

2020

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 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

2020 was not the year we thought it would be. It wasn't the year we'd hoped it would be. It certainly wasn't the year we planned for. But MADE SAFE made it through the year. We learned a lot about who we are as an organization and as a collection of dedicated women living in varied circumstances around the country. We lost so much as individuals and as a nation, including nearly 500,000 Americans. We were tested during 2020, but as a team, we emerge into 2021 together, stronger, more determined. Incredible as it seems, as an organization, we even managed to grow during these extraordinarily challenging times.

And yet, over the last 11 months I've been forced to ask myself: Does avoiding harmful chemicals actually still matter in the time of a global pandemic and a warming planet?

In conversation, I was reminded that human beings have historically behaved as if they could do whatever they wanted to the earth. Perhaps because humans are so small and the earth so large, it seemed our actions wouldn't matter. However, it is undeniable, [people have impacted the Earth's climate](#). Not one individual's behavior so much as our collective mass actions. Current science shows that the climate crisis we now face can be attributed to human innovations.

We learned that [people with certain "co-morbidity factors" fared less well than others](#) from COVID-19. [These factors include diabetes, obesity, heart disease, high blood pressure, asthma and other immune issues](#). The [CDC also states that air pollution worsens the outcomes for those infected](#). Although all of these conditions can take years to arise, the likelihood for them to develop can be increased by exposure to certain chemicals, specifically ones known to be endocrine disrupting.

Many manmade substances including PFAS chemicals, PCBs, chemical flame retardants, bisphenols, phthalates, high risk pesticides and more, fall under the umbrella of endocrine disruptors. These are the chemicals about which Pete Myers, PhD, and global expert on endocrine disruption says: ["...thousands of scientific papers have been published in the last 20 years linking endocrine-disruption chemical exposure to the very comorbidities that increase the risk of dying from Covid-19."](#)

While we are all eager for society to return to a new, post-COVID-19 norm – even with a new President who has re-joined the Paris Accord and improved access to a vaccine – it's clear we have a way to go on all fronts.

It's easy to think our decisions are insignificant. It's easy to take the position that what we do doesn't matter. Our daily decisions shape our physical and mental health and well-being. This was true before we confronted COVID-19, and it is that much truer in the face of a global pandemic. The prescription for all of us is clear: Take action to elevate our health and simultaneously help the ecosystem we live in. Perhaps our own actions alone won't be the solution, but collectively, our actions add up.





MADE SAFE



Making Products Safe. Keeping Families Healthy™.

As Dr. Leo Trasande says of the harmful impact from endocrine disruptors, “Prevention is the cure.” We can improve our health when we reduce our exposure to harmful substances that negatively impact our immune function.

In his book *Sicker, Fatter, Poorer*, Dr. Trasande says that the more we raise awareness of this problem, the more corporations feel the pressure to change. He cites the example that many companies have moved away from Bisphenol A (BPA) as a result of consumer refusal to buy products with it. Our collective actions have real impact. Market pressure works. Consumers can demand better by buying different, better, safer products.

As I prepared to interview Dr. Trasande for our annual Raise the Green Bar event (held virtually in 2020), I answered my own question. Yes, avoiding chemicals is still critical, perhaps even more critical, during a global pandemic.

This is why we are grateful every time someone spends money on products that are made with safe ingredients that support a sustainable future for all. We understand that there are many roads to choose, and we appreciate those who choose the MADE SAFE path—a path supported by an Ecosystem Approach harnessing science to evaluate, to the best of our ability, ingredients, substances, and materials that won’t harm the people and animals on this planet we call home.

One day we will look back and recall 2020 as the year that the world shut down. What remained clear for those of us working on issues of injustice, inequity, environmental health and climate is how much further we have to go. We are determined to be a catalyst for companies that want to be part of making the world a safer, healthier place. Our team is committed to working harder to bring equity in products for every being on this earth.

It starts with ingredients that support a healthy environment where we can all thrive.

This report is filled with the things we did, despite it all.

Here’s to choosing the sustainable path and putting our money toward a solution-based economy.

Yours in sustainability and health,

Amy

February 2021

YOUR 2020 GIFTS to **MADE SAFE**[®] at work

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



10.1%
GROWTH
ACROSS OUR CHANNELS



14,491
INGREDIENTS/MATERIALS
SCREENED



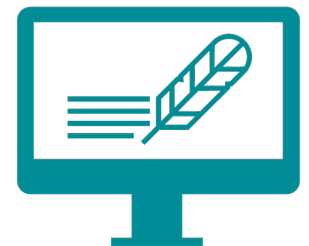
MADE SAFE
CELEBRATES ITS
5TH YEAR



154
BRANDS COLLABORATED WITH
MADE SAFE ON SPECIAL PROJECTS,
EVENTS, OR INGREDIENT WORK



1,844
CERTIFIED
PRODUCTS



26%
GROWTH
OF
NEWSLETTER LIST



FOURTH ANNUAL
SUSTAINABILITY
SUMMIT
with **GOOD HOUSEKEEPING**
FIRST EVER VIRTUAL CONFERENCE – MORE THAN
1,300 ATTENDEES & 41,000 MINUTES VIEWED
WITHIN ONE DAY OF THE EVENT.



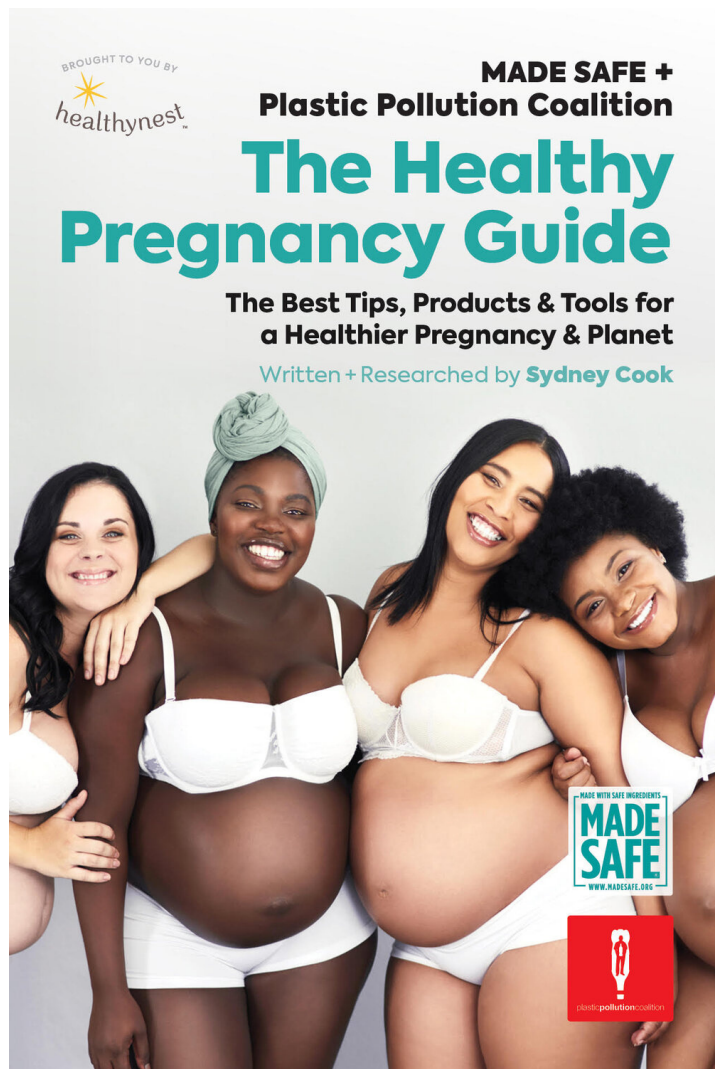
MADE SAFE[®] is proud to be a part of the **1% for the Planet** network, which connects businesses and nonprofits to protect the planet.

106 PAGE GUIDE

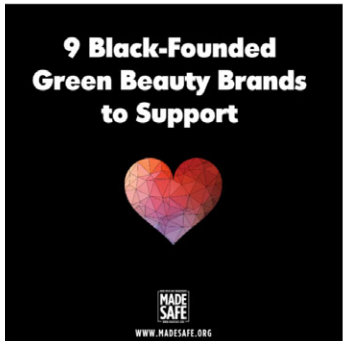
The Healthy Pregnancy Guide

Published in partnership with Plastic Pollution Coalition.

Essential information, tools, tips, and product recommendations to empower parents to have a healthier pregnancy.



ADDRESSING TODAY'S ISSUES:



In the “clean” product space that MADE SAFE operates within, there is a need for more Black-founded and owned businesses.



Tips for reducing glyphosate exposure; bringing down your body’s total load of harmful chemicals may play an important role in maintaining health.



Protesters aren’t the only people at risk. Tear gas can enter homes and businesses.



Working together to help stop the massive plastic pollution problem not just each July, but every single day of the year.

2020 HIGHLIGHTS



NEW GRANT INITIATIVE LAUNCHED for Brands Targeting Underserved Communities

Our new grant program is intended for business founders and/or owners who are people of color and/or members of traditionally under-represented groups: supporting brands creating and fighting for safer, cleaner products.

THE MADE SAFE BANNED LISTSM

Released: October 2020

Over 6,500 substances compiled from authoritative lists from around the world which are prohibited from use in MADE SAFE[®] certified products. This groundbreaking list is only the first step in the rigorous MADE SAFE certification process.

VIRTUAL RAISE THE GREEN BAR EVENT



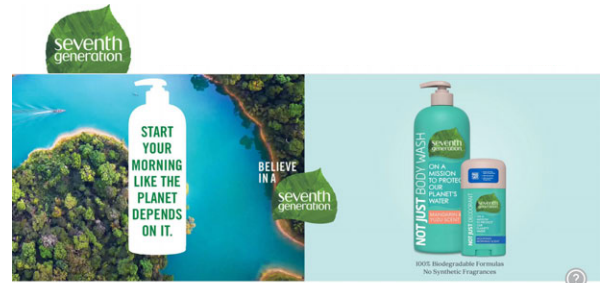
Usually held live at the LEED-certified Hearst Tower in midtown Manhattan, our fourth sustainability summit went virtual this year with more than 1,300 viewers.

The event featured discussions with Dr. Leo Trasande, author of *Sicker, Fatter, Poorer*; Lauren Conrad, Actress & Entrepreneur; Josh and Rebecca Tickell, producers of *Kiss the Ground*; Maggie Q, Celebrity, Entrepreneur, Activist; Wallace J. Nichols, author of *Blue Mind*; and many more!

2020 HIGHLIGHTS

PARTNERED WITH UNILEVER AND SEVENTH GENERATION TO FORMULATE MADE SAFE® CERTIFIED PRODUCTS

Products available in Walmart. For every product purchased, a \$0.25 donation is made to Clean Water Action.



Raising the Bar on Ingredient Safety

We're incredibly proud that Seventh Generation's new Body Washes and Deodorants are MADE SAFE certified to be a healthy choice for your morning routine. MADE SAFE is a growing non-profit mission to help eliminate the use of certain chemicals in everyday products. So, when you see the MADE SAFE seal, you can buy with confidence and peace of mind.

[Learn More about Made Safe](#)

Get to Know OceanBound Plastic

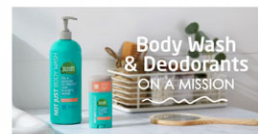
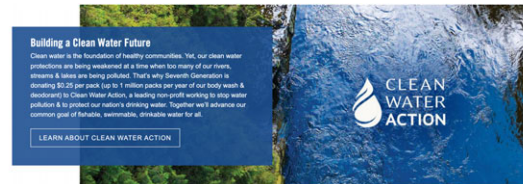
As part of our commitment to protect our planet's water, Seventh Generation's new line of 100% Biodegradable Body Washes come packaged in containers made with 100% OceanBound plastic. But what is OceanBound plastic? And how does it help prevent new plastics from entering our oceans so they can stay healthy and clean for future generations? Good questions.

[Find The Answers Here](#)



Giving Your Morning Routine a Wake-Up Call

Introducing new Seventh Generation body wash and deodorant. Our body wash is made with nourishing shea butter that helps maintain your skin's natural moisture, and our deodorant goes on smooth and delivers the 24-hour protection you need. Our unique, 100% Biodegradable, Water-Friendly Formulas are designed to break down in the environment to reduce their end-of-life impact and help protect our waterways. It's part of our mission to protect our planet's most precious resource—and part of our belief in a seventh generation to come.



Deodorant & Body Wash on a Mission

It all starts with our 100% biodegradable, Water-Friendly® formulas that work with the planet's natural chemistry, so when they're disposed of down the drain, they readily break down in the environment, instead of sitting around and potentially causing harm. In a world where water pollution is becoming a growing concern, it's more important than ever to think about where products end up after use.

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Hispanic/Latinos and Skincare: Disparities in Product Development, Marketing, and Toxicity

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INTRODUCTION

“Hispanic” and “Latino” (also known as Mestizo) describe a diverse racial and ethnic group, with a range of cultures, languages, and biological ancestry. It includes individuals of Mexican, Central-to-South American, and Spanish-Caribbean (eg, Cuban, Puerto Rican, and Dominican) descent.¹ Individuals of Hispanic/Latino race and ethnicity represent a heterogeneous group of people with diverse phenotypes. Hispanic/Latino individuals in the United States in 2014 to 119 million more than one-quarter of the Hispanic/Latino population.²

levels of endocrine-disrupting chemicals, such as phthalates and parabens, in their bodies compared to white (Caucasian) women in the US, and these racial/ethnic differences are not explained by socioeconomic factors.³ In a study of 108 Mexican women, elevated urinary phthalate levels were associated with increased use of antiaging facial cream, body lotion and other

While the US FDA closely monitors the chemicals that go into foods, drugs, and medical devices, cosmetics are not subjected to similar scrutiny.¹³ Cosmetics do not have to obtain FDA approval before going to market, unless the product claims to treat or prevent disease or alter the body in any way (in which case the product is classified as a drug). To date, only 11 chemicals are prohibited or restricted by the FDA for use in cosmetics.¹³

use compounds that can cause adverse health effects and their offspring. These products are used peripubertal. Three studies from California, Mexico, and Sweden have shown that prenatal and

A number of independent organizations and other advocacy groups have started to provide information to consumers of potential toxins, while promoting the formulation of safer products by skincare brands. These include the Environmental Working Group (Skin Deep[®] Cosmetics Database), **Made Safe[®]**, Campaign for Safe Cosmetics, and Cosmetic Ingredient Review.¹³

THESE FOUNDATIONS & 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