

2018

MADE SAFE®

IMPACT REPORT



Making products safe. Keeping families healthy.

MADE WITH SAFE INGREDIENTS

MADE SAFE SCREENS INGREDIENTS FOR KNOWN:

**MADE
SAFE**TM

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



Making products safe. Keeping families healthy™.

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.



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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



91

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



10,058

INGREDIENTS SCREENED



1054

CERTIFIED PRODUCTS



NEW CATEGORIES

FRAGRANCE-FREE & BEDDING



BLOG

ESTABLISHED LIFESTYLE BLOG 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.

EDUCATION & ADVOCACY

35 PIECES PUBLISHED

<h3>Toxic Chemicals in Sunscreen</h3> <p>Oxybenzone hormone disruption, organ system toxicity</p> <p>Homosalate hormone disruption, enhanced absorption of pesticides</p> <p>Octinoxate hormone disruption, reproductive toxicity</p> <p>MADE SAFE</p>	<h3>Triclosan</h3> <p>Where</p> <ul style="list-style-type: none"> Antibacterial soaps Toothpaste Cosmetics Toys Furniture Mattresses <p>Linked To</p> <ul style="list-style-type: none"> Endocrine disruption Breast cancer Resistant bacteria Bioaccumulation Aquatic toxicity <p>Safer Options</p> <ul style="list-style-type: none"> Wash hands with plain soap and water for at least 20 seconds Avoid products labeled or marketed as "antimicrobial," "odor fighting," "germ-killing," or "antibacterial" Read labels to avoid triclosan <p>MADE SAFE</p>	<h3>Titanium Dioxide</h3> <p>Where</p> <ul style="list-style-type: none"> Loose powder cosmetics Sunscreen Lotions <p>Linked To</p> <ul style="list-style-type: none"> Cancer when inhaled Can be nanoparticle form in sunscreen, impact unknown <p>Safer Options</p> <ul style="list-style-type: none"> Safe when in creams and non-nano Avoid loose powder cosmetics with titanium dioxide Choose non-nano sunscreen if possible Look for the MADE SAFE seal <p>MADE SAFE</p>	<h3>Flavor</h3> <p>Problems</p> <ul style="list-style-type: none"> Companies can keep flavor ingredients secret Can contain additives linked to human health harm Potential GMOs and synthetic biology ingredients "Natural flavor" may not be safer than "artificial flavor" <p>Safer Options</p> <ul style="list-style-type: none"> Avoid umbrella terms like "natural flavor," "artificial flavor" and "flavor" Choose certified organic foods Shop MADE SAFE certified products <p>MADE SAFE</p>	<h3>PFOA</h3> <p>Where</p> <ul style="list-style-type: none"> Non-stick cookware Water-resistant clothing Stain-resistant furniture, carpeting and clothing <p>Linked To</p> <ul style="list-style-type: none"> Endocrine disruption Cancer <p>Safer Options</p> <ul style="list-style-type: none"> Switch from non-stick cookware to cast iron or stainless steel Avoid stain-resistant materials where possible Look for the MADE SAFE seal <p>MADE SAFE</p>	<h3>Toxic Chemicals in Hair Dye</h3> <p>P-phenylenediamine linked to skin irritation and birth defects.</p> <p>Toluene linked to neurotoxicity, birth defects, and pregnancy loss</p> <p>Resorcinol linked to endocrine disruption</p> <p>Lead acetate linked to neurotoxicity</p> <p>MADE SAFE</p>
<h3>Toxic Chemicals in Deodorant</h3> <p>Phthalates linked to hormone disruption</p> <p>Parabens linked to breast cancer</p> <p>Aluminum linked to increased chance of tumor growth</p> <p>Triclosan linked to hormone disruption</p> <p>MADE SAFE</p>	<h3>Fragrance</h3> <p>Where</p> <ul style="list-style-type: none"> Personal care products Perfume Feminine & sexual health products Air fresheners Cleaning products <p>Linked To</p> <ul style="list-style-type: none"> Hormone disruption Breast cancer Reproductive harm Allergies Bioaccumulation <p>Safer Options</p> <ul style="list-style-type: none"> Avoid products that list "fragrance" or "parfum" on labels Choose products that list ALL ingredients Look for the MADE SAFE seal <p>MADE SAFE</p>	<h3>Vitamin A & Retinol Derivatives</h3> <p>Where</p> <ul style="list-style-type: none"> "Anti-aging" products Moisturizers Anti-acne products Foundation <p>Linked To</p> <ul style="list-style-type: none"> Potential to cause cancer when exposed to sunlight <p>Safer Options</p> <ul style="list-style-type: none"> Avoid vitamin A listed on labels, as well as the prefix "retin-" such as retinyl, retinoic, or retinol Look for the MADE SAFE seal <p>MADE SAFE</p>	<h3>Synthetic Biology</h3> <p>What:</p> <ul style="list-style-type: none"> Technology where biologists create organisms not usually found in nature or "re-make" existing ones to perform specific functions <p>Concern:</p> <ul style="list-style-type: none"> No testing of effects on human or ecosystem health No regulation No labeling <p>Safer Options:</p> <ul style="list-style-type: none"> Look for the MADE SAFE seal on household and personal care products Look for the USDA Organic or Soil Association logo or Non-GMO Project Verified seal. <p>MADE SAFE</p>	<h3>Chlorpyrifos</h3> <p>Where</p> <ul style="list-style-type: none"> Pesticide used on food crops and recreational spaces <p>Linked To</p> <ul style="list-style-type: none"> Attention difficulties Autism Intelligence declines Problems with the working memory Increased odds of tremors <p>Safer Options</p> <ul style="list-style-type: none"> Shop organic food if possible Take shoes off in your home Look for the MADE SAFE seal <p>MADE SAFE</p>	<h3>Toxic Chemicals in Dry Cleaning</h3> <p>Tetrachloroethylene a classified toxin and probable carcinogen, the primary chemical used in commercial dry cleaning</p> <p>Ethoxylated ingredients associated with multiple forms of cancer, can be used in dry cleaning alternatives</p> <p>Ammonium quaternary compounds linked to reproductive toxicity. Can be used in "green" dry cleaning techniques.</p> <p>MADE SAFE</p>

Detox Your Sleep

Toxic Chemicals in Bedding, Safer Alternatives & Certified Products for Healthier Sleep



MADE SAFE

HAZARD LIST

MADE SAFE SCREENS INGREDIENTS FOR KNOWN:

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



MADE SAFE

PUBLISHED THE FIRST-EVER
MADE SAFE HAZARD LIST



100+

CHEMICALS TO AVOID



300+

SCIENTIFIC CITATIONS

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/

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

PRAISE AND RECOGNITION

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

Bloomberg

cafemom



COSMOPOLITAN GOOD HOUSEKEEPING

goop

HUFFPOST

InStyle

MAMAVATION

mindbodygreen

teenVOGUE

THE CHALKBOARD

WWD



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 SHIFTCO, ECO WELLNESS INFLUENCER CONFERENCE

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

well insiders



WOMEN WE'RE WATCHING

Women We're Watching: Amy Ziff