



ANEW Precision Medicine

150 LOW-TOX PRODUCTS FOR A HEALTHIER HOME & LIFESTYLE

Physician-curated printable guide

How to use this guide. Products were selected for lower-exposure design, material choice, ingredient transparency, filtration/testing, or third-party evaluation. EWG labels apply only to the exact products/formulations identified; they are not brand-wide endorsements. For categories EWG does not evaluate, the rationale is based on the exposure-reduction purpose of the product. Formulations and certifications change, so re-check current product information before purchase.

DEODORANT, HAIR & PERSONAL CARE

101. Primally Pure Deodorant

Why ANEW selected it: Selected as an ingredient-conscious deodorant option for people who tolerate baking- soda/mineral-based formulations and prefer to avoid conventional antiperspirant formulas.

Evidence/selection: Ingredient-conscious selection | Product / evidence link [\[open website\]](#)

102. ATTITUDE Deodorant

Why ANEW selected it: Selected because the brand offers ingredient-conscious deodorant options, including fragrance-conscious choices; verify the exact formula in EWG when available.

Evidence/selection: Verify exact formula | Product / evidence link [\[open website\]](#)

103. Innersense Organic Beauty Shampoo

Why ANEW selected it: Selected as an ingredient-conscious hair-care option, but EWG ratings vary across the brand, so the exact shampoo formulation should be checked before purchase.

Evidence/selection: Verify exact formula | Product / evidence link [\[open website\]](#)

104. Innersense Conditioner

Why ANEW selected it: Selected for an ingredient-conscious conditioner approach while recognizing that EWG assessments are product-specific rather than brand-wide.

Evidence/selection: Verify exact formula | Product / evidence link [\[open website\]](#)

105. Innersense Hair Styling Products

Why ANEW selected it: Selected for ingredient-conscious styling options; choose exact products individually because formulation and EWG hazard profiles can differ.

Evidence/selection: Verify exact formula | Product / evidence link [\[open website\]](#)

106. ATTITUDE Shampoo & Conditioner

Why ANEW selected it: Selected because the line includes fragrance-free hair-care choices useful for people trying to minimize routine fragrance exposure.

Evidence/selection: Fragrance-free options | Product / evidence link [\[open website\]](#)

107. Radico Organic Hair Colour

Why ANEW selected it: Selected as a plant-based hair-color alternative to reduce use of conventional oxidative permanent dyes.

Evidence/selection: Plant-based selection | Product / evidence link [\[open website\]](#)

108. Branch Basics Foaming Hand Wash

Why ANEW selected it: Selected as a simple fragrance-conscious hand-washing option that can reduce routine exposure to added fragrance.

Evidence/selection: Fragrance-conscious selection | Product / evidence link [\[open website\]](#)

109. ATTITUDE Body Wash

Why ANEW selected it: Selected because ATTITUDE offers ingredient-conscious body washes with fragrance- free options suitable for fragrance-sensitive households.

Evidence/selection: Fragrance-free options | Product / evidence link [\[open website\]](#)

110. Dr. Bronner's Unscented Shaving Soap

Why ANEW selected it: Selected as a fragrance-free shaving/body-care option for people seeking to minimize added scent in frequently used personal-care products.

Evidence/selection: Fragrance-free selection | Product / evidence link [\[open website\]](#)