Esquire

SCROLL FOR COVERLINES

AN APP THAT CUTS THE CRAP

• • • What you don't know about the ingredients in your products might make your skin crawl. Since they aren't regulated by the FDA, they can contain a lot of risky stuff: carcinogens, virility-reducing toxins, and run-of-the-mill allergens that can still cause a nasty rash. The **Think Dirty** app gives you peace of mind, vetting products before you purchase them. A barcode scan identifies potentially harmful ingredients and rates items on a one-to-ten scale (aim for a three or less). You already care about what you put *in* your body—now think about what you're putting *on* it.