

## Standards on Animal Testing, Ingredient Listing, Manufacturers and Formulations.

Eye of Horus cosmetics are based on sacred formulas borrowed from the ancient past, which “Awaken the Goddess Within”

Our non sensitizing, mascara and eye product formulations lay with the originators of beauty and makeup, the ancient Egyptians, who used protective waxes and precious nurturing oil based makeup.

Our products balance natural and organic ingredients where possible, with high performance. The quality and performance and safety of our product is our first priority, and we cannot provide unparalleled payoff and performance with 100% natural ingredients. However we have worked hard to ensure all ingredients are safe and non-sensitizing.

### Changes to Formulations

Our formulations may show adjustments over time as new laws and regulations covering cosmetics ingredients arise. For example certain preservatives or colorants are not permitted in some countries and we continually work with our manufacturers to adjust and prepare formulations that meet the ever-changing current rulings on ingredients ensuring performance and safety, while staying true to the innate qualities and distinctions of our iconic products.

For Example:

Methylisothiazolinone (MI) – Preservative in our Mascara

In regard to the Methylisothiazolinone (MI) as a preservative it is a very effective Broad Spectrum Preservative, however it has been banned in the EU. It is considered Medium Risk on the Skin Deep Cosmetic Safety Data Base

Eye of Horus could see it was an ingredient to watch and have been working with our manufacturer to source a combination of preservatives that were safe to replace Methylisothiazolinone, which was in our Mascara. It seems we needed 4 ingredients in combination to cover Molds/ Yeast / Fungus / Bacteria.

Therefore our formula has changed to reflect this safety issue. You will now see on the ingredient listing there is NO Methylisothiazolinone, but a list of preservatives, which in combination was most effective and most safe.

Ingredients in our products include Rice bran, Bees wax, Candellila and Carnuba Wax and Organic Castor Oil, Lavender Flower, Star Anise Extract, Evening Primrose Oil, and the revered ancient Egyptian Organic Moringa Oil, oil of the Pharaoh's found in Tutankhamen's tomb. Also known as “The Tree of Life” as it was revered by the gods for its beautifying and regenerating power. The waxes used by the ancient Egyptians, allowed the eye makeup to “set”, and therefore not flake or run. Nurturing Moringa Oil nourishes, is high in antioxidants, making it ideal for sensitive eyes.

Eye of Horus have worked hard to source and establish relationships with manufacturers worldwide who can produce the long wearing, smudgeproof, low sensitising paraben free formulas of exceptional quality that we demand.

Our manufacturers are chosen for their expertise in a particular product and are considered the very best worldwide at producing that product through their experience, technologically advanced manufacturing plants and processes and access to the finest cosmetic grade ingredients. Although we



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are an Australian company we have unfortunately recognised that world leaders in cosmetic manufacturing lay throughout the world due to the volume they produce, therefore upgrading, researching and perfecting their practices to meet the ever-demanding needs of the market.

### **Animal Testing**

RA Cosmetics Pty Ltd Trading as Eye of Horus Cosmetics has an ethical mantra to ensure that no ingredient or finished product has been tested on animals. We have signed certifications from all manufacturers to confirm that no ingredient and no finished product in our range have been tested on any animal.

We do not have a Halal Certification, but ensure that there is no by-product of any animal in our products, other than Beeswax in our Mascara and Eye Pencils.

### **Sustainable Sources**

Key ingredients have been sourced from sustainable and fair trading sources, including our Carnauba Wax from Brazil. There is no alcohol in any of our products, other than the gel component of the new product to launch Dual Brow Perfect.

### **Vegan**

Beeswax is the only animal derived product in any of our products, as we have not found a suitable or effective substitute. We continue to balance natural bases with high performance of our products and will not compromise on high performance and quality. There are No Parabens in any of our products

### **Palm Oil**

Eye of Horus has made a commitment to responsible sourcing of Palmitic Acid, a palm oil derivative ingredient. 100% of the Palmitic Acid used in our mascara is obtained through our supplier on the Malay Peninsula and has been certified sustainable by the Roundtable on Sustainable Palm Oil (RSPO). Sustainable Palm Oil plantations in areas that are not rain forests such as the Malay Peninsula, support local farmers, free the exploitation of indigenous communities, ensure sensitive rainforests are not deforested and endangered species are protected

<http://www.rspo.org/about/how-we-work>

### **TALC in our Eye shadow formulations.**

Our Eye Shadows are produced in Italy by the highest standards of manufacture and in an area where access to the purest Cosmetic Grade Talc is readily available.

Cosmetic-grade talc is produced so that it conforms to United States Pharmacopeia (USP) and EU industry specifications.

Cosmetic-grade talc does not contain asbestos, which is confirmed by X-ray diffraction, and optical and electron microscopy. In addition, the producers of cosmetic-grade talc have established purity specifications to ensure that it does not contain residue levels of asbestos. Results of an FDA analytical survey of Talc used in cosmetics can be found

at: <http://www.fda.gov/Cosmetics/ProductsIngredients/Ingredients/ucm293184.htm>

- See more at: <http://www.cosmeticsinfo.org/talc-information#sthash.kibpzmKb.dpuf>

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The International Agency for Research on Cancer (IARC) scheduled re-evaluation of talc during 2006. Previous evaluations classified talc not containing asbestiform fibers as "not classifiable as to its carcinogenicity to humans" (Group 3) in 1987. – so in summary the Cosmetic Grade Talc used in our Eye Shadows have been assessed as not harmful to human health. See more at: <http://www.cosmeticsinfo.org/talc-information#sthash.kibpzmKb.dpuf>

More can be found on this website  
<http://www.cosmeticsinfo.org/talc-information>

### Synthetic Ingredients

Eye of Horus products balance natural elements with high performance, and use ingredients we believe to deliver the highest performance with the safest non sensitising ingredients. Sometimes that means we need to use a synthetic ingredient. At times the synthetic ingredient is less harmful and non-sensitizing than a naturally occurring one. For example Synthetic Fluorhlogopite is a synthetic version of a mineral composed of magnesium aluminum silicate sheets, weakly bound together by potassium. It has a high molecular weight and this ensures this substance will only penetrate the skin to a very limited degree, preventing the body from absorbing any potentially harmful elements found in the ingredient. It is shown to be non-irritating.

"Classified as not expected to be potentially toxic or harmful"  
[https://www.ewg.org/skindeep/ingredient/706409/SYNTHETIC\\_FLUORPHLOGOPITE/](https://www.ewg.org/skindeep/ingredient/706409/SYNTHETIC_FLUORPHLOGOPITE/)

"Human based studies on the effects of this ingredient on the epidermis and on the eye region showed that it is non irritating. Studies on both non-humans and humans have shown that this ingredient does not cause sensitization (Cosmetic Ingredient Review)."  
<https://www.truthinaging.com/ingredients/synthetic-fluorophlogopite>



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