



**A new iPhone app wants you to Think Dirty®,
Think Dirty® app makes personal care shopping much cleaner.**

Toronto, Ontario, Canada – With so many cosmetics and personal care products out there on the market today, it can be difficult to make an informed, safe, and healthy decision before purchase. Labels are not necessarily transparent with information about possible toxic and harmful ingredients. This is where the new Canadian-developed mobile app Think Dirty® comes in, which currently boasts more than 150,000 searchable products in its growing database.

Think Dirty® is currently the first independent tool that only focus on cosmetics ingredients which allows consumers to learn about potentially toxic ingredients in everyday cosmetics and personal care products while they shop. It is easy to use – just a quick scan of a product barcode and Think Dirty® will highlight easy-to-understand info on the product, its ingredients, and alternative products.

Available for free download [via Apple's App Store](#), Think Dirty® is an app that helps consumers understand the ingredients in cosmetic and personal care products in order to avoid potentially toxic ingredients.

The way it works is simple: a user scans a product's barcode, its contents are read by the Dirty Meter – a rating system that uses third-party data collected from non-profit science, environmental organizations and government agencies, to determine whether it is dirty or clean and, if need be, recommend cleaner alternatives. (For the full list of database sources, go [here](#).)

If a product is not in the database, a user can submit it by simply entering the product name and taking a picture of the back label. The user will then be notified once the product is ranked in the database.

"Think Dirty was a project born out of personal passion to find the truth in the beauty industries," explains says Lily Tse, Think Dirty® founder and owner. "When my mom was diagnosed with breast cancer for the second time, my research lead me to some alarming information about the cosmetics

world. With Think Dirty®, I wanted to create something that was easy to use, have playful tone, and provide credible information to change the way people think about personal care products. It is a consumer revolution for safer cosmetics by learning one ingredient at a time; changing to cleaner options, one product at a time.”

In addition to the quick scans, Think Dirty® generates a score on the Dirty Meter® for each product. This score is produced by consolidating information from multiple resources, such as government lists of prohibited chemicals, peer-reviewed journals, non-profit health organizations' reports, and regulatory agencies' guidelines.

Since launch, Think Dirty has considered users' feedbacks, included scientific studies sources links and currently working with a few most requested features, as well as the Android version.

“It's vital for everyone to be able to make a smart choice when purchasing items that can affect their health. I hope people will see value in downloading Think Dirty® for their mobile devices,” adds Tse, a Toronto-based designer and 2013 Spin Master Innovation Fund winner. Since launch, Think Dirty is also selected in two other premier Canadian tech incubators: Canadian Film Centre IdeaBoost Cohort and MaRS JOLT Accelerator.

Think Dirty® database is updated daily with new product information and users' submissions. For more information, please visit www.thinkdirtyapp.com.

<http://www.thinkdirtyapp.com>

About Think Dirty®

Think Dirty® is a mobile app that allows consumers to learn about potentially toxic ingredients in everyday cosmetics and personal care products via a quick search or barcode scan. Currently, the growing database has more than 150,000 products available. Think Dirty® also generates a score on the Dirty Meter® for each product. This score is produced by consolidating information from multiple resources, such as government lists of prohibited chemicals, peer-reviewed journals, non-profit health organizations' reports, and regulatory agencies' guidelines. For more information, please visit www.thinkdirtyapp.com.



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