



Make a Bold Statement with Green Seal™ Certification

**Green Seal
Certification
for Soaps,
Personal Care
and Cosmetics**



Green Goes Mainstream

Until recently, only a small percentage of consumers sought 'green' products for their personal care and cosmetics needs. Now studies show a significant number of consumers demanding them.

Consumers are better educated about the ingredients in their products and the impact of purchases on their health and on the environment. They want these products to have less impact without having to sacrifice performance.

When asked, "Are you searching for greener (more energy-efficient, natural, sustainable, etc.) products these days?" nearly 64% of respondents said "Yes"

- (Shelton Group 2010 research¹)

One Green Step Is No Longer Enough

Thanks to this increasing consumer demand, many companies are adding labels to their products touting their green claims. While any genuine effort to protect our health and environment is commendable, addressing just one aspect of the entire product footprint is no longer enough. Companies have to do more to satisfy today's smart consumer.

Cover All the Bases

Green Seal develops standards in industries where there are not strong multi-attribute standards already in place. While there are many products in the beauty and personal care market that feature natural or organic claims, Green Seal standards cover much more. We offer the first certification for this industry in the U.S. that considers multiple impacts of a products life cycle including:

- ✓ Ingredients (including those in fragrances)
- ✓ Hazardous properties
- ✓ Air quality
- ✓ Packaging
- ✓ Labeling



And certified products must meet performance requirements as well. We also provide definitions for common claims such as "organic" and "natural" that are often made on these products. Instead of just making one green claim about your product, make a bold statement about your company's environmental leadership by offering Green Seal-certified products to your customers.

¹ Ecopulse 2010, report published by The Shelton Group

Meet the Standards. Apply for Certification. Demonstrate Leadership!

Why Pursue Certification?

Your customers have grown wary of green claims. They're recognizing that a marketing tagline or leafy logo doesn't necessarily mean a product is safer for their families or better for the environment. By pursuing credible third-party certification, you will strengthen your brand's reputation and reassure consumers that you are actively safeguarding both their health and that of the environment.

By certifying, and promoting your environmentally responsible product, service or company, you can:

- Gain access to new customers and high-value niche markets
- Increase customer loyalty among your core clientele
- Improve community relations
- Boost your profitability and enhance your brand
- Improve the environment by reducing toxic pollution and waste, conserving resources and habitats, and minimizing global warming and ozone depletion
- Increase the health and well-being of your customers, particularly those most affected by product choice, such as schoolchildren, service staff, and the elderly
- Demonstrate that environmentally responsible products and services can meet or exceed performance and quality expectations

The Certification Process

Applications for consideration of certification can be made on-line at Green Seal's website - www.greenseal.org. Application and monitoring fees are based on the number of products submitted and a company's annual revenue.

Once an application for certification has been accepted, a representative from Green Seal will help you to begin the evaluation process. This will include:

- Review of data such as invoices, processes, test results, etc.
- Assessment of labeling, marketing and promotional materials
- An on-site audit of the manufacturing facility

Periodic monitoring will also be conducted for those awarded the Green Seal to ensure continued compliance with standards.



Ushering in New Standards for

To help manufactures in the health and beauty industry create more sustainable products and be recognized, Green Seal offers certification to two standards, GS-44 and GS-50.

GS-44: Green Seal Environmental Leadership Standards for Soaps, Cleansers and Shower Products

GS-44 establishes environmental requirements for hand, hair and body soaps and cleansers used and rinsed after use. This includes liquid and solid soap and cleansers, shampoos and conditioners, and related shower products for baby, child, adult and professional use.

GS-44 Requirements

To achieve Green Seal certification, manufacturers must demonstrate compliance with the standard. A summary of GS-44 is shown below; the complete standard can be downloaded for free at www.greenseal.org/g44.aspx.

Performance

- ✓ 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

- ✓ The 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

- ✓ 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

- ✓ **Ingredients:** Ingredients must be listed on the product and also be available on the manufacturers 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.

the Health and Beauty Industry

GS-50: Green Seal Standard for Personal Care and Cosmetic Products

GS-50 is for products that are intended to enhance the appearance and feel of the skin and hair and provide other personal care and hygiene functions and are left on the body. This includes lotions, moisturizers, oils, powders, creams, sun block, insect repellent, antiperspirant, and deodorant used for adults, babies, children, and professional-use.

GS-50 Requirements

To achieve Green Seal certification, manufacturers must demonstrate compliance with the standard. A summary of GS-50 is shown below; the complete standard can be downloaded for free at www.greenseal.org/g50.aspx.

Performance

- ✓ Products must demonstrate performance for the primary product characteristics. Antiperspirant, insect repellent and sun-screen must meet additional specific criteria.

Product Sustainability

- ✓ The standard prohibits components that are carcinogens, reproductive toxins, mutagens and neurotoxins/systemic toxins, endocrine disruptors and asthmagens as well as a host of other chemicals of concern.
- ✓ Products must not be acutely toxic, cause skin or eye corrosion or irritation, or cause skin sensitization.
- ✓ Animal testing of the product or its components in order to meet the provisions in the standard is prohibited.
- ✓ Limits are applied to volatile organic compounds (VOCs), aquatic toxicity and biodegradability, bioaccumulation, eutrophication, and lead contamination.
- ✓ Additional considerations include allergen labeling, limits on nanoscale components and formulation limits for colors and photosensitizers.

Manufacturing Sustainability

- ✓ Quality assurance and control practices and procedures are required (i.e. practices for the building and facility, equipment, personnel, raw materials, production, laboratory, labeling, records, and complaints).
- ✓ The use of energy and water during manufacturing must be reported, along with waste and emissions.

GS-50 Requirements (continued)

Social Responsibility

- Production must meet social responsibility requirements: freedom of association and collective bargaining; freedom of labor; freedom from discrimination; occupational health and safety; and conditions of employment.

Packaging

- The primary and secondary packaging must reduce the use of new packaging material by being either source reduced, recyclable and contain 25% post-consumer content, contain 50% post-consumer content, or be accepted through a take-back program.
- Heavy metals, phthalates, bisphenol A, and chlorinated packaging and applicators are prohibited.

Communication and Labeling

- Product packaging must list the product ingredients. The general term 'fragrance' may be used for fragrance components, but a list of fragrance components must be easily accessible to users (i.e. through the company website or customer service). The label must state if fragrance has been added and must indicate any allergen components.
- Packaging must include instructions for proper use to maximize product performance and minimize waste.
- Organic claims must follow the USDA National Organic Program or the NSF/ANSI 305 standard.
- Natural and biobased claims must be supported with documentation for verification and meet Green Seal's specific definition.
- Products containing components known to enhance skin's sensitivity to UV rays must include a statement about the increased risk of sun exposure.
- The label must include proper disposal instructions including clear package recycling instructions.





Green Seal: Offering Clear, Meaningful Guidelines Since 1989

Green Seal, Inc. is a non-profit organization that actively identifies and promotes sustainability in the marketplace and helps organizations be greener in a real and effective way. Our standard development process is accredited by the American National Standards Institute and we follow ISO and EPA guidelines for certification.

Leadership Standards

Green Seal's sustainability standards for soaps, personal care products and cosmetics are based on life-cycle research and were developed in an open, transparent, and stakeholder-involved process. Our standards provide criteria and guidelines for manufacturers to work toward sustainability and Green Seal certification.

Independent Third-party Certification

We follow these US EPA's requirements for third-party certification:

- ✓ Open, transparent standard development process & award criteria
- ✓ Criteria based on life cycle (multi-attribute) approach
- ✓ Clear consumer communication on nature of certification
- ✓ Regular updating of standards/criteria
- ✓ Facility inspection/site audit
- ✓ Protocols for testing institutions/labs
- ✓ Access to certification for companies of all sizes

Be Prepared for the Revised FTC Green Guides

The Federal Trade Commission (FTC) is strengthening their *Guides for the Use of Environmental Marketing Claims*. The FTC hopes to provide clarifying guidance to marketers and protect consumers from inflated claims about products. Be ready for this increased scrutiny with independent 3rd-party certification.

Green Seal Offers Certification for These Products

GS-44:

- ✓ Body wash
- ✓ Bubble bath and bath salts
- ✓ Cleansers
- ✓ Conditioner
- ✓ Exfoliant products (rinse off)
- ✓ Face wash
- ✓ Makeup remover (rinse off)
- ✓ Moisturizing products (rinse off)
- ✓ Shampoo
- ✓ Shaving cream, gel, and foam
- ✓ Shower products
- ✓ Soap

GS-50:

- ✓ Aftershave
- ✓ Astringent/toner
- ✓ Cleaning wipes
- ✓ Cuticle cream, lotion, and oil
- ✓ Deodorant and antiperspirant
- ✓ Hair shine products
- ✓ Hair spray
- ✓ Hair styling products (e.g., balm, gel, mousse)
- ✓ Insect repellents
- ✓ Leave-on hair conditioner
- ✓ Lip products
- ✓ Makeup and bronzers (e.g., foundation, mascara, eyeliner, eye shadow, blush)
- ✓ Massage oil
- ✓ Nail polish
- ✓ Skin care products (e.g., lotions, moisturizers, creams, oils)
- ✓ Sunless tanning products
- ✓ Sunscreen

For more information about Green Seal's standards and certification for the beauty and personal care market or for other products and services, please visit GreenSeal.org.



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