



THE WORLD'S SAFEST AND EASIEST TO USE FACE PAINT

1214 Metro Park Blvd. Suite 201

972-

221-8665 phone

Lewisville, TX 75057

972-221-8625 fax

e-mail: [garycole@mindspring.com](mailto:garycole@mindspring.com)

[www.snazaroo.us](http://www.snazaroo.us)

---

From: Gary Cole

Date: Oct 27, 2009

Recently [www.thedailygreen.com](http://www.thedailygreen.com) released an article taking a shot at ten brands of face paint products. SNAZAROO was listed as one of the brands in the report. The title as well as the full article was riddled with partial truths and misleading comments. This letter is to clear the air and make some sense of any concerns one might have as a SNAZAROO user.

It may not seem like it but I am going to give a fairly quick and concise response just to stop the fire and I have been told that there would be most likely a formal press release coming directly in response to this article from either the SNAZAROO main office in the UK or from ColArt the parent company. I have spoken to those over SNAZAROO and those in the corporate office at ColArt and they are aware of this article. No doubt it paints a scary picture in its first presentation. This is my personal statement and I openly state I do not have the authority to speak on behalf of SNAZAROO UK or ColArt. I am speaking as owner of SNAZAROO USA Inc. who distributes the product in North America.

First of all note the article came from an ultra left activist group "The Daily Green – The Consumer's Guide to the Green Revolution". You should realize their political standing on such issues and they pay their bills by sometimes alarmist reports on environmental issues. I do give them kudos for providing a more detailed report (36 pages) which I have not yet had the opportunity to read in full. I wanted to provide this initial response just so you face painters do not go into a tail spin. It also allows all of you to respond to others when you are possibly confronted with this article. One should first start out by understanding the source. The particular article written was sponsored by "The Campaign for Safe Cosmetics" which is further to the left politically. They are so far to the left that even PETA the animal rights organization calls them on the carpet on their web site.

One of the critical factors left off the report is their testing methods and certainly the fact that no actual documentation was given on the tests. Instead they reported their interpretation of the tests. They mentioned they sent a sample from ten different face paint brands to a lab in California for testing. Note the emphasis on "a sample". In order to post a viable test they would send a sample of a specific color of a comparable product color in all brands to multiple independent labs in order to run a true comparison. In their report they listed SNAZAROO as the brand with the higher level of metals in the testing. If the submission of any brand was the color black over the color of white or pink or red then naturally the metal content would be higher.

What they did not emphasize is the fact that SNAZAROO was WELL WITHIN THE FEDERAL COSMETIC STANDARDS for metal content. In fact, you could take the levels of metals in SNAZAROO, multiply them by sixty and the metal content would STILL be within the allowable safety standards of the U.S. FDA and the E.U. cosmetic guidelines. I spoke to Lauren Jiggets from NBC television who was doing a report on this article. She made a call to a

spokesman from the cosmetic side of the FDA and gave him the findings of the report. He said in regards to the metals levels that the findings were very consistent with name brand cosmetics used by women and well above the expectations noted as standard for the cosmetic industry.

SNAZAROO offers you "The World's Safest and Easiest to use Face Paint Brand". We still do. Our safety page at [www.snazaroo.us/safety.htm](http://www.snazaroo.us/safety.htm) goes well into the safety policies of SNAZAROO and why we should be your brand of choice. If you go online at [www.snazaroo.us/PDF/ChildToySafety.pdf](http://www.snazaroo.us/PDF/ChildToySafety.pdf) you will find a MSDS (Material Safety Data Sheet) from SNAZAROO in the UK. It is from testing of the face paints sent out to an independent lab called SGS. In the report, you will see that SNAZAROO face paints are fully in compliance with the cosmetic laws of the E.U. and the U.S. FDA. This particular test was done in 1995. On the page titled "Appendix 1" you can see the actual testing and reported metals levels.

One might scoff that none of this metal content is listed in the formulation. Well they are not included as ingredients in SNAZAROO and therefore not listed. So where do they come from? They come as trace ingredients in the other ingredients formally listed. Most of the metals are coming from two specific colored pigments, black iron oxide and yellow iron oxide. These are natural ingredients widely used in the cosmetic industry. Look on the ingredient labels of every single brand of face paints including Mehron, Grimas, Mehron, Wolfe, Kryolan, Rubies, Alex, Ben Nye, Temptu, and yes, even SNAZAROO. These trace metal elements will be found in every single one of these brands as well as every major brand of women's makeup. The black iron oxide is what makes the paint black and the yellow iron oxide adds to the yellow color in bright yellow and ochre yellow. Because these come from natural ingredients, by nature, they have these minerals in very minor quantities. If you took your black SNAZAROO paint and dropped it into a bag cut up in very fine pieces and you then put a strong magnet in the bag you would see the black be drawn toward the magnet. That is the attraction made by the black iron oxide which is the primary pigment and the magnet. For the record, this iron oxide is the same exact pigments that are used in virtually every brand of colored cosmetics on the market. It is used to color the black in every major brand of black eyeliner or any makeup that is black. You will find these same "trace metal ingredients" in EVERY BRAND that is black in appearance.

In the SNAZAROO MSDS you will see that the metals content from these trace elements are also compliant with ASTM F963-95 which is the Standard Consumer Safety standard that is specific to meet the Child Toy Safety rating.

The bottom line here is this left wing green group has raised a very large flag that did not need to be waved. SNAZAROO has and still does lead the world in its quality and safety. No other brand can stand the safety record of the SNAZAROO brand. It remains the standard despite skeptics and their reports. As long as the federal cosmetics leader's state black iron oxide is acceptable for cosmetics in the E.U. and the U.S.A. then it will continue to be used to make the world's black make ups black.

In their article they go on to suggest that you might make your own makeup by taking toothpaste and color it by adding raspberries, avocado, beets or squid ink for coloring. Does this sound like a good idea to you? SNAZAROO is fully tested for compliance with E.U. and U.S.A. standards for cosmetics. SNAZAROO is also the only brand in the world that has a child toy safety rating on its entire line. I assure you a homemade toothpaste concoction plaster on children's faces is not only going to have poor visual results but the allergic reaction rates will be substantially higher. One should only use known brands that have done all of the safety testing on one's skin. I would go so far as to stick with face paint manufacturers that openly publish their testing. One can download testing for SNAZAROO right from its safety page. On the other hand if you liked their article on tooth paste makeup then go ahead and check out their report on "10 things you can do to stop extinctions". You might enjoy it.

My last suggestion is to not believe everything one reads on the internet. When in doubt ask for documentation. At SNAZAROO we go for transparency. We appreciate the loyalty of the SNAZAROO customers and we are committed to offer you the World's Safest and Easiest to use Face Paint brand.