

MADE SAFE Media Mentions ~ 2018

The Beauty Industry Has a Plastics Problem

DECEMBER 26 2018 – TEEN VOGUE

For decades, companies have used a material that lasts forever – plastic – to make things that we use for a short bit of time, sometimes just a few minutes, and then toss... [read more](#)

Why We Need to Keep Raising the Green Bar

NOVEMBER 21 2018 – ONE OF A KIND

Leading with purpose is my mantra. As lifelong nature lover and entrepreneur, I've found purpose by using business to make the world a better place... [read more](#)

Mattresses in the Mainstream

NOVEMBER 15 2018 – WOMEN'S VOICES FOR THE EARTH

Even though we spend eight hours each night sleeping on them, totaling almost one-third of our lives, most of us don't put too much thought into our mattresses and bedding... [read more](#)

Finding Nontoxic Products

NOVEMBER / DECEMBER 2018 – ENERGY TIMES

Clean houses, comfortable bedding and colorful baby toys are all hallmarks of modern life. However, this convenience comes with a cost... [read more](#)

Finding a Non-Toxic Mattress: Best Eco-Friendly Options

OCTOBER 25 2018 – EARTHEASY

Researchers have uncovered the missing information that consumers need when evaluating a mattress. For starters, what's inside? And is it safe?... [read more](#)

Raise the Green Bar Sustainability Summit Takes Place November 8 in NYC

OCTOBER 17 2018 – COSMETICSDESIGN

The full-day event, hosted by The Good Housekeeping Institute and MADE SAFE, a non-profit certifying body, returns to New York City for a second year to help cosmetics, personal care, and fragrance brands (in fact, any FMCG brand) discover, understand, and implement sustainability practices that are both good for the planet and good for business... [read more](#)

GH on Your Side: Making It Easier to Be Green

OCTOBER 16 2018 – GOOD HOUSEKEEPING

A GH survey recently revealed that readers (like you!) are eager to make sustainable choices, especially when shopping for skincare, baby products and home cleaners. That's why on November 8, the GH Institute is teaming up with MADE SAFE, an organization... [read more](#)

3 Ingredients You Should Avoid In Your Makeup + Skincare (And Why)

OCTOBER 9 2018 – WELL INSIDERS

With more awareness about ingredients in food and personal care products coming to light, there's been a pendulum swing for many consumers, and more people are asking: How do we know what's actually safe... [read more](#)

Inside the WELL Summit: Meet Amy Ziff, Founder of MADE SAFE

OCTOBER 2 2018 – WELL INSIDERS

Amy Ziff is founder and executive director of MADE SAFE, and a healthy living educator with a genetic predisposition to toxicity. She's also mom to three young kids who share the same trait... [read more](#)

How Well Do You Know Your Baby's Mattress?

SEPTEMBER 19 2018 – STROLLER TRAFFIC

Safe sleep Isn't just about what babies are sleeping with – it's also what they're sleeping on. MADE SAFE, a non-profit that uses independent testing to certify everyday products as non-toxic, released a report earlier this month... [read more](#)

Detox Your Sleep: Uncomfortable Questions to Ask About Your Bedroom

SEPTEMBER 14 2018 – THE CHALKBOARD MAGAZINE

We spend approximately eight hours a night sleeping, almost one-third of our lives! Given that sleep is when the body does much of its repair and rejuvenation work, we commonly expect that mattresses and bedding materials are nontoxic... [read more](#)

The Healthy Baby Guide with MADE SAFE

SEPTEMBER 13 2018 – NATRACARE

Whether you're a parent-to-be, new parent, or seasoned parent, it can be overwhelming and troubling to hear about the toxic chemicals around us – especially in the items and materials we use on a daily basis... [read more](#)

This Is the Fanciest Skin-Care Ad Campaign Ever

SEPTEMBER 11 2018 – THE CUT

Freedom. Beauty. Truth. Love. These four main takeaways are the guiding principles behind True Botanicals' first ad campaign... [read more](#)

MADE SAFE: The Top 10 Non-Toxic Brands

SEPTEMBER 9 2018 – ROOT + REVEL

Unfamiliar with MADE SAFE? This post breaks down what the amazing MADE SAFE non-toxic certification and label is, why it matters and what... [read more](#)

Detox Your Sleep

SEPTEMBER 8 2018 – NATURALLY SAVVY

We spend eight hours each night sleeping—totaling almost one-third of our lives. During that time, our bodies do the critical wellness work of healing, resting, and rejuvenating... [read more](#)

New Report on Toxic Chemicals in Bedding Offer Safer Alternatives

SEPTEMBER 7 2018 – RTSLEEPWORLD

A new report released on September 5th shows that conventional bedding (mattresses, pillows, sheets) can be laden with toxic chemicals known to harm our health... [read more](#)

Detox Your Sleep: Toxic Chemicals in Bedding and Safer Alternatives

SEPTEMBER 7 2018 – SPIT THAT OUT

We spend eight hours each night sleeping – totaling almost one-third of our lives. But our mattresses and bedding can contain chemicals that can actually have negative health consequences... [read more](#)

Unilever Invests in True Botanicals – Here’s What I Think

AUGUST 3 2018 – THIS ORGANIC GIRL

Okay so recently one reader asked me about my thoughts on Unilever investing in True Botanicals. I didn’t know if this was something a lot of you were thinking about so I asked on social... [read more](#)

From Fair Trade to GOTS Organic—What Do Ethical Certifications Actually Mean?

JUNE 1 2018 – DONE GOOD

A quick guide to some of the world’s most trusted ethical certifications... [read more](#)

MADE SAFE Releases Hazard List of Worst Toxic Chemicals in Products

MAY 23 2018 – PLASTIC POLLUTION COALITION

Plastic Pollution Coalition member organization MADE SAFE has released a new Hazard List of the worst offenders of toxic chemicals across product categories... [read more](#)

MADE SAFE Hazard List

MAY 22 2018 – NATURALLY SAVVY

MADE SAFE released our Hazard List today! This science-backed list includes some of the worst offenders of toxic chemicals across product categories... [read more](#)

Toxic Timeout: Everything You Need to Know to Avoid Artificial Flavoring

MAY 11 2018 – THE CHALKBOARD

Artificial flavoring is some of the worst stuff we can consume, yet it can be surprisingly difficult to avoid. That’s why non-toxic guard dogs, MADE SAFE recently created this fact sheet on “flavor”... [read more](#)

Cleaning up sunscreen: How Hawaii’s ban will help

MAY 9 2018 – VERDICT

How clean is your sunscreen? If it contains the chemicals oxybenzone and octinoxate, the answer is “not very”... [read more](#)

Eat Your Sunscreen

MAY 8 2018 – KOSMATOLOGY BLOG

Now, before you trash your favorite sunscreen, we don’t suggest that you stop applying your SPF... [read more](#)

Beauty2 Recap: Indie Brands to Watch

MAY 7 2018 – CEW BEAUTY INSIDER

Beauty2 returned to the Mercantile Annex in Midtown Manhattan from May 4 to May 5 to spotlight 15 luxury beauty brands as part of its “Spring Edit”... [read more](#)

Why Aren’t We Demanding Transparent and Nontoxic?

APRIL 29 2018 – GOOP

One of the fastest-growing companies in the clean-beauty world, True Botanicals has been nontoxic since its inception. It was one of the first brands we took on when we started goop’s clean beauty shop... [read more](#)

Who Are the Illuminati of the Cosmetic Industry?

APRIL 25 2018 – MAMAVATION

Just when you thought humanity was safe, another shocker has surfaced from the bowels of the chemical industry. Women's Voices from the Earth has published a review on an industry panel... [read more](#)

Our People, Our Planet, Our Passion

APRIL 21 2018 – MOTHERDIRT BLOG

How people and their passion for the earth give us our work purpose. Celebrating Earth Day 2018 by celebrating the people who inspire us... [read more](#)

Know-It-All Guide to...Clean, Green Beauty

APRIL 13 2018 – COSMOPOLITAN

What is the green beauty movement anyway? It's a shift toward products and brands that consider both human and environmental health, explains Tara Foley... [read more](#)

True Botanicals Is Ushering in the New Age of Natural Skin Care

APRIL 13 2018 – FASHIONISTA

After more than a decade of brands touting themselves as the most natural/organic/non-toxic/green line on the market (but with only a handful of them really living up to the self-promoted hype)... [read more](#)

What's Up With Flavor?

APRIL 3 2018 – NATURALLY SAVVY

MADE SAFE has just released a new fact sheet and infographic on "flavor," that catch-all term that seems to appear on virtually every product label in grocery store aisles... [read more](#)

Ranavat Botanics and MADE SAFE Certified

APRIL 2 2018 – GREEN PASSION BEAUTY

Let me introduce you to a daily luxury ritual with Ranavat Botanics. They create luxurious, hand-crafted, high performance botanical skin care inspired by India's lavish royals... [read more](#)

How Plastic Toys Could be Damaging Your Family's Health

MARCH 26 2018 – MADELINE BLOM

Have you ever stopped to think about the amount of plastic spilling out of your kids' toy box? Never-mind the quantity, but quality is an issue here too... [read more](#)

Women We're Watching: Amy Ziff

MARCH 19 2018 – W.E.L.L. INSIDERS

Amy Ziff is the founder and executive director of MADE SAFE, the only nonprofit organization in the United States that certifies nontoxic everyday products... [read more](#)

What You Need to Know About Fragrance

MARCH 19 2018 – NATURALLY SAVVY

We've been talking a lot about fragrance lately, and we've found there's a lot of confusion around this topic. Some wonder what the problems can be... [read more](#)

How To Decode A Skin-Care Ingredient List

MARCH 15 2018 – BUSTLE

That new, already-sold-out moisturizer might look bomb on your bathroom shelf — and in your obligatory Insta pic — but what’s going on with the actual formula inside that trendy packaging?... [read more](#)

MADE SAFE is Building a Roadmap to Healthy, Sustainable Products

MARCH 13 2018 – MUSINGS

“All-natural,” “real,” “green” and “organic” are all terms that we see on our detergent, sunscreen, and tampons. But, what do they really mean? The answer is — not much... [read more](#)

Natural Isn’t Enough (and Neither Is Organic)

MARCH 6 2018 – TRUE BOTANICALS

We all know organic and natural ingredients are better for us, but those things alone don’t equate to product safety. Even organic ingredients are often preserved with harmful chemicals... [read more](#)

Sustain Makes Safe, Sexy Products for All the Things...

MARCH 5 2018 – BEAUTY LIES TRUTH

Sustain gets it. What do I mean by that? Basically, they understand that as a woman who menstruates and is sexually active, I want products that are not only healthy and environmentally conscious... [read more](#)

Scent of a Woman; Scent of a Man

FEBRUARY 20 2018 – THRIVE GLOBAL

As the perfumed scent of date night this Valentine’s Day still lingers in your heart and mind...and maybe also in your date night dress; you may be contemplating with a smile on your face, just how it is... [read more](#)

Roundup Methodology

FEBRUARY 17 2018 – BECAUSE / HEALTH

At Because Health we have done the research for you about what products are safe. We roundup products with the best health and safety ratings that are widely available for different consumer products... [read more](#)

New Beauty Brand Cūrata Carves Out Its Own Luxury Niche

FEBRUARY 15 2018 – BEAUTY INDEPENDENT

Serena Rogers isn’t a bashful beauty entrepreneur. For her new brand Cūrata, the longtime spa industry consultant crafted rich scents that not everyone will adore... [read more](#)

The Best Natural and Organic Small-Batch Skin-Care Brands Made by Experts

FEBRUARY 13 2018 – ALLURE

Green beauty is no longer a passing fad or fling — this movement is here to stay and growing by the day. But what often starts as someone mixing oils in her kitchen as a hobby, or an Etsy project that turns into a business, is not the only origin story... [read more](#)

What Is the Healthy Baby Guide?

FEBRUARY 1 2018 – NATRACARE BLOG

If you're thinking of having a baby, or perhaps you've already got young children, then you'll be thankful to discover the Healthy Baby Guide. It is a really comprehensive kit with all the essentials about protecting your family from harmful chemicals... [read more](#)

“Organic Goes Mainstream” with Naturepedic’s New Serenade Organic Mattress Program

JANUARY 22 2018 – FURNITURE WORLD

Naturepedic, the Ohio-based pioneer in certified organic mattresses and bedding, reports that it will be introducing the company's new “Organic Goes Mainstream” program... [read more](#)

Safer Products for Babies and Toddlers: Resources and Recommendations for Retailers

JANUARY 21 2018 – GETTING READY FOR BABY CAMPAIGN

The Getting Ready for Baby campaign is providing this document for retailers interested in making and selling safer products for babies and toddlers... [read more](#)

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

JANUARY 5 2018 – BEAUTY INDEPENDENT

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