



THE ORIGINAL GREEN
SEAL OF APPROVAL
SINCE 1989

GS-44 Green Seal™ Environmental Leadership Standard for Soaps, Cleansers and Shower Products

An Overview

Why the standard was created

Consumer soaps, cleansers and shower products are typically manufactured using processes resulting in synthetic pollutants being released into the environment. Chemical agents, including synthetic fragrances and other artificial ingredients used in product development can have short- and long-term health effects on consumers. This standard works to reduce the health and environmental impacts of this category of products and also provides definition for common claims made on these products.

The scope of GS-44

This standard applies to hand, hair and body soaps as well as cleansers (both liquid and solid forms) used and rinsed after use – including liquid and solid soap cleansers, shampoo, conditioner and related shower products for baby, child, adult, and professional use.

Key Areas of Standard

Specific criteria in this standard intend to protect consumer health and lower the impact on aquatic life by minimizing the use of hazardous substances in soaps, cleansers and shower products. While other standards cover the natural and organic aspects of a product, GS-44 goes further.

GS-44 COVERS MORE

- ✓ Natural
- ✓ Air Quality
- ✓ Hazards
- ✓ Ingredients
- ✓ Organic
- ✓ Performance
- ✓ Packaging
- ✓ Labelling



Green Seal considers the impacts of a product throughout its entire life cycle when developing criteria for standards. GS-44 includes specific requirements for performance, health and environmental impacts, packaging and labeling. See more on these requirements on the back or read the full standard at:

[http://greenseal.org/certification/GS-44 Soaps Cleansers Shower Products Standard.pdf](http://greenseal.org/certification/GS-44%20Soaps%20Cleansers%20Shower%20Products%20Standard.pdf)

ENVIRONMENTAL
LEADERSHIP STANDARDS



CERTIFICATION FOR
PRODUCTS, SERVICES,
PROPERTIES & COMPANIES



PARTNERSHIPS IN
GREEN PURCHASING AND
FACILITIES MANAGEMENT



SUSTAINABILITY
RESEARCH & LIFE CYCLE
ANALYSIS



Performance Requirements

The product must perform as well as or better than a conventional, nationally-recognized product in its category at the same concentration. Test results will be required in cleaning ability, lathering/rinsing, and skin or hair condition after use.

Health and Environmental Requirements

Carcinogens and other toxic chemicals have been found to be common in these products.* This standard prohibits such hazardous chemicals including components such as formaldehyde donors, 1,4-dioxane, phthalates, parabens and heavy metal compounds. Hazardous air pollutants and ozone-depleting compounds are also prohibited, as are carcinogens, mutagens and reproductive toxins.

Packaging Requirements

Packaging can be a significant source of environmental impact for these products. GS-44 requires source reduction for packaging such as lightweighting or use of recyclable containers that contain at least 25% post-consumer material. Packaging cannot contain heavy metals, phthalates, bisphenol A or chlorinated material.

Labeling Requirements

Ingredients: Ingredients must be listed on the product and also be available on the manufacturer's website.

Environmental claims: The standard includes definitions for such claims as "natural" or "organic" so a consumer can be assured that a certified product has been verified to meet any claims made.

Disposal: Products are required to include consumer instructions for proper use and disposal, including clear instructions for recycling the package.



Green Seal is an independent, non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services. Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace.

This is only a summary of the standard. The full standard is available at:

[http://greenseal.org/certification/GS-44 Soaps Cleansers Shower Products Standard.pdf](http://greenseal.org/certification/GS-44_Soaps_Cleansers_Shower_Products_Standard.pdf)

For more information visit: www.greenseal.org,
call: 202.872.6400 or email: greenseal@greenseal.org