

# 2017

# MADE SAFE®

## IMPACT REPORT



**Making products safe. Keeping families healthy.**

MADE WITH SAFE INGREDIENTS

MADE SAFE SCREENS ✓ INGREDIENTS FOR KNOWN:

**MADE  
SAFE**<sup>TM</sup>

It is imperative to follow manufacturer guidelines for use of certified products.

- ✓ BEHAVIORAL TOXINS
- ✓ CARCINOGENS
- ✓ DEVELOPMENTAL TOXINS
- ✓ ENDOCRINE DISRUPTORS
- ✓ FIRE RETARDANTS
- ✓ HEAVY METALS
- ✓ NEUROTOXINS
- ✓ HIGH RISK PESTICIDES
- ✓ REPRODUCTIVE TOXINS
- ✓ TOXIC SOLVENTS
- ✓ HARMFUL VOCs

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Made Safe (Nontoxic Certified) is a 501(c)(3) tax-exempt nonprofit | EIN 47-3240230



# MADE SAFE

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 fewer harmful chemicals in our homes and lodged in our bodies, as well as fewer harmful ingredients going down drains 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 2017 GIFTS to MADE SAFE® at work:

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



100+

MEDIA STORIES ABOUT  
MADE SAFE



50+

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

# YOUR 2017 GIFTS to MADE SAFE® at work:



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



**CAMPAIGN for SAFE COSMETICS**

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

## Toxic Chemicals in Hair Dye

**P-phenylenediamine**  
linked to skin sensitization and cancer

**Resorcinol**  
linked to organ system toxicity and hormone disruption

**Lead acetate**  
linked to neurotoxicity

**Toluene**  
linked to liver damage, kidney damage, birth defects and pregnancy loss



## BPA

### Where

- Plastic food storage & packaging
- Plastic baby items like teething, bottles, nookies, and toys
- Plastic water bottles
- Canned food liners
- Thermal receipt paper

### Linked To

- Breast cancer
- Infertility
- Early puberty
- Childhood neurological disorders

### Safer Options

- Opt for plastic-free baby items
- Try glass and metal water bottles & food storage containers
- Ask for virtual receipts
- Look for the MADE SAFE seal



DEVELOPED  
CHEMICAL LIBRARY AND  
EDUCATIONAL CONTENT