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? Nevermind 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