Sodium Lauryl Sulfate (SLS) is among the most common surfactants (i.e. substances that are used to enable a preparation, liquid or gel, to foam) used in cosmetics. There have been numerous scientific studies to show that cosmetic grades of this substance are perfectly safe to use in products that are rinsed off after use.

In December 2005, the CIR (Cosmetic Ingredient Review Board), an independent US toxicology expert panel, concluded that this ingredient was safe when used in rinse-off products.

SLS is commonly used in personal care products like Shampoo, Body Wash or Toothpaste with good safety in use records.

Ingredients used in cosmetics are regularly reviewed by several independent expert panels of scientists like the CIR in the US, the SCCS (Scientific Committee on Consumer Safety) in the EU or the ACSB (ASEAN Cosmetic Scientific Body) in ASEAN to ensure their safety in use.

There are laws and regulations established by governments to ensure that the companies will only produce and market safe products. The industry associations around the world including in ASEAN are working very hard to promote safety and quality standards among their members and make sure that companies take compliance seriously and work hard to earn and keep the trust of their consumers and their families.
Consumers have to rest assured that Industry and Regulators are working towards ensuring the safety, quality and efficacy of the cosmetic products available to them. In case unsafe products are found in the market, Regulators keep the public informed of their decisions and actions. The ASEAN Cosmetic Committee has issued the ASEAN Consumer Information Handbook on Cosmetic Product. This is available on the ASEAN Secretariat web site as well as the ACA web site (http://aseancosmetics.org/). The Handbook answers many of the questions commonly asked by consumers or ingredients or products safety.