

Tips for hosting a Story of Cosmetics Viewing Party!

The Story of Cosmetics takes a humorous and hard-hitting look at the pervasive use of toxic chemicals in our everyday personal care products, from lipstick to baby shampoo. This eight-minute film is not only educational, it's also a great opportunity to inspire activism and get us thinking critically about what we put on and in our bodies in our consumer-crazed culture. In order to make sure that this film really turns up the volume on these issues, we have to share it far and wide, and make sure to have fun in the process! We hope you'll consider hosting a viewing party at your home or office, or in collaboration with local community groups- book clubs, environmental organizations, teen, faith or parents' groups. To help you along the way, we've pulled together some tips for throwing a super fun, no-stress party.

Planning the Party

- **Think about your goals.** Our primary goal is to get as many people as possible to see The Story of Cosmetics and start taking action to clean up the cosmetics industry!

In addition, The Campaign for Safe Cosmetics would like to 1) gather email addresses so that we can stay in touch with people interested in learning more and moving the market toward safer, green chemicals and products, 2) collect signatures on a petition to Congress, asking our elected leaders to empower the FDA to better regulate cosmetics, and 3) raise money to off-set the cost of producing this awesome video and making it available for free online.

Do you have goals that you'd like to meet as well? To start a new community project? To share tips and resources with friends, family or co-workers? To urge your office or school to use non-toxic hand soaps and other products?

created by:

THE STORY OF
STUFF
PROJECT
www.storyofstuff.org

The Campaign for
Safe Cosmetics
www.SafeCosmetics.org

- In addition to just viewing the film, there are lots of other activities you could plan for your party. For example...
 - **Use our sample discussion questions** to get the group talking post-viewing.
 - **Make non-toxic cosmetics** together as a group, or make cosmetics ahead of time to give as presents in goody bags with copies of the recipes. Check out some [recipes on the Campaign's website](#).
 - Ask people to **bring their cosmetics bags** or favorite personal care product so you can check out the safety of the ingredients together in the [Skin Deep database](#).
 - **Write to cosmetics companies** that have not signed the Compact for Safe Cosmetics, and urge them to make this public commitment to safety. ([See a sample letter here.](#))
 - **Write to your elected officials**, asking them to support legislation that would regulate the cosmetics industry, and ensure the all personal care products are safe. You can use the [Legislator Lookup](#) in the Get Involved section of the Campaign's website to find the contact information for your officials, and the short and sweet letter text in the [Makeover Kit](#).
 - Work together on a letter to the editor or an **opinion piece for your local paper**.
 - **Plan grassroots activities for the near future**, such as meeting with your elected officials when they are home on summer recess, or attending forums and rallies for people seeking election. We have materials to help- please email mia@safecosmetics.org for more information!
 - **Take photos** of your gathering and add them to our Facebook wall! [Facebook.com/safecosmetics](https://www.facebook.com/safecosmetics) Or, if you're not on Facebook, email your photos to mia@safecosmetics.org and let us know if we can share them on our website.



Choose a date, time and location

- If you want to have a larger party, or if you want to make your own cosmetics, you might need to plan a couple weeks in advance so you can order your materials. If you want to have a smaller, simpler party, you may not need as much advance notice. Don't forget to consider other conflicts, like holidays and community events.
- The location should be accessible to everyone you're inviting- be sure to think about public transportation, parking spots, distance from home, wheelchair access, etc.

- Remember that you'll need a computer with Internet access so you can stream the video from www.storyofcosmetics.org or you will want to download the video. Check out the instructions below to download the film. You might want to project the video onto the wall or onto a TV screen (if you have the capabilities), or you can gather around one or two computers.

- o **Instructions for Downloading The Story of Cosmetics**

1. Click on the following link: <http://www.storyofstuff.com/blog/?p=422>
2. Enter the password: safetyfirst!
3. Read the directions and locate the link at the bottom of the page: "[The Story of Cosmetics download](#)"
4. Then right click and select "save as" (or some variant of that option) to download the .mov file to your desktop.
5. This will allow you to download onto your computer and all should be peachy from here on out.
6. You will need Quicktime to play and watch the film. If you don't already have Quicktime you can download for free online for your [Apple](#) or your [PC](#).

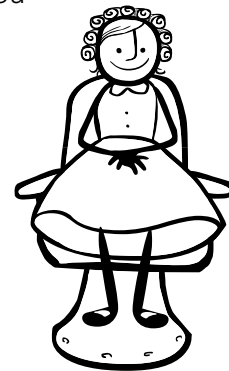
- Make an invitation list and consider how you will track RSVPs. Will you ask people to bring their own drinks/snacks, or will you provide those? Then, invite folks via mail, email, evite, or phone!

Getting Ready

You don't need to be an expert on all the ingredients in cosmetics (there are 12,500 unique ingredients in cosmetics!) to host a viewing party! However, it is always helpful to do a little research ahead of time so you can answer commonly asked questions and provide your crew with resources they can refer to after the party.

The best place to get started is on the [Campaign for Safe Cosmetics](http://safecosmetics.org) web site at safecosmetics.org.

- The Campaign has tons of free and downloadable materials and resources, including the popular [Unmasked](#) flier, so print as many copies as you need for your guests. Find the Campaign for Safe Cosmetics overview of cosmetics safety issues, as well as other useful documents, like [Frequently Asked Questions](#), in the [Get Involved](#) section of the website.
- Also check out the [Downloads](#) section of the Story of Cosmetics website for an annotated script, fact sheet, and a great FAQ!



- [Skin Deep](#): If you have Internet access, we highly recommend you spend time using the Skin Deep database, an inventory of over 40,000 personal care products and ingredients. In addition to allowing consumers to search for the safety score of a personal care product or ingredient, the database contains a scientific bibliography, fact sheets ([What Not to Buy](#), is especially useful) and a Frequently Asked Questions page. You can access Skin Deep from the Campaign's homepage.
- Give your group a phone or e-mail reminder seven to four days before your party date. Having a head count will also help you ensure that you are fully stocked for the party.

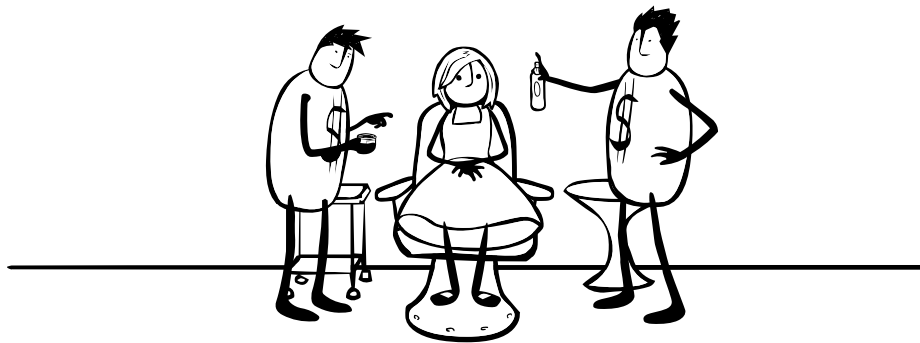
A Day Before the Party!

- **Equipment.** If you have access to a projector and the Internet you can project the video onto a wall or a white sheet. Or, you can upload the movie to your desktop. We suggest you do a trial run!
- **Materials.** Bring copies of the Campaign petition and sign up sheet, Unmasked fliers, and any other [materials](#) (sample letters, etc) you'd like to have for your guests. Don't forget the pens! Would you like to have nametags?
- **Refreshments.** Get your food, drinks, and supplies (glassware, plates, napkins, silverware, etc) if applicable.
- **Donations!** Supply envelopes or a jar/box for donations, or remember to pull up the online Donate link if you're interested in helping to support the work of the Campaign for Safe Cosmetics including helping us to reach as many people as possible with The Story of Cosmetics. If your guests do not want to (securely) donate online, we're happy to accept checks the old fashioned way! Checks must be made out to Breast Cancer Fund, the fiscal sponsor organization for the Campaign (the Campaign is a coalition of groups, not its own 501c3 organization). Please write "Campaign for Safe Cosmetics" in the check memo to ensure that the funds do directly to the Campaign. Checks can be mailed to: Campaign for Safe Cosmetics, c/o Breast Cancer Fund, 1388 Sutter Street, Suite 400, San Francisco CA 94109-5400. THANK YOU!



Party Time!

- Allow time for mingling as people arrive. Direct folks to the food and donation table!
- As the host, welcome folks to the party, and give a brief introduction to why the party is important to you, and let them know the plans for after the viewing- a discussion, an activity, donations, etc.
- In addition to having a blast and educating one another, we hope that a few folks at your party will want to become more involved with the Campaign for Safe Cosmetics moving forward. Please let them know they should in turn share The Story of Cosmetics with friends and family, and that we have a variety of materials on our website, safecosmetics.org

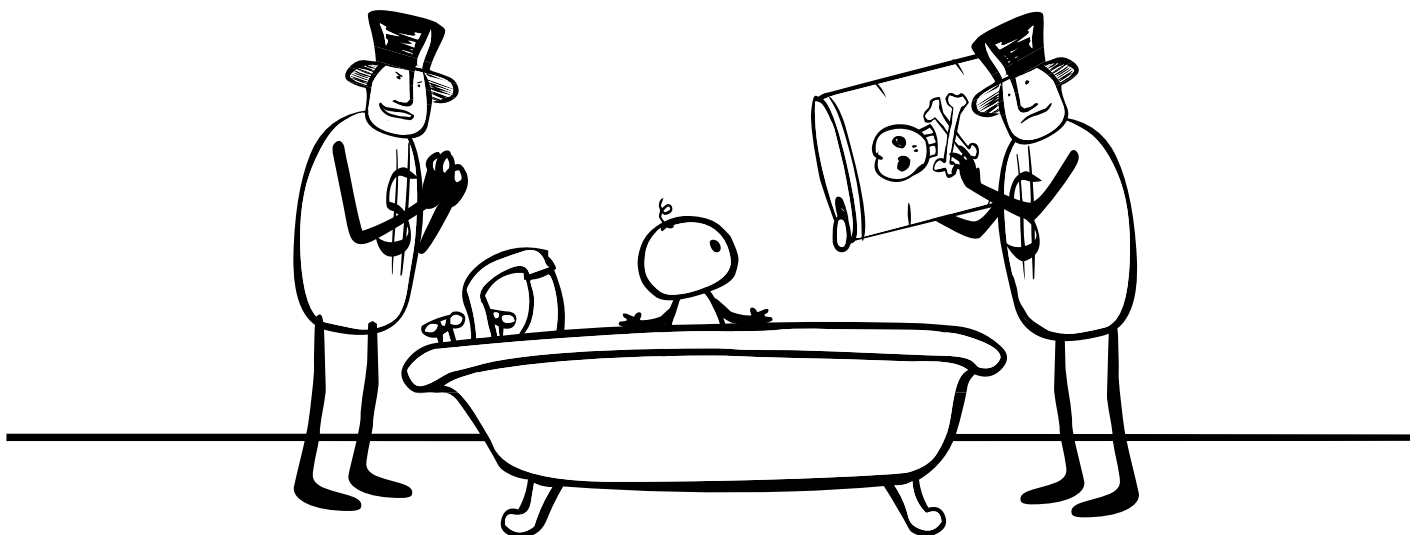


Wrap-up and follow-up

- Take out the trash, compost and recycling- and think of where it all goes, eh?
- If you're a thank-you-note-type-of-person, consider writing to your guests to thank them and inquire about next steps. Sometimes a little encouragement can go a long way!
- Please send completed petitions to the address at the bottom of the forms, and donations to our office at Breast Cancer Fund in San Francisco. THANKS!
- Let us know how it went! If you took pictures, we would love to see them. Please e-mail them to mia@safecosmetics.org, or post photos on the Campaign's Facebook wall.

Story of Cosmetics Discussion Questions

- Before watching The Story of Cosmetics, did you think about the ingredients in your personal care products? What do you think now?
- The personal care product industry is virtually unregulated—no government agency makes sure that these products are safe for long term use. Why do you think this is, and what are the implications? How can we change this?
- While we are living longer in the US, the number of people with health problems like cancer, obesity, attention deficit disorder and reproductive problems is increasing at an alarming rate. And so is the amount of toxic-laden stuff we own. Many scientists and advocates have linked “environmental factors” (like chemicals in our personal care products) to the growing number of negative health impacts. How does this make you feel? What can you do about it?
- What do you think it will take to make sure that cosmetics and other consumer products are safe for people and the environment?
- What other examples do you see, besides cosmetics, of “toxics in, toxics out”?
- What will you personally do differently having seen this video?
- Have you seen The Story of Stuff, Annie Leonard’s first video project? What did you think? Will you want to watch it now (or again) since you’ve just seen The Story of Cosmetics?



THE STORY OF



WITH ANNIE LEONARD

THE UGLY TRUTH OF "TOXICS IN, TOXICS OUT"

Dear _____,

Did you know that cosmetics products we use daily, like shampoo, fragrances, makeup and even baby lotion contain ingredients with known links to serious health concerns such as cancer and birth defects? And did you know that it is perfectly legal for companies to do this in the United States?

Wanna help the cosmetics industry come clean? Join me for a Story of Cosmetics house party! We will learn about the ingredients in the products we use regularly, how to make safer purchases, how to make our own healthy cosmetics and what we can do to bring this issue to the general public and to our elected officials.

All you need to bring is a couple of the personal care products you use most often (or a list of them) and an interest in learning more. Snacks are also welcome. I hope you can make it!

Sincerely,

Date:

Time:

Location:

RSVP to:



THE STORY OF



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