



LABEL READER'S GUIDE

Follow these steps to avoid greenwashing and make sure you're getting what you think you're paying for when it comes to natural laundry and cleaning products.

1 BE A DETERGENT DETECTIVE

When you see a detergent on an ingredient label, that's a red flag that the product contains or was made with petroleum. Whenever you see words like. . .

SULFATES

Like Sodium Laurel Sulfate (SLS), Sodium Coco Sulfate, or Sodium Laureth Sulfate

ETHOXYLATES

Like Laureth-6, Laureth-7, Lauryl Ethoxylate, Alcohol Ethoxylate

GLUCOSIDES

Like Decyl Glucoside, Lauryl Glucoside, Coco Glucoside, Alkyl Glucoside

BETAINES

Cocoamidopropyl Betaine

OXIDES

Lauramine Oxide, Cocamidopropylamine Oxide

. . .think "**Petroleum!**" and consider making another choice, like natural soap!

2 KNOW THERE ARE NO EXCEPTIONS

Every detergent above—even the plant-based or plant-derived ones—is made with one or more of these petroleum-derived petrochemicals:

METHANOL

ETHYLENE

TOLUENE

PROPYLENE

PROPANOL

3 SWAP FOR SOAP

Unlike detergents, soap is truly clean and works just as well without the environmental tradeoffs. You can spot a soap-based product by watching for: coconut oil and olive oil, sodium chloride and sodium hydroxide (used to make solid soap), or potassium chloride and potassium hydroxide (used to make liquid soap).

4 LOOK FOR SYMBOLS WITH MEANING

Be on the hunt for symbols that reflect your values—but be wary of ones that only tell part of the story like Bio-Based and Bio-Preferred. Brands can qualify for these "certifications" by having some but not all of their ingredients in line with what's promised.