

MADE SAFE Media Mentions ~ 2017

Bare Beauty's Jessica Morse Bares All About Product Reviews, Brand Partnerships, Effective Pitches and The Instagram Algorithm

DECEMBER 29 2017 – BEAUTY INDEPENDENT

Bare Beauty creator Jessica Morse is the natural beauty blogger of choice for readers who aren't deceived by BuzzFeed clickbait. She takes a careful, considered approach... [read more](#)

Welcome Pleni Naturals: Healthy Skincare Brand for Kiddos + Introductory Offer

DECEMBER 28 2017 – THE CHOOSY CHICK

Prepare to fall in LOVE – and your kids will too! Pleni Naturals is a California-based company that creates non-toxic skin care products for the family focusing on the skin-nutritious benefits of premium fruit and vegetable ingredients... [read more](#)

Our Non-Toxic Baby Gift Guide with MADE SAFE

DECEMBER 18 2017 – THE CHALKBOARD

You won't find any adorable onesies in this Baby Gift Guide from MADE SAFE, but you might find something even better: holiday gift ideas that'll help you build a healthy environment for the munchkins in your life to flourish in... [read more](#)

MADE SAFE Makes Sense

DECEMBER 12 2017 – UPSTREAM RESEARCH

Many people can agree that diet and exercise are important for a healthy lifestyle. Most can also agree that avoiding harsh chemicals and known carcinogens (i.e., cigarettes) are contributing behaviors to overall health... [read more](#)

Jessica Alba Gets Honest About Running a Billion-Dollar Company

DECEMBER 7 2017 – GOOD HOUSEKEEPING

A childhood marked by illness pushed actress Jessica Alba to create The Honest Company, a trailblazing business to help families stay safer – and now, with four GH seals under their belt, Jessica and her team are working hard than ever to deliver on that mission... [read more](#)

Healthy Baby Guide

DECEMBER 7 2017 – NATURALLY SAVVY

There are over eighty thousand chemicals in use today, and some of them are known to scientists to cause a range of diseases and conditions from cancer to ADD to early puberty. The problem is that right now, people almost need a degree in chemistry just to go shopping... [read more](#)

What New Research Reveals About Crafting a Non-Toxic Home for Kids

DECEMBER 5 2017 – MIND BODY GREEN

These days, limiting kids' chemical exposures can seem next to impossible. And recent reports that some popular baby formulas and foods tested positive for lead and arsenic, and BPA... [read more](#)

This Is What's Happening in the Remarkable World of Green Business

NOVEMBER 20 2017 – ECOFEMMAG

Laurie Jennings, the director of the Good Housekeeping Institute and Amy Ziff of MADE SAFE deserve much recognition for hosting and organizing an inspiring and educational event... [read more](#)

#RaiseTheGreenBar Sustainability Summit at the Hearst Tower, NYC

NOVEMBER 14 2017 – [THE CONSCIOUS CONNOISSEUR](#)

It's a quintessential fall November day and I've just popped out of the subway at Columbus Circle in New York City. The air is fresh, the leaves are falling, and I'm headed for the Hearst Tower for the inaugural Raising the Green Bar Summit... [read more](#)

Good Housekeeping Hosts First-Annual Green Summit

NOVEMBER 14 2017 – [COSMETICSDESIGN.COM](#)

The consumer magazine, well-known for its Good Housekeeping Seal and more recently the Green Good Housekeeping Seal, hosted a full-day conference in New York City last week... [read more](#)

Raising the Green Bar: Your Roadmap to Sustainability & Success

NOVEMBER 3 2017 – [HEARST](#)

Good Housekeeping Deputy Editor and Good Housekeeping Institute Director Laurie Jennings discusses the GH Institute and MADE SAFE's first annual Green Summit... [read more](#)

Toxic Timeout: 5 Petrochemicals in Beauty to Know + Avoid

OCTOBER 31 2017 – [THE CHALKBOARD](#)

Below we're breaking down five major chemicals commonly found in beauty products. Take note, tell your friends and shop a little greener... [read more](#)

Spotlight On: Oilogic Essential Oil Roll-Ons for Babies & Kids

OCTOBER 10 2017 – [MINDFUL MOMMA](#)

When my boys were little, I loved using baby products made with essential oils, but I was always a bit too nervous to try to concoct my own essential oil blends to use on them... [read more](#)

Decoding the MADE SAFE Certification: What Does It Mean for Brands + You?

OCTOBER 9 2017 – [W.E.L.L. INSIDERS](#)

For most of us, there's a defined ah-ha! moment we can point to when we started making the switch from conventional products to cleaner, greener options... [read more](#)

Are There Dangers Lurking in Your All-Natural Laundry Soap?

OCTOBER 4 2017 – [MADELINE BLOM](#)

In my quest to live as naturally as possible, I make sure I do everything I can to offer myself and my family the safest products possible. Doing our best to make more conscious choices... [read more](#)

Michelle Ranavat, Ranavat Botanics

SEPTEMBER 25 2017 – [COSMETICSDESIGN.COM](#)

In her Indie Beauty Profile, Michelle Ranavat, founder of Ranavat Botanics, talks about the entrepreneurial spirit she seems to have inherited... [read more](#)

US Children's Product Line First to Achieve NGO Safety Certification

SEPTEMBER 19 2017 – [CHEMICAL WATCH](#)

US toy company, Bioserie, has become the first children's product brand to be approved under the MADE SAFE labelling certification... [read more](#)

19 Green Beauty Brands We Fell In Love With at the Indie Beauty Expo

SEPTEMBER 6 2017 – ALLURE

These are some truly sophisticated, high-tech, luxurious products that just happen to be made by smaller companies, run by pioneers, families, and some truly inspiring women on a mission... [read more](#)

Meliora Cleaning Products Are MADE SAFE

AUGUST 8 2017 – GREEN PASSION BEAUTY

Have you been looking for affordable, safe, laundry detergent and cleaning products? Then look no further, Meliora Cleaning products are MADE SAFE with no known harmful ingredients and they work... [read more](#)

7 New Sustainable Food and Product Labels You Should Know About When You Shop

JULY 26 2017 – RODALE'S ORGANIC LIFE

Understanding these labels will help you choose better organic and sustainable food, home, and beauty products... [read more](#)

I Tried Hairprint – The Safest Way to Cover Grey Hair – Here's What Happened

JULY 20 2017 – KRISTEN ARNETT'S GREEN BEAUTY TEAM

Coloring grey hair safely is an important topic in the natural beauty world for good reason. The chemicals used to cover grey hair in traditional dyes are harsh and... [read more](#)

Probiotic Mother Dirt Joins Brands Touting 'MADE SAFE' Certification

JULY 19 2017 – ROSE SHEET

Nonprofit MADE SAFE certifies consumer products that pass its evaluation against chemical lists from regulatory authorities, NGOs and other sources. Mother Dirt's AO+ Mist ... [read more](#)

Mother Dirt's Probiotic AO+ Mist Earns 'MADE SAFE' Label

JULY 18 2017 – HAPPI

Mother Dirt, the firm that touts live probiotic skin care products that nurture the good bacteria of the skin, says its AO+ Mist now bears the MADE SAFE (Made with Safe Ingredients) seal... [read more](#)

Survey: Shoppers Prefer Safe Products

JULY 11 2017 – FOOD PACKAGING FORUM

Safer Chemicals Healthy Families surveys consumers to understand their view on toxic chemicals in products; observes strong preference for 'safe and healthy products free of dangerous chemicals'... [read more](#)

The Best All-Natural Summer Beauty Products That Keep You Fresh

JUNE 26 2017 – ALLURE

Oh, summer. There are so many good things about you – vacations, fireworks, barbecues, lightening bugs, the pool... [read more](#)

Rejuva Minerals – MADE SAFE Certified Cosmetics

JUNE 21 2017 – THIS ORGANIC GIRL

Hey guys! I'm back again with MADE SAFE – this time featuring Rejuva Minerals. MADE SAFE is America's first nontoxic certification for products we use every day from baby to... [read more](#)

10 Harmful Ingredients Lurking in Your Beauty Products

JUNE 11 2017 – TRUE BOTANICALS

While it's often the case that if you struggle to pronounce something, it's a good idea to avoid it (e.g., imidazolidinyl urea, a formaldehyde-releasing preservative commonly used in cosmetics... [read more](#)

What You Need to Know About Bug Repellent

JUNE 1 2017 – NATURALLY SAVVY

It's finally warming up outside, which means playing outside, family vacations, and... mosquitos. Yep, bug season is in full swing... [read more](#)

Non-Toxic Sunscreen and Other Safe Products

MAY 31 2017 – EMBRACING IMPERFECT

Summertime, summertime! Ah that wonderful repose of the great outdoors comes with great risk. There are toxins everywhere and the only solution is to find options... [read more](#)

What to Bring to Summer Camp

MAY 25 2017 – GROOVY GREEN LIVIN

Every morning one of my kids makes the countdown announcement: "Only ten more days until summer!"... [read more](#)

Olivia Wilde Talks About Her New Role With True Botanicals

MAY 23 2017 – ALLURE

Olivia Wilde makes no attempt to sugarcoat things when it comes to her thoughts on the beauty industry... [read more](#)

Olivia Wilde on Her Beauty Obsessions, Social Media, and Joining True Botanicals

MAY 23 2017 – THE DAILY FRONT ROW

One glance at Olivia Wilde's Instagram, and it's clear the actress doesn't hold back when it comes to causes she supports. She recently teamed up with organic and eco-friendly line True Botanicals as its first chief brand activist... [read more](#)

Olivia Wilde on the Politics of 'Natural' Beauty and 'Melania Hair'

MAY 22 2017 – NYMAG

Both of Olivia Wilde's parents were Washington, D.C., journalists, so it should be no surprise that the actress is passionate about her politics, even when it comes to the politics of "natural" beauty... [read more](#)

Olivia Wilde Serves As Chief Brand Activist for True Botanicals

MAY 22 2017 – FASHION WEEK

As a celebrity with a platform, Olivia Wilde has chosen to advocate for True Botanicals, the natural skincare brand that's a far cry from the mass brands she has represented... [read more](#)

Olivia Wilde Is Now the Chief Activist for This Nontoxic Beauty Brand

MAY 19 2017 – ALLURE

Thanks to an awesomely chic army of beauty brands delivering eco-friendly and effective natural beauty solutions, the once hippie-dippie natural beauty trend is now a full-on beauty movement... [read more](#)

EXCLUSIVE: Olivia Wilde Signs With Luxury Natural Skin-Care Brand True Botanicals

MAY 19 2017 – WOMEN'S WEAR DAILY

“It’s up to us in this country to regulate what we’re using, because we cannot trust the government to regulate them in a safe way,” said the former Revlon ambassador... [read more](#)

MADE SAFE Review: New Kids on the (Green) Block

MAY 10 2017 – SOCIALLY CONSCIOUS

There’s a new non-profit watchdog in town and they are on a mission to do...exactly what their name implies. MADE SAFE is encouraging every product to obtain their certification so that we can feel comfortable... [read more](#)

Keep It Clean

MAY 9 2017 – WHAT THE FERTILITY

Being an aesthetician, I’ve always been hyper focused on reading and dissecting ingredient labels but I understand this is not a natural behavior for everyone... [read more](#)

Dangerous Shampoo & Conditioner Chemicals: What Brands to Avoid and Our Must Use List

MAY 6 2017 – TRUE VIRAL NEWS

Everything we use on our bodies has a potential impact on our health, including our shampoo and conditioner... [read more](#)

10 Things to Know to Find a Safe Bug Repellent

MAY 5 2017 – MAMAVATION

It’s the height of summer and prime time for family camping vacations. That also means it’s the height of bug season... [read more](#)

Toxic Time of Month? Creepy Chemicals Every Woman Should Avoid

MAY 2 2017 – THE CHALKBOARD

How safe are your feminine care products? We’re learning about dioxins, furans and how to avoid these common chemicals... [read more](#)

Dangerous Shampoo & Conditioner Chemicals: What Brands to Avoid and Our Must Use List

APRIL 28 2017 – MAMAVATION

Everything we use on our bodies has a potential impact on our health, including our shampoo and conditioner... [read more](#)

Does Your Tampon Contain Pesticides? Here’s Exactly What to Look For

APRIL 23 2017 – MIND BODY GREEN

By now, we can all agree that the fewer chemicals we come in contact with on a day-to-day basis, the better. So it makes sense that more and more feminine care companies are marketing... [read more](#)

MADE SAFE

APRIL 22 2017 – THE CLASSIC SUNFLOWER

You might not know this but, I am kind of a search engine/blogger reading/Instagram addict. I am always on the hunt for new and upcoming natural beauty brands. When I find new companies or products... [read more](#)

MADE SAFE and Rejuva Minerals

APRIL 20 2017 – GREEN PASSION BEAUTY

Have you heard about Rejuva Minerals and that they have some of their cosmetics MADE SAFE certified? So excited to share with you what MADE SAFE certification means... [read more](#)

Hairprint Shampoos: Clean, Green, Detoxifying Machines

APRIL 17 2017 – BEAUTY LIES TRUTH

Choosing a shampoo is complicated. Especially when you are looking for one that works and meets serious #truthbeauty standards... [read more](#)

Why “Toxic-Free” Is More Important than “All-Natural” When it Comes to Skin Care

APRIL 17 2017 – MOMMAS ORGANICS

We’re all doing what we can to make sure we’re living as “green” as possible. From buying organic foods and reading the ingredients on our food labels to buying all-natural products for ourselves and families, it’s never been... [read more](#)

Mama Earth Baby Products { Brand Review }

APRIL 13 2017 – HOBOGOBO – SHIVANI GARG

Mama Earth is a brand, by a parent, for the parent. It was started when Ghazal and Varun were expecting their first child. That’s the time they turned from a bungee jumping, pub hopping, carefree couple to safety wardens... [read more](#)

The Savviest New Products from Expo West 2017

APRIL 3 2017 – NATURALLY SAVVY

Andrea and I spent five amazing days in California at Expo West exploring all the hottest wellness trends. This year’s show featured over 80,000 attendees with 3,100 exhibitors... [read more](#)

True Botanicals responds to the recent Unilever deal

MARCH 31 2017 – THE HUB OF CLEAN LIVING

News broke on March 30th that Unilever Ventures, the venture-capital and private-equity arm of Unilever PLC, has secured a minority stake in natural skin and hair care brand True Botanicals... [read more](#)

Meet Amy Ziff

MARCH 30 2017 – HAIRPRINT

What is the MADE SAFE seal and what do you look for in order to give a company certification? Can you walk us through the process to become MADE SAFE® Certified?... [read more](#)

Unilever Acquires Minority Stake in True Botanicals

MARCH 30 2017 – THE BUSINESS OF FASHION

“We have a very mission-driven business and culture. We are focused on eradicating the practice of selling toxic products,” said Mace-Turner, noting that True Botanicals holds a MADE SAFE certification validating its ingredients’ non-toxic status...” [read more](#)

12 Natural Skincare Brands to Keep on Your Radar

MARCH 23 2017 – INSTYLE

A few years ago, searching for natural skincare brands was like trying to get an Uber during surge pricing—stressful and pricey. Now, giving your skincare routine a spring cleaning has never been easier... [read more](#)

MADE SAFE + Annmarie Gianni Skin Care

MARCH 17 2017 – THIS ORGANIC GIRL

So we know, ideally, we want to eat organic food because we want to avoid pesticides, chemical fertilizers, dyes, GMOs and more. But what do we do we look for when it comes to buying makeup, skincare and personal care products?... [read more](#)

Anti-aging: The Real Deal

MARCH 17 2017 – MAISON PUR

In case you haven't noticed, I try a lot of natural skincare products. Sometimes it can be tough to go from some truly great skincare products to using ho-hum products... [read more](#)

Natracare's sanitary products first to get Made Safe seal

MARCH 17 2017 – NATURAL BEAUTY NEWS

Natracare has become the first brand to have its tampons, pads, maternity pads and nursing pads certified by MADE SAFE... [read more](#)

Brand Profile and Interview with Allyson Owens of Pleni Naturals

MARCH 13 2017 – THE GREENLY GUIDE

I think it's safe to say that parents want what is best for their children. We want to protect them and provide them with love so they can grow and thrive... [read more](#)

Are You Being Duped? Your 4 Best Resources for 'Digging Out the Dirt' on Safe Beauty

MARCH 13 2017 – HEALING LIFESTYLES

If you're reading this article, it's likely that you spend a lot of time in the organic produce section of the grocery store. You probably started avoiding... [read more](#)

Get the Dirt on Nontoxic Spring Cleaning

MARCH 9 2017 – NRDC

Your vacuum and a damp rag can get you pretty far. All those bottles under the sink are another story... [read more](#)

Why You Want to Re-Think Your Tampons, Pads and Maternity Care Products

MARCH 8 2017 – NATURAL PARENT MAGAZINE

You may have already seen their cheerful daisy-covered packaging in your local Organic Shop or Supermarket, but if you are not already a loyal customer, you soon will be... [read more](#)

Best Nontoxic Mattresses of 2017

MARCH 6 2017 – NONTOXIC REBOOT

If you were to only pick one item to switch in your journey for a nontoxic reboot, I would say that you should get a nontoxic mattress... [read more](#)

MADE SAFE Is the Gold Standard for Certifying Nontoxic Products

MARCH 2 2017 – MUSINGS BY SUSAN ROCKEFELLER

Musings believes that all who make an effort, make a difference. Curated by Susan Rockefeller, the Musings Spotlight offers at-a-glance overviews of how brands and organizations are creating a positive impact... [read more](#)

Natracare Introduces Nontoxic Products to Feminine Care

MARCH 3 2017 – WHOLEFOODS MAGAZINE

Natracare is leading the way in safe feminine care by being the first brand to certify its tampons, pads, maternity pads and nursing pads with the MADE SAFE (Made with Safe Ingredients) seal... [read more](#)

Safe Sex Products

MARCH 1 2017 – NATURALLY SAVVY

Last time we covered harmful chemicals in sexual health products, like condoms, lube, wipes and washes. This week, we're giving you suggestions for products that... [read more](#)

Natural Laundry Detergent ~ Don't Get Greenwashed!

FEBRUARY 24 2017 – HEALTHY GREEN SAVVY

Look carefully at the label of your natural laundry detergent, and you may discover some decidedly unnatural ingredients! Here's how not to get greenwashed!... [read more](#)

Proven Nontoxic with MADE SAFE

FEBRUARY 24 2017 – NATRACARE

We've been pioneering safer menstrual products for years, and we're so proud to prove it with this revolutionary new certification... [read more](#)

BREAKING NEWS: Natracare Awarded MADE SAFE Certification

FEBRUARY 24 2017 – NATURALLY SAVVY

At Naturally Savvy, we have been advocating for full disclosure in feminine products for a long time and we've even set pads on fire to show you the contrast between conventional and natural products... [read more](#)

Amy Ziff's MADE SAFE Is Breaking You Free from Your "All-Natural" Bubble

FEBRUARY 23 2017 – MUSINGS BY SUSAN ROCKEFELLER

We've all seen it. It's plastered on the side of your favorite face cream, stickered on your all-purpose cleaning spray and promised on your chosen brand of paper towels. It reads: "all-natural..." [read more](#)

Harmful Chemicals in Sex Products: What You Need to Know

FEBRUARY 22 2017 – NATURALLY SAVVY

There is no time like the present to talk about products made for the bedroom. While things like lube, condoms, feminine wipes and washes are often discussed in hushed tones, if at all, it's imperative... [read more](#)

MADE SAFE & Women's Health

FEBRUARY 21 2017 – S.W. BASICS

We're proud to celebrate women's health this month with S.W. Basics, Good Clean Love, Rejuva Minerals, and Sustain. Each of these companies is part of a revolutionary new movement to... [read more](#)

How Do You Know Your Skincare is Made Safe?

FEBRUARY 15 2017 – RACHAEL PONTILLO

As you can probably imagine, I get a LOT of questions about skincare ingredients and skincare products. Since I make my own skincare products... [read more](#)

Interview with Amy Ziff: Founder of MADE SAFE

FEBRUARY 9 2017 – PLENI NATURALS

Creating a non-toxic home has been so important to me; especially since having kids. My eyes are now wide open to the thousands of chemicals we are exposed to on a daily basis... [read more](#)

Detox Your Nightstand: 3 Non-Toxic Products for the Bedroom

FEBRUARY 8 2017 – THE CHALKBOARD

Toxic relationships happen, but a toxic sex life doesn't have to. We're talking about non-toxic lube and why it's time to clean up your act in bed... [read more](#)

Chemicals to Avoid When You're Pregnant or Breastfeeding

FEBRUARY 1 2017 – NRDC

Coupled with the joy of becoming pregnant is the unfortunate realization that keeping your baby healthy means avoiding... [read more](#)

How to Avoid 5 Harmful Chemicals in Baby and Kids Products

JANUARY 25 2017 – PLASTIC POLLUTION COALITION

Have you heard that saying that a worried parent does better research than the FBI? Unfortunately, parents almost have to be professional sleuths to figure out... [read more](#)

The Toxic Shampoo Ingredient That's Not on the Label

JANUARY 24 2017 – THE CHALKBOARD

Learn how to steer clear of the questionable ingredient found in many shampoos and body washes. Here's the kicker: it isn't listed on the label... [read more](#)

No More Harmful Ingredients with MADE SAFE Certification

JANUARY 16 2017 – GREEN PASSION BEAUTY

Wouldn't it be great if we could just buy products off the shelf and not have to worry about them containing any harmful ingredients? This should be the norm, unfortunately it is not... [read more](#)

MADE SAFE and Moms Across America: Toxins and Solutions

JANUARY 12 2017 – MOMS ACROSS AMERICA

Zen Honeycutt, Founder & Executive Director of Moms Across America, interviews Amy Ziff, Founder & Executive Director of MADE SAFE about toxins in everyday household products and solutions to remove them... [watch](#)

Hairprint Is Nontoxic By Nature, and By Design

JANUARY 5 2017 – SAN FRANCISCO CHRONICLE

Reading the ingredient list on one of the new shampoos from nontoxic hair care company Hairprint – sea buckthorn fruit, olive leaf, elderberry, green coffee extract, lactic acid — you might mistake it for a prestige skin cream... [read more](#)