

## Ellen Kot founded First non toxic long lasting nail polish Brand "Fox Organic"

CEO of FOX Organic "Ellen Kot" after complete 2 years research and work with Stanford chemist to find a perfect formula



New York City, New York Mar 31, 2022 ([Issuewire.com](http://Issuewire.com)) - Fox Organic Vegan Non-Toxic Nail Polish

When we think about pulling unnatural and toxic things from our daily routine, our minds typically go first to food, beverage, makeup, lotions, etc. But what about the products we're putting on our nails? Your nails absorb everything that is put on them; the nail plate is incredibly porous and absorbs whatever you put on it. With nail polish, those toxic chemicals, alcohols, and unnatural substances are leaking into your fingernails only to be further absorbed by your body. Fox Organics set out to fix this issue and has recently released a line of non-toxic, 10-free nail polishes to replace the chemicals in your nail routine.

## **What is 10-free?**

10-free means that the formula used is free of common chemicals used in other nail polish brands. These chemicals include dibutyl phthalate, TPHP, Toluene, xylene, ethyl tosylamide, camphor, Formaldehyde, formaldehyde resin, parabens, and tert-butyl hydroperoxide. Basically, a handful of chemicals that we definitely can't pronounce and therefore shouldn't be putting anywhere near our bodies. There is so much positive movement towards safer beauty standards and legislation in progress banning these ingredients, but here at Fox Organic, we wanted to get ahead of the issue because we believe in the mission.

It's also important to note that our products are gluten-free as well. So many people struggle with eating gluten-free, having gluten issues, and then don't realize that they're causing their body inflammation by using products with gluten in them. Because gluten has no real benefit even if you aren't allergic to it, we decided to cut that from our formula, and you know what, it's better for it!

## **What do chemicals do to your nails?**

As listed above, there are many chemicals in nail polish, but the main issue is "The Big 3" or "The Toxic Trio," including Formaldehyde, which is actually a chemical used in embalming, is a preservative, a component in plywood, and definitely shouldn't be used in nails. DBP has been linked to reproductive issues and has been banned in Europe. Last, of the big three, Toluene is related to issues affecting the nervous system and, again, has been banned by Europe but not by the US.

## **Who should use it?**

Everyone who is passionate about their health and what they put on their bodies! Fox Organic Non-Toxic nail polish is truly safe for pregnant women and safe for children. We worked hard to come up with a formula that everyone could use and feel great about. It comes in many different colors and even comes in a sustainably made wood cup. A new era of beauty products that are ethically sourced with quality ingredients is upon us.

Fox Organic Nail polishes are safe, beautiful, and eco-friendly. Check out the rest of our line, complete with vegan mascaras, soy-based remover, and more!

[Click Here to Buy Products](#)



## **Media Contact**

Pixerark

vaibhavpalhade98@gmail.com

+14132135672

Liva Pold San francisco

Source : Pixerark Media

[See on IssueWire](#)