

EPA SAFER CHOICE



The Safer Choice program recognizes products that meet stringent ingredient- and product-level criteria. Working in partnership with the U.S. EPA, NSF International performs third-party Safer Choice reviews and audit services.

WHY IMPLEMENT THE EPA SAFER CHOICE PROGRAM?

-  Demonstrate product does not contain chemicals of concern, such as known carcinogens and reproductive toxicants.
-  Recognized as a mark of environmental preferability by consumers and retailers.
-  Enables quick identification of products that can help protect the environment and are safer for people, pets and the planet.
-  Consumers prefer to buy from companies they perceive as protecting the environment.
-  The marketplace for sustainable products is expanding, both from consumers and through preferred purchasing programs.

PRODUCT CATEGORIES

A number of products qualify for Safer Choice reviews, including household chemical products and an ever growing list of other product categories. Examples include:

- > All-purpose cleaners
- > Glass cleaners
- > Oven cleaners
- > Tub/tile cleaners
- > Laundry products
- > Degreasers
- > Floor care/carpet products
- > Pet care products
- > Deicers
- > Car care products
- > Hand/dish soaps

THE LABELS



Safer Choice Label

The Safer Choice program evaluates products for the safety of their formulas, performance, pH, VOC's, and packaging, as well as requiring they meet rigorous performance testing showing products work as well, or better than, the leading national brands.



Fragrance-Free Label

Products that do not include any fragrance materials now have the option to be reviewed by the EPA and earn the Safer Choice Fragrance-Free label. This review is in addition to the basic Safer Choice review.



Industrial & Institutional Label

An optional label for industrial and institutional (I&I) products is available for products used in office buildings and schools, as well as other product sectors. The URL in the label may include "DfE" to help make the connection for preferred- purchasing programs specifying DfE products.



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For these two organizations, the transparency and credibility of having their products Safer Choice reviewed by NSF International was a critical part of announcing their achievements to the public.



Cleaning, paper, and personal care product manufacturer Seventh Generation has a reputation of creating high quality products developed with human and environmental health in mind. They chose to implement the Safer Choice program to further enhance their message of developing products with human health and the environment in mind.



For Earth Friendly Products, the Safer Choice label has been a great selling point with both consumers and retailers, with many retail partners requiring audit reports, ingredient transparency, and safety certifications. Some, like Walmart, have made Safer Choice part of their sustainability programs. By implementing the program communicates, Earth Friendly Products can quickly communicate the safety and quality of their products and help consumers choose which products to select. Earth Friendly Products is proud to have the highest amount of certified Safer Choice products in the US, the first products in the pet care category, and to be designated as the EPA's Safer Choice 2015 Partner of the Year.

"The Safer Choice program allows for us to validate, through a reputable third-party, that we are telling the truth when we say that we have strict standards for our ingredients, packaging, and product performance."

Heidi Raatikainen, Scientist, Claims & Compliance
Seventh Generation

"There are many certifications in the green space, but Safer Choice has helped us stand out because it has the support and credibility of the EPA – a government agency that consumers trust. Having a third-party verification of both safety and efficacy gives retailers and consumers alike the confidence that our products are vetted and tested to the most exacting standards."

Jenna Arkin, Product Development Director
Earth Friendly Products

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