Think Dirty is aiming to show consumers whether the cosmetic products they use could be harmful to their health.

Nowadays, there is a plethora of information out there to help consumers make the right choices before buying, but it’s not always easy for them to access. In the past, we’ve seen platforms such as Buycott help users learn which brands share their values, and now a similar app called Think Dirty is aiming to show consumers whether the cosmetic products they use could be harmful to their health.

Prompted by a documentary revealing the extent of toxic chemical use in beauty products, founder and CEO Lily Tse wanted to create a way to help others find out about potential carcinogenic qualities of their shampoo or lipstick. The app works by simply getting consumers to scan the barcode of any cosmetics product. It then reveals a list of the ingredients contained within it, and more importantly if any have been identified by governments and health nonprofits as harmful to humans. Each ingredient is given its own toxicity rating, ranging from 10 for carcinogens to 4-5 for allergens. The video below explains more about how the app works:
Environmental health research organization EWG has also developed a similar app called Skin Deep, and perhaps together they could help consumers remain more aware of the potential dangers lying inside the products they use every day. Are there other products that could become more transparent through apps such as these?

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