

## IHED 641 What's in My Product: ANTEDOTUM Elixir Firming Serum

I chose the Antedotum serum, not only because I am partnering with the company for my practicum, but because I use the serum myself. Typically, I use this product once a day in the morning. I really love it because it makes my skin feel moist and cushioned. It is my belief that this product makes a difference in my skin's elasticity as well. I follow with an SPF moisturizer from another brand as Antedotum does not yet carry one.

### *Ingredients listed:*

Water (Aqua), Glycerin, 3-Glyceryl Ascorbate, Cannabis Sativa Flower/Leaf/Stem Extract, Acrylates Copolymer, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, VP/Polycarbamyl Polyglycol Ester, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Hydroxypropyl Cyclodextrin, Palmitoyl Tetrapeptide-38, Sodium Hyaluronate, Butyrospermum Parkii (Shea) Butter, Cetearyl Alcohol, Cetearyl Olivate, Sorbitan Olivate, Citric Acid, Citrus Paradisi (Pink Grapefruit) Essential Oil, Citrus Medica Limonum (Lemon) Peel Essential Oil, Citrus Aurantifolia (Lime) Essential Oil, Litsea Cubeba (Litsea) Fruit Essential Oil, Citrus Reticulata (Mandarin) Essential Oil, Citrus Aurantium Dulcis (Sweet Orange) Peel Oil (Antedotum, 2021).

The ANTEDOTUM website (2021) offers the following clarifications on a few key ingredients:

- **3-Glyceryl Ascorbate** (Vitamin C) – the third ingredient listed, considered the most stable and potent form of Vitamin C, providing the benefits of neutralizing free radicals and aiding skin's own natural regeneration.
- **Palmitoyl Tetrapeptide-38** (Vitamin C) – the 11<sup>th</sup> ingredient listed, this oil soluble version of Vitamin C boosts skin's collagen production and reduces impurities.
- **Cetearyl Olivate** (olive fruit extract) & **Sorbitan Olivate** (glycerin) combine to a veil of protection to protect skin from elements. Listed 15<sup>th</sup> & 16<sup>th</sup> this indicates a lower ratio of these ingredients.
- **Shea Butter** – high concentration of fatty acid restores skin's elasticity. (Antedotum, 2021).

I had to go to the EWG website for the remaining ingredients for more information. The ratings are provided on a scale of 1-10, with 10 reflecting high toxicity. The following are examples:

- **Cannabis Sativa** - the botanical name for the hemp plant, the fourth ingredient listed, this provides the source for the CBD complex. EWG score is a surprisingly mid-range level 5.
- **Acrylates Copolymer** – with an EWG score of 2 it is not surprising that this ingredient, listed fifth, is not highlighted in the Antedotum marketing materials. Acrylates copolymer is composed of acrylic acid and methacrylic acid building blocks and serves as a binding agent.
- **Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer**- the EWG score is 1 due to a lack of data on this ingredient.

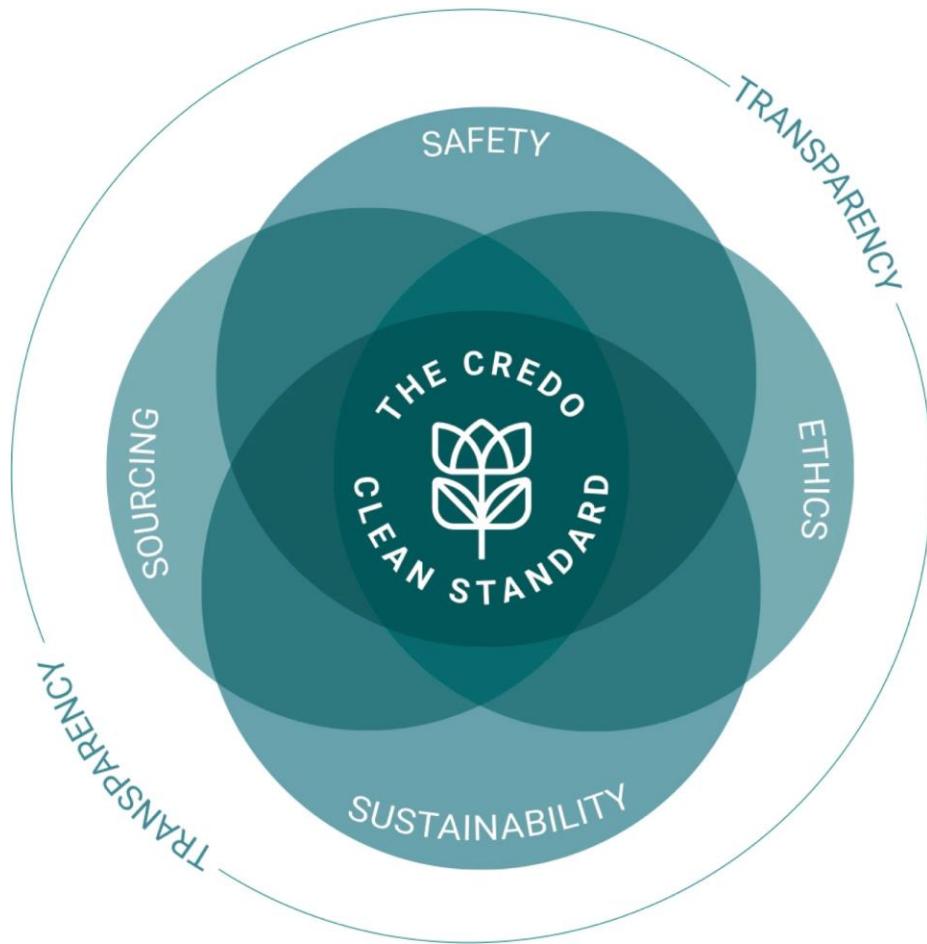
I was disappointed that Antedotum was not listed as a brand in the EWG Skin Deep® (2021). However, I will suggest to the CEO that the company pursue a listing on the site as it will benefit them as they grow their consumer base.

That said, Antedotum has met the standards of “clean beauty” as defined by Credo Beauty. Credo is a leading e-commerce site, based out of San Francisco, CA, which specializes in clean beauty. The company prides itself in its position as an industry leader in cosmetics for the clean beauty movement. Credo only carries products from lines which meet their rigorous standards. As such, it has created two categories by which to judge the products they carry: 1) the Dirty List® and 2) Credo Beauty Clean Standard™.

According to Credo Beauty (2021), Europe has banned 1300 ingredients while the US has only banned 30. Going even further than the EU, Credo bans 2700 ingredients as contained in its Dirty List®.

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This is the Credo diagram of the components of clean beauty.



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While the Dirty List® is a valuable resource, the Credo Beauty Clean Standard™ requires brands to adhere to the following:

- Use official ingredient terminology (INCI) and use ingredient source codes where possible.
- Obtain documentation on their ingredients' composition, purity and sourcing information.
- Conduct basic consumer safety (human volunteers) and product stability testing.
- Be transparent about "fragrance"—at a minimum they must categorize the type of fragrance they use, and we encourage full disclosure of all fragrance ingredients.
- Back up product and ingredient claims.

(Credo Beauty, 2021)

## References

Antedotum (2021). <https://antedotum.com/products/elixir-firming-serum#ingredients>

Credo Beauty (2021). <https://credobeauty.com/pages/the-dirty-list-1>

Environmental Working Group EWG Skin Deep® (2021).  
<https://www.ewg.org/areas-focus/personal-care-products/cosmetics>