogen Peroxide Sodium Phosphate Polyquaternium-6 Phosphoric Acid Water	Hydrogen Peroxide Dicetyldimonium Chloride Dimethicone Phosphoric Acid Silica Water

Figure 13-21 A list of common permanent waving ingredients, listed in order for easy comparison.

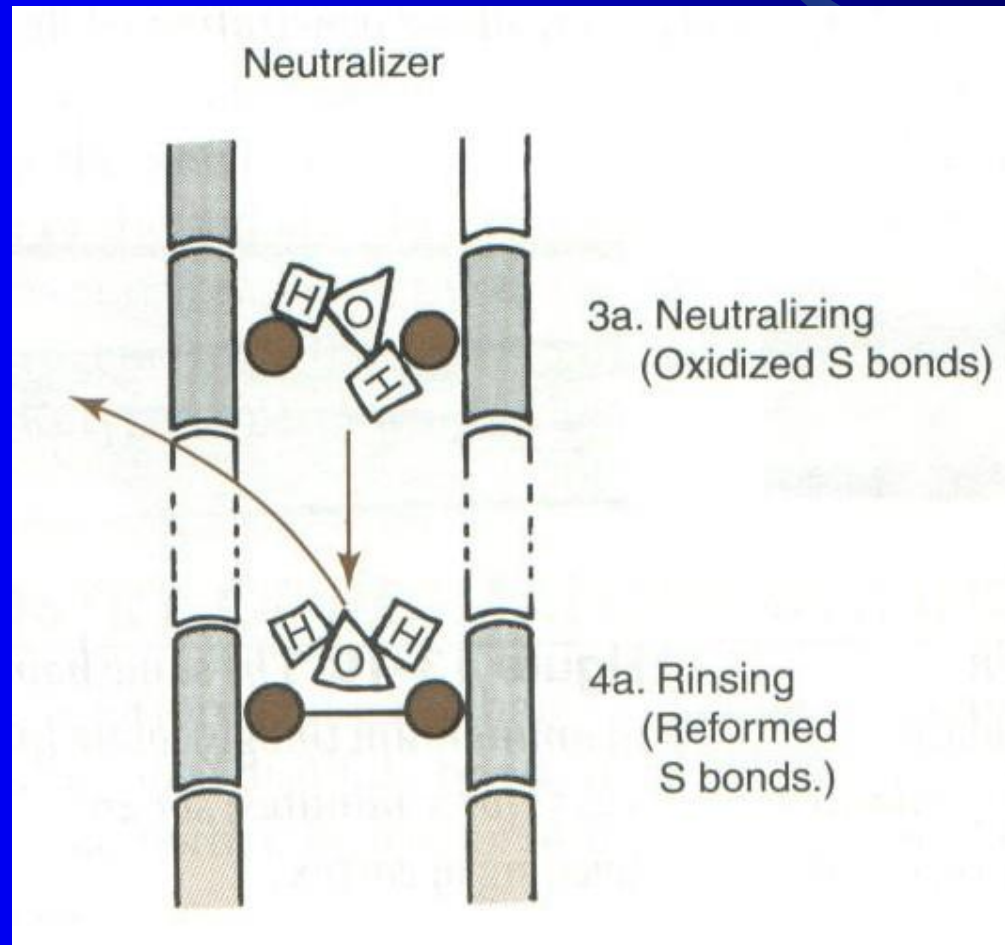
Oxidation Neutralizers

- Thio perms and relaxers break disulfide bonds by reduction.
- Thio neutralizers rebuild disulfide bonds by oxidation.

The Reduction Reaction of Thio Perms and Relaxers



The Oxidation Reaction of Thio Neutralizers



Hydroxide Neutralizers

- Hydroxide relaxers break disulfide bonds by lanthionization.
- The broken disulfide bonds are converted to lanthionine bonds during rinsing.
- Hydroxide neutralizers do not rebuild disulfide bonds.
- Hydroxide neutralizers neutralize alkaline residues left in the hair.

- Allured Publishing
 - (630) 653-2155 or www.TheCosmeticSite.com
 - The Chemistry and Manufacture of Cosmetics, Volumes 1-3
 - Beginning Cosmetic Chemistry
 - Cosmetics and Toiletries Magazine
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