2018 MADE SAFE®

IMPACT REPORT



Making products safe. Keeping families healthy.

MADE WITH SAFE INGREDIENTS MADE SAFE SCREENS INGREDIENTS FOR KNOWN: SERVICION SERVI

- info@madesafe.org
 www.madesafe.org
- PO Box 65, Irvington NY 10533

A Message from Founder AMY ZIFF

It's January and the weather is cold and crisp. The days are bright and finally getting lighter again. I hope it's reflected on the world's stage that out of darkness comes light. These are challenging times, and from many angles, the state of things looks bleak. Some days, it's easy to get pulled down by the weight of it all and relegate yourself to auto-pilot, allowing someone else to lead. But we must stand firm, remain hopeful, and resist the impulse of passivity.



I'm not suggesting blind faith, but rather an assertion based on the fact that we know enough right here, right now, to change the toxic status quo.

By taking a stand for ourselves, for our families, and for our communities, we can show that the way forward is through conscious purchasing, carefully curated surroundings, and cleanly crafted products. By implementing this simple strategy, we can change the world. We can change markets, spur innovation, and stop toxic and destructive manufacturing in its tracks.

By taking a stand, I've seen companies do things others thought impossible. By taking a stand, I've seen teams forge solutions that change the game entirely.

By taking a stand, Made Safe is drawing a line in the sand. We are committed to a safe and sustainable future for all creatures and inhabitants of this earth. And by working with us, you too vote for the ecosystem and all those who cannot speak for themselves. A product displaying our seal is representative of a better way forward. But make no mistake, this choice – this line in the sand – must be exercised by each of us, or we will face a grim and destructive future.

At Made Safe we use the market as a tool for change. We work with companies who want to be part of a circular economy for a safe and sustainable future.

In our third year, Made Safe is providing multiple concrete examples of what we've always believed is possible: You can make safe and effective products that won't harm humans, the environment, aquatic life, or animals — from tiny pollinators to the top of the food chain. We've shown that you don't have to settle for products containing carcinogens, neurotoxins, or behavioral toxins. We've shown that companies can both do good and make good at the same time — while still making a profit.

This is why at Made Safe, we work tirelessly to bring forward a solution that is part revolution and part evolution. It's what happens when you start making products from a base of safe ingredients. Our nonprofit organization has developed a uniform way to measure whether ingredients within products are safe. Using this 360-degree approach, we've certified over 1000 products.

For the first time ever, product formulators can make informed ingredient selections and consumers can buy consciously-crafted products that are going to turn the toxic tide we live in today.

We are modeling behaviors that, when employed at scale, will have far-reaching positive changes that go beyond the expected. I believe that if we give the ecosystem a chance to heal, rejuvenate, and regenerate, it will. I know these are changes our world desperately needs. I also know these are changes that are possible when we harness our individual purchasing power: I've seen first-hand the mass transformation that innovative companies can have through our work at Made Safe. When we shop, we make a powerful statement about the kind of world and future we want. We do not have to settle.

We do this because we are committed to ushering in a future that looks nothing like our past.

We must send a strong message to those companies who are pioneering a cleaner path ahead by supporting them. After all, it is these companies who are creating and producing products for a healthier future for our children and grandchildren.

Made Safe makes it easy to "vote with your wallet" by supporting companies with your purchases — companies offering superior products that won't harm our precious ecosystem.

As we wrap up all of our 2018 deeds, I am struck by the truth in Margaret Mead's words: "Never doubt that a group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Made Safe is making an impact — forging a safe and sustainable future for all.

As you review our topline efforts and highlights from 2018, I'd like to personally invite you to donate to our cause, to lend your knowledge or talent, to host an event, or to share our community with yours.

Please stand up and help us do more of this crucial work.

With gratitude and hope,

Amy

YOUR 2018 GIFTS to MADE SAFE® at work

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







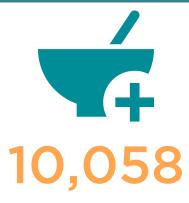


4,000,000

IMPRESSIONS AND 35% SOCIAL GROWTH ACROSS OUR CHANNELS



BRANDS COLLABORATED WITH MADE SAFE ON SPECIAL PROJECTS, EVENTS, OR INGREDIENT WORK



INGREDIENTS SCREENED



1054

CERTIFIED PRODUCTS



NEW CATEGORIES

FRAGRANCE-FREE & BEDDING



FOR EXPANDED NONTOXIC
LIVING COVERAGE



CO-HOSTED & PRODUCED
SECOND ANNUAL
RAISE THE GREEN BAR SUMMIT
with
GOOD HOUSEKEEPING

Keynotes by Alicia Silverstone, Carey Gillam and Dr. Philip Landrigan



MADE SAFE® is proud to be a part of the 1% for the Planet network, which connects businesses and nonprofits to protect the planet.

CATION & ADV

PIECES PUBLISHED



























70 PAGE **REPORT ISSUED: HOW TO DETOX** YOUR SLEEP

includes breakdown of toxic chemicals in bedding and safer alternatives

www.madesafe.org/education/detox-your-sleep/



PUBLISHED THE FIRST-EVER MADE SAFE HAZARD LIST





CHEMICALS TO AVOID

SCIENTIFIC CITATIONS

www.madesafe.org/made-safes-hazard-list/

PRAISE AND RECOGNITIOI

POWERFUL TESTIMONIALS



I salute Amy Ziff and MADE SAFE on their heroic work to educate America's parents about toxic chemicals in everyday products.

This work is vital to protect America's children. We all need to support it."

— Philip Landrigan, MD

Pediatrician and Author with Mary Landrigan of Children and Environmental Toxins What Everyone Needs to Know





WWW.MADESAFE.ORG

KEY MEDIA MENTIONS

allure



cafemom



COSMOPOLITAN HOUSEKEEPING





InStyle MAMAVATION

mindbodygreen



the chalkboard





MADE SAFE NAMED BY AMAZON AS ONE OF FOUR THIRD PARTY CERTIFICATIONS THAT WILL BE PROMOTED AS PART OF THEIR FIRST-EVER SAFER CHEMICALS POLICY



MADE SAFE VOTED NONPROFIT OF THE YEAR BY SHIFTCON, ECO WELLNESS INFLUENCER CONFERENCE

FOUNDER AMY ZIFF **VOTED "WOMAN TO WATCH"** BY WELL INSIDERS

 (Ω) well insiders



Women We're Watching: Amy Ziff