

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