

# 2021

# NTC/MADE SAFE®

## 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

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



## A MESSAGE FROM FOUNDER AMY ZIFF

January 2022

In hindsight, 2020 was a year about uncertainty and survival while, in contrast, 2021 was a year about growth, change and sustainability. 2020 showed us that our organization had resolve, and enabled us to demonstrate our resourcefulness. It allowed our personal and professional resiliency to shine through. Having survived mightily, we began to take stock from another vantage point.

In 2021 our resilience continued while, like so many others, we reassessed and reflected upon the new imperatives for our world and our work. COVID reminded us that we are all fallible, and that to survive we must tend to ourselves and the planet we call home. We had to ask ourselves some important and challenging questions. Though we work in the sustainability space, helping guide companies to make more ecosystem-sound product formulation choices, *were we ourselves sustainable*, as an organization, from the inside out?



On close inspection we determined that not everything that had worked in our first six years would continue to serve us well in the future. We reviewed our practices, repairing some while replacing others. With introspection and leadership, we dug deep into our foundation and did the difficult but necessary internal work. We also had to remain nimble - reacting, adapting and rebuilding for the future in order to position our organization to have even *greater* impact going forward. For example, we retooled our submission process and engaged an external data team to rebuild our database, allowing us to evolve how we work with companies and dramatically expand our capacity to serve.

From a growth-oriented perspective, we expanded the size of both our organization and our community, adding passionate and talented new advisors, collaborators, and internal team members. We also built capacity and infrastructure for a beta program, Transformation Partners, which is separate from MADE SAFE®, but similarly leverages the in-depth Ecosystem Approach pioneered by our parent organization, Nontoxic Certified (NTC). This new program enables us to collaboratively partner with companies, offering them a roadmap to implement changes over time, and to pursue stretch goals around next-gen product formulation in a systematic and scientific way. This strategic approach allows for reflection upon top priorities, and gives companies another tool for measuring and reporting progress toward greater sustainability in a health-challenged and climate-chaotic world.



Throughout this past year we also continued increasing our volume of work. To date, we have worked with 178 companies around the world. We were proud to put forth more original advocacy and education initiatives than in any year previously. Our 5th annual *Raise the Green Bar* event was headlined by Bill McKibben who urged listeners to take action, saying, "It is time to 'raise the green bar' and raise it significantly!" He knows better than most the imperative we are facing to address and mitigate climate-chaos. In this spirit, it is my personal pride and belief that MADE SAFE and NTC are uniquely positioned to offer impactful solutions for consumer product safety and sustainability, thereby contributing to a regenerative future for all.

In each conversation I have with a trusted scientist, expert, or advisor, I am thanked for the work we do. It is humbling. We also hear frequently from mission-driven companies, informed researchers, and conscious consumers who remind us that "MADE SAFE is the only seal that doesn't compromise." As always, we will be unyielding in our efforts to be the change that is needed. What we do matters.

What also matters is the work of each and every company with which we partner. In their own unique ways, and through their brave and trailblazing commitment to formulation integrity and improvement, they are moving the needle on ecosystem safety and sustainability. A downstream effect of these pioneering efforts is that consumers feel a growing sense of comfort around purchasing, trusting that our thorough screening process of products coming through the MADE SAFE and NTC pipeline are safer for use on their bodies, with their families, and in their homes.

Looking ahead, having done all of this foundational work on our organization - all while maintaining our position of excellence in the marketplace - we are poised and ready for a year of continued impact and expansion. As always, my goal is for more people, partners, and companies to know about, and take advantage of, the important work we do. Please join me in this effort. Donate. Get social with us. Buy, gift, and share about MADE SAFE Certified products. Support the economy of change you want to bring about.

Together, let's tell 2022, it's "game on!"

With gratitude and well wishes,

Amy Ziff

# MADE SAFE<sup>®</sup> at work 2021



**27.48%**

GROWTH OF  
DIRECT COMMUNITY REACH



**6,444**

NEW ELEMENTS  
SCREENED



**6 YEARS**

CERTIFYING PRODUCTS MADE  
WITH SAFE INGREDIENTS



**178**

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



**2,860**

CERTIFIED  
PRODUCTS



**LAUNCHED**

PET  
CATEGORY

**CLIMATE  
PLEDGE  
FRIENDLY**



**MADE SAFE CERTIFIED PRODUCTS  
FEATURED ON AMAZON**

Amazon's Climate Pledge Friendly program will promote hundreds of MADE SAFE<sup>®</sup> Certified products for more sustainable shopping. [LEARN MORE.](#)



# EDUCATION & ADVOCACY

## 44 PIECES PUBLISHED 2 GUIDES PUBLISHED

Blogs, Fact Sheets, Mini Reports, Chemical Call Outs, and Product Profiles (click on graphics to read!)

<p><b>MADE SAFE TIPS</b> for your Safer Bug Repellent Search</p> <p>MADE SAFE</p>	<p><b>Toxic Chemicals in Body Wash</b></p> <ul style="list-style-type: none"> <li>Contaminants</li> <li>Undisclosed fragrance</li> <li>Toxic preservatives</li> <li>Harmful surfactants</li> </ul> <p>MADE SAFE</p>	<p><b>MADE SAFE TIPS</b> for a Low-Tox Picnic</p> <p>MADE SAFE</p>	<p><b>CLEAN SWEEP</b> 8 Creative Spring Cleaning Tips from the MADE SAFE Team</p> <p>MADE SAFE</p>	<p><b>Endocrine-Disrupting Chemicals IN THE HOME</b></p> <p>MADE SAFE</p>	<p><b>NONTOXIC INTIMACY</b> Ingredients of Concern in Sexual Health Products</p> <p>MADE SAFE</p>
<p><b>Toxic Chemicals in Pet Beds</b></p> <ul style="list-style-type: none"> <li>Flame Retardants</li> <li>Per- and polyfluoroalkyl substances (PFAS)</li> <li>Volatile Organic Compounds (VOCs)</li> </ul> <p>MADE SAFE</p>	<p><b>COUNT D'WN</b></p> <p>"At this rate, it's hard to know what the future will look like, unless we take conscious and considered steps to protect ourselves and curb the chemicals that are infiltrating our daily lives."</p> <p>— SHANNA H. SWAN, PH.D. AUTHOR OF COUNT D'WN</p> <p>MADE SAFE</p>	<p><b>Toxic Chemicals in Hand Sanitizer</b></p> <ul style="list-style-type: none"> <li>Artificial Dyes</li> <li>Parabens</li> <li>Undisclosed fragrance</li> <li>Polyethylene glycol compounds (PEGs)</li> </ul> <p>MADE SAFE</p>	<p><b>THE LAWN DILEMMA</b> Tips for Nontoxic Lawn &amp; Garden Care</p> <p>MADE SAFE</p>	<p><b>MADE SAFE TIPS</b> for your Safer Sunscreen Search</p> <p>MADE SAFE</p>	<p><b>New Study Finds Toxic PFAS in Makeup</b> PER- AND POLYFLUOROALKYL SUBSTANCES</p> <p>MADE SAFE</p>
<p><b>Diet for a Small Planet – MORE RELEVANT THAN EVER</b></p> <p>MADE SAFE</p>	<p><b>Toxic Chemicals in Fabric &amp; Textiles</b></p> <ul style="list-style-type: none"> <li>Pesticide residues</li> <li>PFAS</li> <li>Synthetic fibers</li> </ul> <p>MADE SAFE</p>	<p><b>6 MADE SAFE TIPS</b> for Plastic-Free Living</p> <p>MADE SAFE</p>	<p><b>Apparel + Laundry AND THE PLASTIC POLLUTION PROBLEM</b></p> <p>MADE SAFE</p>	<p><b>Tips for a Nontoxic Holiday Season</b></p> <p>MADE SAFE</p>	<p><b>A Greener Easter</b></p> <p>MADE SAFE</p>

### Supporting the Diligence & Dedication of Companies Offering **MADE SAFE** Certified Products

<p><b>MADE SAFE'S 2021 Holiday Gift Guide</b></p> <p>MADE SAFE</p>	<p><b>Announcing Certified</b> MADE SAFE</p> <p>NECK LOTION NO. 9 from <b>muses</b></p> <p>MADE SAFE</p>	<p><b>10 THINGS</b> We're Loving This Valentine's Day</p> <p>MADE SAFE</p>
<p><b>Special Mother's Day Discounts &amp; Deals</b></p> <p>MADE SAFE</p>	<p><b>Announcing Certified</b> MADE SAFE</p> <p>BIOME FOCUS SKINCARE from <b>symbiome</b></p> <p>MADE SAFE</p>	<p><b>5 MADE SAFE GIFTS</b> for Father's Day</p> <p>MADE SAFE</p>
<p><b>Announcing Certified</b> MADE SAFE</p> <p>LEAF PEOPLE CALMING &amp; HYDRATING MISTS from <b>LEAF PEOPLE</b></p> <p>MADE SAFE</p>	<p><b>Celebrating &amp; Honoring Earth's Gifts</b></p> <p>MADE SAFE</p>	

### MADE SAFE Guides for Safer Options

<p><b>A MADE SAFE® Guide for Safer Options</b></p> <p>an approachable guide to <i>Sustainable Fashion</i></p> <p>MADE SAFE</p>	<p><b>A MADE SAFE® Guide for Safer Options</b></p> <p><b>Endocrine-Disrupting Chemicals IN THE HOME</b></p> <p>MADE SAFE   OCTOBER 2021</p>
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# 2021 HIGHLIGHTS

## AMY SPEAKS AT TEDxBERKSHIRES



### Exposed: How Chemicals in Products Impact Our Health

Did you know that one quarter of all deaths worldwide could be prevented if we mitigated environmental exposures? Learn more about how exposures to endocrine-disrupting and other toxic chemicals in our everyday lives rob us of our health and wellbeing. [READ MORE](#)

### LAUNCHED RED LIST EVALUATION FOR B CORP MEMBERS



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

We planted 200 trees in National Forests across the country to help our natural ecosystem in honor of the companies we work with, our partners, and our advisors.

*This supports better air, water and soil for humans and animals, which is what our work is all about.*



**We planted 200 trees...**

# MEDIA MENTIONS

AS SEEN IN



FOUNDER OF TRUE BOTANICALS,  
HILLARY PETERSON:

Peterson points to the MADE SAFE seal as a serious differentiator in an increasingly crowded market, one that pushes the brand to innovate and develop ever more effective formulas."

— GQ | SEPTEMBER 2021



TRUE BOTANICALS



## MAKE CHOOSING PRODUCTS A NO-BRAINER

When buying nontoxic cleaners, it's hard to weed through all the info to determine what's legit. Make life easier by picking a brand with the Made Safe (madesafe.org) seal. This certification ensures that all ingredients in the product are safe and healthy.



### WATCH OUR SUMMIT ONLINE!

The fifth annual Sustainability Summit, presented by GH, MADE SAFE and Hass, brought together renowned eco experts including environmentalist, author and journalist Bill McKibben and Hass Director of Design Sonica Singh for a day of lively panel discussions with GH scientists and editors about ways we can protect the environment.

Topics included:

- The beauty industry's efforts to reduce excess packaging and enhance transparency and fair labor in manufacturing
- Sustainability in fashion, such as the push to prioritize purchasing used apparel



BIDEN ADMINISTRATION CORONAVIRUS RECODE THE GOODS FUTURE PERFECT MORE ▾

Give



## The wellness industry is coming for your mattress

Are mattresses toxic? And does that matter?

By Alden Wicker | Feb 24, 2021, 10:10am EST

"I'm particularly passionate about bedding," says Amy Ziff, founder and executive director of **Made Safe**, a nonprofit that certifies consumer products it deems safe for humans and the environment. "When you sleep, that is the time when your body is detoxing. And it's doing important repair and rejuvenation work. It's really important, if people are going to make an effort to clean up their living space, to pay attention to what they're sleeping on."

# SPECIAL THANKS

to these foundations, corporations and individuals

## BENEFACTORS

Susan & David Rockefeller  
Klausner Family Foundation  
American Endowment Foundation  
Sheppard Mullin

## PATRONS

Mr. & Mrs. Blair Peterson  
Rachel Ash  
Heather White Strategies  
The Blackbaud Giving Fund  
BakerHostetler

## MADE SAFE COMPANY SUPPORTERS

AH! YES  
Annmarie Skin Care  
Anumati Skincare  
Avocado Green Mattress  
Babo Botanicals  
Betterair  
Branch Basics  
Brentwood Home  
Buhbli Organics  
Caboo  
Caldera + Lab  
Clary Collection  
Coyuchi  
Curata Beauty  
Dlrvine Tandav  
EllaOla  
Evereden

Feminilove  
Fontana Candle Company  
Freegirl  
Good Clean Love  
Goodkind Co  
Happy  
Hass  
healthynest  
Kaelen Harwell  
Kate McLeod  
Kosmatology  
LEAF PEOPLE  
LOLI Beauty  
Lullaby Earth  
Lumineux Oral Essentials  
Meliora Cleaning Products  
Muses

Natracare  
Naturepedic Mattress  
Nuele  
Oilogic  
Organyc  
Pleni Naturals  
Pura Stainless  
Pure Natural Cleaners  
Radico  
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Soapply  
Soapwalla  
S.W. Basics  
Symbiome  
True Botanicals  
Verity  
Wellements

## SPECIAL THANKS TO OUR ADVISORS