

# TO BE OR NOT TO BE Catch-22 of Advertisements

Using 'the latest' and 'the trendy' has become a craze, especially for the Gen-next. Being natural is no more hip! So, what's the criterion for being a part of the "in-crowd"? And how does it affect your health, your mind and your life in general? Let's follow lifestyles of Neha and Aparajita, and unravel this secret!

**TOOTHPASTES**  
Uses the "latest formula", especially the more 'Whitening' ones  
**Exposed to:**  
**Flouride:** highly poisonous  
**Sodium Laureth Sulfate (SLES)** and **Sodium Lauryl Sulfate (SLS):** canker sores and dry skin  
**Colours** (coal tar dye): allergic reactions, asthma attacks, headaches, nausea, fatigue, nervousness, and lack of concentration  
**Alcohol:** carcinogenic



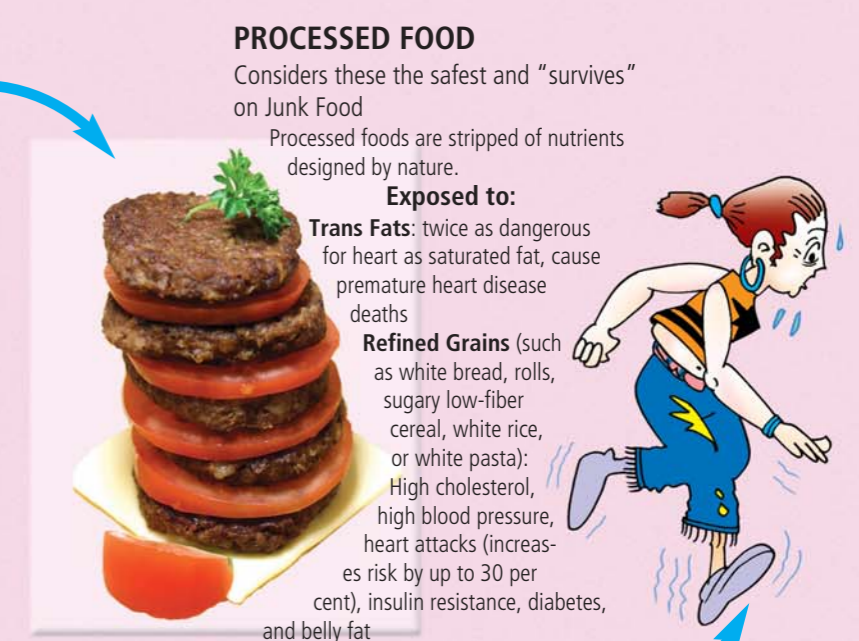
Neha- 15 years old

**SOAPS and SHAMPOOS**  
Opts for the latest "Best" brands  
**Exposed to:**  
**Sodium Laureth Sulfate (SLES)** and **Sodium Lauryl Sulfate (SLS):** canker sores and dry skin  
**Propylene Glycol:** dehydration and thickening of the skin  
**Fragrances (synthetic):** harmful chemicals  
**Formaldehyde:** irritates the respiratory system, skin reactions and weakening of the immune system  
**Colours:** allergic reactions, asthma attacks, headaches, nausea, fatigue, nervousness, and lack of concentration




**COSMETICS**  
Uses everything! From Deodorants to lipsticks to creams to perfumes to nail polish  
**Exposed to:**  
**Lead:** Increase in blood pressure, joint and muscle aches, kidney damage, Anemia, nerve damage, constipation, irritability, fatigue, memory and concentration problems, clumsiness, sleep problems  
**Propylene Glycol:** dehydration and thickening of the skin  
**Aluminum Chlorohydrate:** risks of Alzheimer's  
**Phthalates (plastic softener, solvent):** asthma, hay fever, eczema and damage liver, kidneys, lungs and reproductive system  
**Mineral Oil:** dehydrates skin  
**Fragrances (synthetic):** harmful chemicals  
**Formaldehyde:** irritates the respiratory system, skin reactions and weakening of the immune system.

**PROCESSED FOOD**  
Considers these the safest and "survives" on Junk Food  
Processed foods are stripped of nutrients designed by nature.  
**Exposed to:**  
**Trans Fats:** twice as dangerous for heart as saturated fat, cause premature heart disease deaths  
**Refined Grains** (such as white bread, rolls, sugary low-fiber cereal, white rice, or white pasta): High cholesterol, high blood pressure, heart attacks (increases risk by up to 30 per cent), insulin resistance, diabetes, and belly fat  
**Salt:** Eating more salt than the body needs raises blood volume and blood pressure.  
**High-Fructose Corn Syrup:** heart disease and diabetes



Neha- 30 years old

**TOOTHPASTES**  
Uses regular toothpaste. Doesn't run after the "latest formula". Aware of the Flouride content and other hazardous chemicals. Sometimes uses *datun* (like Neem stick and Meeswak).  
**Better oral health and less contact with hazardous chemicals.**

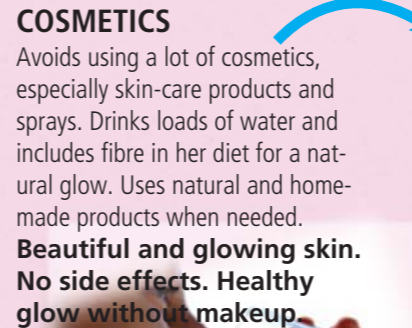


Aparajita- 15 years old

**SOAPS and SHAMPOOS**  
Uses soap according to her skin type. Avoids shampoos with harsh chemicals and 'anti-dandruff' formula. Oils her hair regularly, thus avoiding the need for using conditioners. Also uses homemade cleansers and conditioners for her body and hair.  
**Better nourished skin and hair. Safer and chemical-free remedies for problems, if any.**



**COSMETICS**  
Avoids using a lot of cosmetics, especially skin-care products and sprays. Drinks loads of water and includes fibre in her diet for a natural glow. Uses natural and homemade products when needed.  
**Beautiful and glowing skin. No side effects. Healthy glow without makeup.**



**PROCESSED FOOD**  
Refrains from processed and packaged foods as much as possible. Prefers Organic food such as Brown rice. Opts for *roti-sabzi* rather than a burger with extra cheese. Avoids colas and drinks healthy substitutes like lemonade and mango *panna*.  
**Healthy body. Better metabolism and immune system. Less risks of diseases, especially blood pressure and heart attacks. Better concentration and memory.**



Aparajita- 30 years old