

Proper Safety Knowledge

AmorePacific makes continuous efforts to provide consumers with safe products. AmorePacific is also dedicated to delivering true facts on safety.

1. What does “safety” mean?

In order to determine the safety of a product, both its “harmfulness” and “exposure” need to be assessed simultaneously. Even if a substance is highly harmful, if its exposure is extremely low, it may be less dangerous than a substance that is less harmful but with high exposure. For instance, the harmfulness of water is extremely low but if you drink water excessively, it may be harmful to your health. The alcohol in beer has low toxicity, but it may damage the liver if you drink beer for a long period of time. Likewise, in cosmetics, not only assessing the harmfulness of ingredients, but also determining their adequate exposure is equally important.

2. Surfactant

Surfactant is also called emulsifier and plays a crucial role in producing cosmetics because it blends water and oil. It is also a cleansing material that is indispensable to soap, cleansing foam, and shampoo. Surfactant is both hydrophilic (water-friendly) and lipophilic (oil-friendly), which enables it to dissolve in water and capture and remove grease and dirt from the skin

Is surfactant not good for the skin?

Surfactants contained in cleansing foam or shampoo remove dirt and grease. When you rub the skin or hair using cleansing foam or shampoo, surfactants penetrate effectively between water and oil and remove the oil. Indeed, if you use products with surfactants excessively for a long period of time, you will see that your skin turns dry. However, if you follow proper directions, surfactants contained in products will remove dirt and grease found in daily life and keep your skin clean.

Do surfactants in toothpaste have a negative effect on the mucous membrane?

The amount of surfactant contained in toothpaste is extremely small. The proper way to use toothpaste is to fully rinse out your mouth with water after brushing your teeth. If you follow the directions properly, it is impossible for the surfactants in toothpaste to have a negative effect on the mucous membrane or harm your health by digesting them.

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3. Formaldehyde

Formaldehyde can be synthesized, but it can also be decomposed from natural substances. Formaldehyde is a substance that is found in nature and also included in food we eat every day.

Is formaldehyde carcinogenic?

Formaldehyde is categorized as a carcinogen, but its danger is limited to the respiratory system only. Given that it is a substance easily found in nature, there is no report that formaldehyde included in food or used as a preservative in cosmetics causes cancer. Its safety is also controlled effectively through laws.

However, in order to eliminate even the smallest possible risk from formaldehyde and give a sense of security to its customers, AMOREPACIFIC does not use materials that release formaldehyde.

4. Synthetic Materials

Are synthetic materials always more harmful to the body than natural materials?

Recently, one of the most common misguided beliefs about cosmetics is that natural materials are safe and synthetic materials are not. Even if it is a natural material, its safety needs to be tested. Synthetic materials undergo the same testing as natural materials and only those that pass the safety tests are selectively chosen. Therefore, the safety of both natural materials and synthetic materials may be assured when an amount that is safe for the body is used.

Why is it better to use synthetic materials than natural materials?

Synthetic materials are used to satisfy functions that are not met with natural materials. Also, many natural materials are often produced through synthetic processes. For instance, taxol is known to be an effective anti-cancer drug and was developed from the bark of the yew tree. However, yew bark itself is not used as a drug. Only a single substance is synthesized chemically. Since the safety of synthetic compounds is fully tested even from their development stage, they may be safer than natural materials that do not undergo such a process.