

# 2019

# MADE SAFE<sup>®</sup>

## IMPACT REPORT



**Making products safe. Keeping families healthy.**

MADE WITH SAFE INGREDIENTS

MADE SAFE SCREENS  INGREDIENTS FOR KNOWN:

**MADE  
SAFE**<sup>TM</sup>

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

WWW.MADESAFE.ORG



[info@madesafe.org](mailto:info@madesafe.org)



[www.madesafe.org](http://www.madesafe.org)



NEW ADDRESS:

**145 Palisade Street, Suite 200  
Dobbs Ferry NY 10522**

MADE SAFE is a program of Nontoxic Certified, a 501(c)(3) tax-exempt nonprofit | EIN 47-3240230



# MADE SAFE



Making products safe. Keeping families healthy™.

## A Message from Founder **AMY ZIFF**

As we wrap up the work we did at **MADE SAFE** in 2019, we're looking back and celebrating our many, many accomplishments. Yet we are not contented with our progress alone. Because there is an imperative to do this urgent work **now**. We know that our health and future depend on it. There are numerous opportunities ahead to help improve human health and begin to restore fragile ecosystems where species' survival remains on a knife's edge.

As **MADE SAFE** grows, and parents and caregivers find solutions to help boost change, we will devote increasing amounts of effort to our mission to provide safe and sustainable ingredient information for the advancement of healthier products, even in the absence of regulation through **MADE SAFE's** parent NGO **Nontoxic Certified**.



Celebrating our fourth year as an organization, we see the growing interest in our work, and know the need for our ecosystem approach is even greater than when we started. With the roll back of more than 85 laws that protect our health and the environment by an administration that is deliberately leaving its citizens vulnerable to chemical pollution and the resulting health harm, now is the time for companies to act on their own. This makes it a critical time to provide companies ways to adhere to protections for consumers, and provide information to both companies and consumers about the impact of ingredients on humans, the environment, animals and aquatic life - before those ingredients enter our ecosystem.

**MADE SAFE** will continue to increase consumer awareness of, and access to, products that aren't harmful as well as guide companies toward sustainable solutions. In 2019, **MADE SAFE** collaborated with 123 brands, certified more than 1,700 products, and launched 16 new companies to the community. It is worth recognizing that those 16 new companies each have products that meet our incredibly rigorous standards and have products that have made it through our entire screening process to achieve the **MADE SAFE** certification. This is not by luck; this is through conscious crafting and careful attention to each and every input in strict adherence to our ecosystem approach.

We created over 20 educational research pieces through our **Chemical Call Outs**, "What's in That?" Product **Fact Sheets, Guides and Reports**. We grew our social community by 53% and generated 2.4 million impressions. Our newsletter grew 50% as well. In addition, **MADE SAFE** hosted the third annual Raise the Green Bar sustainability summit with Hearst and Good Housekeeping Magazine. It was our most successful summit yet featuring scientists on climate and the planet as well as business leaders from Fortune 500 companies and innovative start-ups. The event connected thought leaders and elevated these conversations throughout new and old media.



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We believe it is our collective duty, as inhabitants of this amazing planet, to clean up the world we live in. We must ask if we are doing everything in our power to make a difference, to forge a MADE SAFE future where humans, animals, aquatic life, the trees, grasses and other organisms can thrive. We can help ensure the answer is YES by buying products reflective of these values.

Our parent organization, [Nontoxic Certified](#), uses a lighthouse as an emblem. We chose that icon because the work we do at both Nontoxic Certified and MADE SAFE is a beacon of light for our community. We must continue to move companies toward safe and sustainable chemistries for the products they manufacture. We must continue to promote safer ingredient standards in order to foster cleaner ecosystems. We must promote and purchase products that don't contain harmful ingredients and make sure this information is easy and accessible to absolutely everyone.

While the year ahead is an election year, we vote every day with our purchases and our donations to the institutions we support. MADE SAFE and Nontoxic Certified are unique in their ecosystem approach to harmful chemicals. Of the 85,000+ chemicals in use today, the EPA has restricted nine; the FDA has regulated 14. With the updated Toxic Substances Control Act, the EPA has committed to looking at seven more per year. In four years we've vetted over 15,000 chemicals. We have a growing banned list of thousands of chemicals, materials and substances. Your support is critical to magnifying and expanding our work, research, capacity and vision.

This report highlights some of our accomplishments. If you find us a valuable resource, share us with a friend by forwarding our newsletter and/or sharing our posts on social media. Become part of the conversation by leaving a comment in our growing social communities. Buy a MADE SAFE certified product so you can swap out a conventional item in your home, thereby supporting the brands who are committed to working with us, and simultaneously protecting yourself and the planet from harmful ingredients. And, if you can make a financial donation to support our work, please [click here to donate to MADE SAFE](#).

We must fight for a brighter, safer, and more sustainable future ahead. The job is all of ours. Collectively, we can create positive change. Here's to doing the work together.

With hope,

Amy  
January 2020

# YOUR 2019 GIFTS to **MADE SAFE**<sup>®</sup> at work

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



## 2,400,000

IMPRESSIONS AND 53% SOCIAL GROWTH ACROSS OUR CHANNELS



## 123

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



## 4,172

INGREDIENTS SCREENED



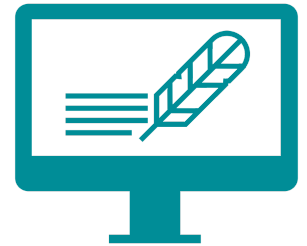
## 1,728

CERTIFIED PRODUCTS



## NEW CATEGORIES

SUSTAINABLE PACKAGING + APPAREL



## 46,825

NEWSLETTER CONTACTS GROWTH OF 225%

## THIRD ANNUAL SUSTAINABILITY SUMMIT with GOOD HOUSEKEEPING

Featuring an Influencer & Media Showcase,  
for added reach.



KEYNOTE with marine biologist Wallace J. Nichols, PhD, author of BLUE MIND; Kyra Sedgwick, Celebrity Climate Activist; Dianna Cohen, CEO and co-founder of Plastic Pollution Coalition; Rachel Parent, Youth, Food & Climate Activist; Lauren Singer, founder and CEO of Package Free; Meika Hollender, co-founder of Sustain Natural; and many more.



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



# PRAISE AND RECOGNITION

## KEY MEDIA MENTIONS



40 APRIL 2019 / WOMANSDAY.COM



Home | Dr. Oz

Tags: [hormone disrupters](#) | [pregnancy](#) | [IQ](#) | [Dr. Oz](#)

## Hormone Disrupters Can Harm Offspring



By [Dr. Oz](#) and [Michael Roizen, M.D.](#)

Friday, 06 December 2019 12:14 PM

[Current](#) | [Bio](#) | [Archive](#)

Limit exposure to PFA. Check out [www.madesafe.org](http://www.madesafe.org) for a list of PFA-free cosmetics, cleaning products, and packaging.

FOUNDER AMY ZIFF'S  
INFLUENTIAL TEDX TALK  
OVER **27K** VIEWS



## THE WALL STREET JOURNAL.

BUSINESS | JOURNAL REPORTS: SMALL BUSINESS

## Small Cosmetics Brands Make Over the Beauty Market by Targeting Millennials

Part of their pitch: They focus on organic ingredients and customized products

By [Amy Westervelt](#)

April 26, 2019 12:32 pm ET

"...an organic-on-steroids certification that assures that products include no harmful chemicals."  
— [Amy Westervelt](#), *The Wall Street Journal*  
April 26, 2019

goop

THE MINIMALIST

## How We Can Reduce Plastic (and Waste) in Our Kids' Lives

For more information and resources, check out the [Healthy Baby Guide](#), a collaboration between [Made Safe](#) and the Plastic Pollution Coalition.

## Sophia Hutchins Eyes A Slice of the Clean Beauty Market

Iceland • Caitlyn Jenner • Austria • Upper East Side • Parsons The New School for Design • David Rockefeller Sr • United States of A  
3 May 2019 BY KATHRYN HOPKINS



Among the other guests invited to speak about their work in sustainability was Amy Ziff, founder and executive director of Made Safe, a nonprofit that provides certification for nontoxic products, from personal-care to household products and beyond.

“My motto is that the things that we use on a daily basis should not lead to disease,” she said, noting she has gone from working with 12 companies to 100 in the space of just three years. “We’ve innovated our way into this problem and we can innovate our way out of this problem.”

While Ziff wouldn’t name names,

she confirmed that she’s working with two major worldwide brands on developing non-toxic products: “We’ve shown people this is possible and now they’re so many people coming to join the bandwagon.”

Towers used his turn in the spotlight to tell guests how important sustainability is in all of Parsons’ courses, from fashion to product design to architecture to technology and design.

“They all begin the curriculum now with the fundamental understanding of sustainability and systems because what we say to them is that if they want their work to be relevant in the future it must take these



Q&A:  
How to Know When Products Are Truly MADE SAFE®

DIANE MACEACHERN  
PUBLISHED 1 YEAR AGO. ABOUT A 8 MINUTE READ.  
IMAGE: ALAFFIA



The MADE SAFE® certification is on the verge of certifying its 1,000th product. Three years ago, this program didn't even exist.

How did MADE SAFE become so dominant in the “eco” label space? And what does its success mean for companies looking to profit from consumers’ growing demand for products free from hazardous ingredients and toxic chemicals? MADE SAFE founder Amy Ziff explains in this exclusive interview.

## THESE FOUNDATIONS AND INDIVIDUALS



make it possible for us to continue our mission & change how products are made:

- SUSAN & DAVID ROCKEFELLER
- AS YOU SOW FOUNDATION
- THE FURTHER FOUNDATION
- NIKE FOUNDATION

