Raven Greenaway

Health Script

TRT: 01:45

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| ANCHOR INTRO | ACCORDING TO MINTEL.COM, OVER 50 PERCENT OF BLACK CONSUMERS IN THE U.S. USE STYLING PRODUCTS COMPARED TO ONLY TO 34% OF THE GENERAL POPULATION. HOWARD UNIVERSITY NEWSVISION REPORTER RAVEN GREENAWAY TELLS US ABOUT SOME DANGERS THAT MAY LURK IN THE MULTIBILLION DOLLAR BUSINESS |
| MS- Hair Care aisle sign  WS- Hair care aisle  MS- Black hair care products  TS- Black hair care products | THE ENVIRONMENTAL WORKING GROUP FOUND THAT 1 IN 12 BEAUTY PRODUCTS MARKETED TO BLACK WOMEN RATED HIGHLY HAZARDOUS ON THEIR SKIN-DEEP COSMETICS DATABASE. THE PRODUCTS HAD INGREDIENTS LIKE FRAGRANCE AND PARABENS, WHICH MAY RAISE MANY HEALTH CONCERNS. |
| On Screen Text  Paul Pestano  Environmental Working Group  Senior Database Analyst | “We concluded with our report that black women if they were to shop products that were only marketed to them they may not have as many options for products that don’t have these ingredients of concern” |
| MS- camera is low looking down the aisle | THESE LIMITED OPTIONS ARE A VIABLE CONCERN FOR BLACK FEMALE CONSUMERS |
| Sakile Grannum  Black Hair Care Consumer | “ How available like the alternatives are and like how expensive the alternatives are” |
| Sound Under-  MS- Camera is low looking down the aisle | “ I feel like everything these days leads to cancer and I feel like on the list of things I do to avoid cancer like my hair products really isn’t up there” |
| MS- Wanda’s on 7th with picture of wanda  WS- Inside of Salon | SALON OWNER WANDA HENDERSON LOOKS FOR OTHER THINGS WHEN PURCHASING PRODUCTS FOR HER SALON. |
| Wanda Henderson  Wanda’s on 7th | “ I do avoid certain ingredients but I more or less avoid brands, new brand names” |
| SOUND UNDER-  Shot of girl getting her hair washed with stylist squeezing product into hand | “ I look for longevity I do research for how long they’ve been in business” |
| WS- Beauty supply store aisle  TS- Carols Daughter Products  TS- ingredients on the back of Cantu Bottle | CONSUMERS CAN MAKE HEALTHY CHOICES BY AVOIDING CERTAIN INGREDIENTS ON THE LABEL |
| TS- products on the shelf  TS- Products on the shelf | “ The term Paraben at the end of the ingredient, this ingredient class has been linked to hormone disruption” |
| MS- olive oil products from low angle  TS- Dark & lovely products | “not only has certain mixtures of fragrance on the label have been shown to cause allergies and skin sensitivity fragrance itself is a undisclosed term” |
| MS- Rating System  TS- Condition products rated from high to low | THE SKIN DEEP DATABASE RATES PRODUCTS FROM 1 TO 10 REFLECTING THE HAZARDS OF INGREDIENTS. THE DATABASE HAS INCLUDED OVER 1,000 PRODUCTS MARKETED TO BLACK WOMEN. |
| TS- shampoo products with scores 1-2 | “When a product scores 1-2 that’s a product that you know we would suggest you probably get, just because it has ingredients that wouldn’t be associated with any of these health hazards” |
| GRAPHIC  EWG SUGGESTIONS  -Read the label  -Choose products that don’t have ingredients of concern  -Don’t use products with parabens or fragrance. | USING THE SKIN DEEP DATABASE IS ONE WAY FOR WOMEN TO PROTECT THEMSELVES AND EWG SUGGEST A FEW OTHERS. READ THE LABEL, CHOOSE PRODUCTS THAT DON’T HAVE INGREDIENTS OF CONCERN AND DON’T USE PRODUCTS WITH PARABENS OR FRAGRANCE. |
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| STAND-UP | There isn’t much research surrounding products marketed towards black women but organizations like the Environmental Working Group see the importance in bringing awareness to consumers. With NewsVision, I’m Raven Greenaway. |