

TAKING STOCK STUDY

Personal Care Product Use Among Diverse Women in California



What we learned from our survey

Women in the study reported using on average eight products a day, with some using up to 30 products daily.



For 28 of the 54 products, use varied significantly by race/ethnicity, with the largest difference seen between Black and White women.



Black women reported using a higher number of hair products and more menstrual/intimate products.



Hispanic/Latinx and Asian women reported using more cosmetics than Black and White Women.



70% of women prefer scented versions of the products they use. Fragrance is an umbrella term that may contain dozens of undisclosed and unregulated chemicals.



Study Goals

To document consumer product use among women of diverse ethnic and racial backgrounds and reproductive age (ages 18-34 years) living in California.

We surveyed

357 WOMEN

Including nonbinary, transgender, and self-catergorized.

