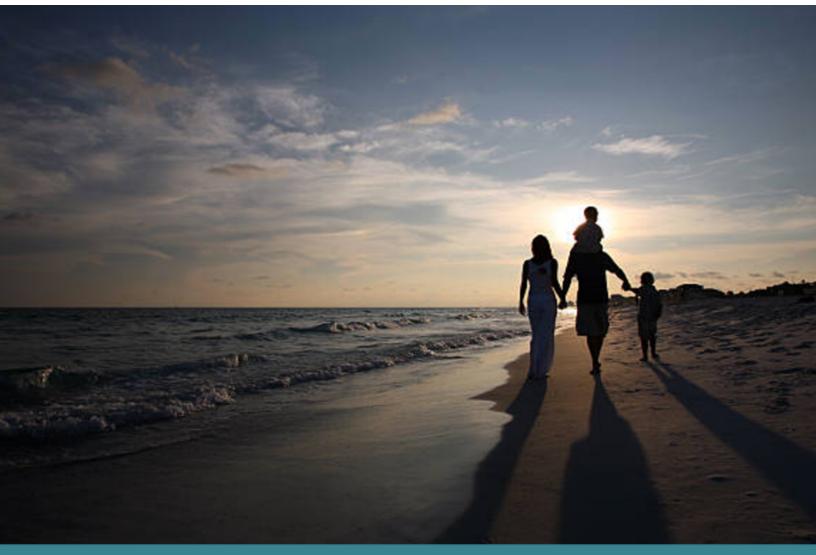
2017

MADE SAFE®

IMPACT REPORT



Making products safe. Keeping families healthy.



info@madesafe.orgwww.madesafe.orgPO Box 65, Irvington NY 10533



MADESAFE certifying products are Made With Safe Ingredients





A MESSAGE FROM FOUNDER AMY ZIFF

It's amazing to think that 2017 was only Made Safe's second year of existence. We have accomplished an unbelievable amount over the last year to change the way products are made, and our momentum will only get stronger.

The MADE SAFE label is an instantly recognizable mark that conveys what consumers really want to know: whether or not a product is safe for them to use on their bodies, with their babies, and in their homes and wider community.

Made Safe is democratizing the world of "better" safer products by making it possible for companies of all sizes to obtain ingredient information and begin to make safer and more sustainable choices.

We are creating a virtuous cycle that makes it easy for people to buy MADE SAFE products which means there are fewer harmful chemicals in the supply chain, in production, and making their way into the marketplace. All of that equals or into landfills and making their way into the water table and the ecosystem.

Made Safe is uniquely positioned to help companies prepare for a circular economy and make the changes necessary to forge a safe and sustainable future for all.

It's the companies we work with each and every day that are giving us hope for a healthier world. What we do is often called common sense, but it's unfortunately not yet a common practice. Thank you for your support in helping us bring this important work into the marketplace.

Best Wishes for a Made Safe future,

Amy Ziff

YOUR 2 7 GIFTS to MADE SAFE® at work:

Your donations are a powerful investment that will pay dividends for years to come.



MEDIA STORIES ABOUT MADE SAFE



COMPANIES WORKING TOWARDS SAFER INGREDIENTS USE



16 PAGE

COMPREHENSIVE BABY GUIDE RELEASED



426
MADE SAFE® CERTIFIED PRODUCTS GLOBALLY



HOSTED 1ST 'RAISE THE GREEN BAR'
SUSTAINABILITY SUMMIT IN NYC
WITH GOOD HOUSEKEEPING



TWO NEW CATEGORIES: FEM CARE & BABY

OUR EDUCATION AND ADVOCACY HELPS PARENTS PROTECT THEIR FAMILIES.



MILLIONS REACHED



RELEASED POLL WITH SAFER CHEMICALS, HEALTHY FAMILIES
ON WHAT SHOPPERS WANT

93% of people are more likely to buy a product if it has an independent third-party seal of approval.

I am so excited that you are doing what TSCA should have done and should be doing."

— PAUL HAWKEN, ENVIRONMENTALIST, ENTREPRENEUR, AUTHOR

Toxic Chemicals in Hair Dye



A PROJECT OF BREAST CANCER PREVENTION PARTNERS

Breast Cancer Prevention Partners and the Campaign for Safe Cosmetics support Made Safe's mission. We have always maintained that we all have the right to know what is in our products and applaud Made Safe's work to give consumers the information they need to choose safer products."

ENDORSED BY THE CAMPAIGN FOR SAFE COSMETICS



DEVELOPED
CHEMICAL LIBRARY AND
EDUCATIONAL CONTENT