

NTC / MADE SAFE®

2022 Impact Report



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2022 Message from Founder Amy Ziff

February 2023

2022 was a year of metamorphosis as we renewed our mission with a new look and updated language to best articulate who we are and the work we do. You can see these efforts showcased on our beautiful new website at madesafe.org.

During this mammoth undertaking, we realized that most people didn't fully comprehend the depth of our work at MADE SAFE. It is so much more than a certification program - it's a philosophy of change in practice. Our new site more effectively communicates our [vision as an organization](#), and showcases our unique and uncompromising [Ecosystem Approach to substance screening](#) - the driving force behind our role in creating systemic change in product development and manufacturing.



While best known for our consumer-facing work screening products for certification, MADE SAFE is just one of several programs available through our parent organization, [Nontoxic Certified](#). Our sister-program, [Transformation Partners](#), also employs the Ecosystem Approach to drive change throughout the substance selection and manufacturing processes, working behind-the-scenes during the research and development phase. Together, under the same organizational umbrella, we drive marketplace change to eliminate the use of harmful chemicals. This unique balance of program methodology allows us to work with any consumer product company, in any arena, to help create long-lasting sustainable change to the products they sell and manufacture.

We know the current system of product development is broken, with its narrow focus on performance and shelf-life. It relies on an outdated 'chemicals first, consequences second' mentality. As an alternative, we offer a new paradigm for next-gen product formulation, which prizes ingredient integrity alongside pollution prohibition. **Our demand for complete transparency, and the rigorous Ecosystem Approach to screening substances, is not just extremely difficult, it's disruptive.**

At MADE SAFE, our job is to certify that the products you use on your body, with your family, and in your home are *Made With Safe Ingredients™*. It's also our belief that product performance cannot come at the expense of human health or ecosystem viability. Therefore, our operational framework supports a regenerative future where a clean supply chain and inputs combine to create a sustainable market-driven economy.





We often hear from people that our process sounds like common sense. Surely, ensuring product safety prior to development and distribution must be common practice in America? Sadly, no. While it may seem obvious to inspect substances for potential harms before market use, that's not a stringent requirement in the U.S. Rather, companies are essentially allowed to self-determine/report whether there is any harmful impact from their decisions around chemical use. We could get lost in complaining about the unfair and unjust system that forces consumers to be both guinea pigs and watchdogs, but **we choose instead to roll up our sleeves and get to the important work alongside companies willing to do the same.**

Overall, our work is guided by the vision of a world where consumer products promote healthy bodies, homes, air, water, and soil, while prioritizing all forms of life - both humans and the ecosystem. We are spearheading a movement predicated on the belief that the path to a sustainable future for humanity requires products that are *Made With Safe Ingredients™*, and that the marketplace can be used to drive systemic change.

We view the results of our work at MADE SAFE as an embodiment of the concept that as humans individually we are but one small drop, yet together we are an ocean. We recognize that creating systemic change can seem impossibly bold and feel incredibly daunting - the task is too large and far bigger than any one of us alone can manage. However, seemingly small acts are often the foundation for large-scale transformation.

Consumers can harness their collective purchasing power to support [companies](#) making a difference by purchasing MADE SAFE® Certified [products](#). Voting with your dollars by purchasing products made without harmful and polluting chemicals sends an important message to the marketplace, to Wall Street, and to the wider investment community about what is wanted in commerce. Such intentional purchasing decisions begin to shut off the spigot of ongoing contamination, thereby creating incremental shifts that will ultimately help transform the world.

In this year's report we're showcasing examples of how companies are working with us to uplevel their products in meaningful ways. One section highlights two examples of companies reviewing and reformulating through their Transformation Partners work with NTC. Another section offers a detailed explanation of our 4-pronged strategy to accomplish big change.

Please read on for more about how we are making a big difference in the world and in your homes. This is how we show up every day. It is powerful work, and we are proud to do it. But it takes money to do this work and **we need your gifts, donations, and support to continue.**

Join us. Buy MADE SAFE® Certified products. [Donate today for a sustainable future.](#)

In gratitude,

Amy Ziff





2022 Real Change

To demonstrate how our work affects real world transformation, we show what is possible through our 4-pronged approach to change, which pushes radical transparency, advocates for change, and educates consumers so that we can ultimately achieve better and meaningful regulatory legislation.

The breakdown of our 4-pronged approach to change:

1. Demonstrate that production is possible: We demonstrate that you can indeed make products without harmful chemicals at scale. We do this by supporting, promoting and pointing to the companies that are thriving by doing so. We do this with broad categories of chemicals across the market targeting things such as PFAS (as a category), microplastics, genetically modified organisms, synthetic biology, and more. By promoting the companies working in this capacity we are able to sow the seeds of the future and support a pollution-free economy. With a few thousand products certified, it's not how can products adhere to the Ecosystem Approach, but when and why not?

2. Force radical transparency: By looking deeply into the supply chain and requiring that brands working with us provide 100% transparency of 100% of what is in their products—which is done under NDA—we look into the supply chain, require trade-secret sharing, details on manufacturing and full accountability for 100% of all ingredients and inputs. This not only shows us what is done to things, how products may otherwise get contaminated or polluted, but it teaches the supply chain that traceability and accountability are expected today. While packaging will never be able to provide that level of detail because it is massively complex, it is imperative that it is done. We understand that labels can lie, even unintentionally. Hence, we serve as watchdog and guard dog for the companies we work with. But we don't stop there: We also require companies that certify to be fully transparent with consumers – an important part in changing the status quo. This also helps support the push for full-disclosure legislation as we can demonstrate that radical transparency is possible right now, as of this moment, and we can name products that prove it.

3. Advocate & educate consumers & companies: We conduct advocacy and education work to alert consumers of concerns and simultaneously empower them to shift their behaviors moving away from such chemicals and companies making harmful products. This is how we are driving the shift to eliminate harmful chemicals from the marketplace. It takes consumer knowledge and awareness to create the cultural shifts required to make the change. In this way we are building the pipeline of demand for the change, and developing consumers who are informed and can speak out and demand change from their legislators. See our [Banned & Restricted List](#) of ingredients, [Chemical Callouts](#), [Product Profiles](#), and [report and guides](#), which all focus on these harms.

One example of this is our work on the 'forever chemicals' known as the per- and poly-fluorinated chemistries of the category of PFAS. Since our inception, we have been educating on PFAS with some very basic awareness in our [guides](#) and [blogs](#). We have called out the presence of PFAS in [period products](#), [outdoor wear](#), [cosmetics](#), and more. This research has proliferated and we have seen a wave of recent scientific studies pointing out the pervasive nature of these chemicals; unintentionally-added PFAS is now found in water, air, fish, and soil at locations across the nation and around the globe.



At MADE SAFE we don't allow any intentionally added PFAS ingredients – demonstrating that making products without them is possible. By doing so, we are paving the way for more bans and ultimately deep legislative action.

4. Support and push legislative action: Through selective partnerships, we develop strategies for legislative action annually. As ingredient integrity experts we are powerful advocates when meeting with officials. We support our partners at Clean+Healthy in New York, Moms Clean Air Force and the Environmental Defense Fund making legislative demands in DC and educating members of Congress and Hill staffers. Breast Cancer Prevention Partners and their Campaign for Safe Cosmetics are moving the needle in California and beyond for cleaner beauty and personal care standards, and with our partners at Toxic-Free Future we support PFAS legislation, retailer policing and more.

This year we worked on a PVA awareness campaign. Polyvinyl Alcohol (PVA) is being touted as a green solution by the EPA and others in the form of detergent pods and laundry sheets. The truth is, these products are creating a massive amount of microplastic pollution that lands directly in our waterways with the ability to collect other harmful chemicals along the way and then migrate up through the food chain. The impact is measurable and alarming at over 8,000 tons of PVA entering our waterways annually, from detergent pods.

We are working to end this erroneous 'solution' so that pioneers can find truly better, next generation products that aren't harmful to people, aquatic life, or the environment at large.

To support this effort, we teamed up with innovative brand **Blueland**, along with other NGOs, to petition the EPA to regulate PVA microplastics. With over 20,000 signatures in a matter of days we got their attention and have asked for a remedy immediately.

As the PFAS and PVA examples demonstrate, with this 4-pronged strategy we can see how companies get pollutants out of products, empowering people to buy better. They inspire and push their corporate peers, supporting the trend in favor of health. They both advocate for and lay the groundwork for legislation to make long-lasting change – all while ensuring the next set of products are better, safer, and non-polluting.

Why Petition the EPA?

The EPA reviews and regulates the manufacturing and use of certain chemicals to ensure they are safe for people and the planet. If we want to keep PVA out of our water, it's up to the EPA to regulate the manufacturing and use of it.

[SIGN THE PETITION >](#)

Co-Signed With:



2022 Highlights

Transformation Partners: Formulating Better Products

This groundbreaking program offers a new paradigm for how consumer product companies approach and combine their product development and ESG goals. Our team guides companies through the formulation process to achieve results that are ecosystem-sound. The two examples below illustrate how companies are working with us to change from within:



Case Study: Skin Care - Sunscreen

The Transformation Partners program can be a kind of ‘trail guide’ for products on the path to MADE SAFE Certification. For example, we worked in tandem with a skincare company throughout the formulation and development process during a complex sunscreen product creation. Using our knowledge of common roadblocks companies face when formulating a sunscreen, problematic ingredients, and unfriendly inputs for the ecosystem, we advised the company on where to start. We also provided a sourcing roadmap, helped them avoid common pitfalls, and prevented them from falling prey to the “do it how everyone else does it” mentality that most manufacturers push on changemakers.

This ensured that the company would select compliant UV blockers, and source materials that were ecosystem-sound, from the get-go. Our team worked iteratively to identify and coordinate testing on a UV blocker option that fulfilled both MADE SAFE Certification specifications as well as the company’s own efficacy mandates. After the UV blocker was selected and approved, we worked gradually through the remaining base formulation to ensure ingredient compliance. The end result was a game-changing, first-of-its-kind product that was also ecosystem-sound, and therefore MADE SAFE eligible.

Case Study: Cosmetics - Lip Plumper

Transformation Partners offers a paradigm for product formulation improvement, regardless of whether companies choose MADE SAFE Certification as their end goal. As a baseline, we offer a path to align improved ingredient selection with a company’s own mission and goals. In the case of the lip plumping formulation, the company used the Ecosystem Screening approach criteria to drive overall improvement of their formulation. They iterated during the R&D process until they were able to find ingredients that matched their mission of delivering on both performance and human health metrics.

Using our data-driven insights, we classified ingredients as high, medium, and low priorities for removal or swap. Working behind-the-scenes, this provided the company with a roadmap for incremental improvement of their product formulation. We worked alongside the company as they sought to remove and/or swap each ingredient identified for improvement, offering screening alternatives as well as providing sourcing recommendations. The final result was a product that reflected the company’s mission and goals, and was also considerably more protective of the ecosystem than any other competitive product in the category.



2022 Highlights

MADE SAFE Establishes SustainChain Hub for Engaging and Educating Our Network

Teaming up to push the United Nations' Sustainable Development Goals, we are making use of this new platform that enables us to host virtual conversations around ingredient integrity, as well as share related news and resources.

Inspired by Jeffrey Sachs (Earth Institute) and Deputy UN Secretary General Amina Mohammed, [SustainChain](#) provides a network for like-minded companies that are working with us so that we can all more easily connect and collaborate.



200+ Companies have collaborated with MADE SAFE on special projects, events, or ingredient work.

3,225 MADE SAFE Certified products.

4,411 New elements screened.

We Planted SeaTrees

MADE SAFE planted SeaTrees to help support ocean reforestation, in honor of the companies, partners, and advisors we work with.

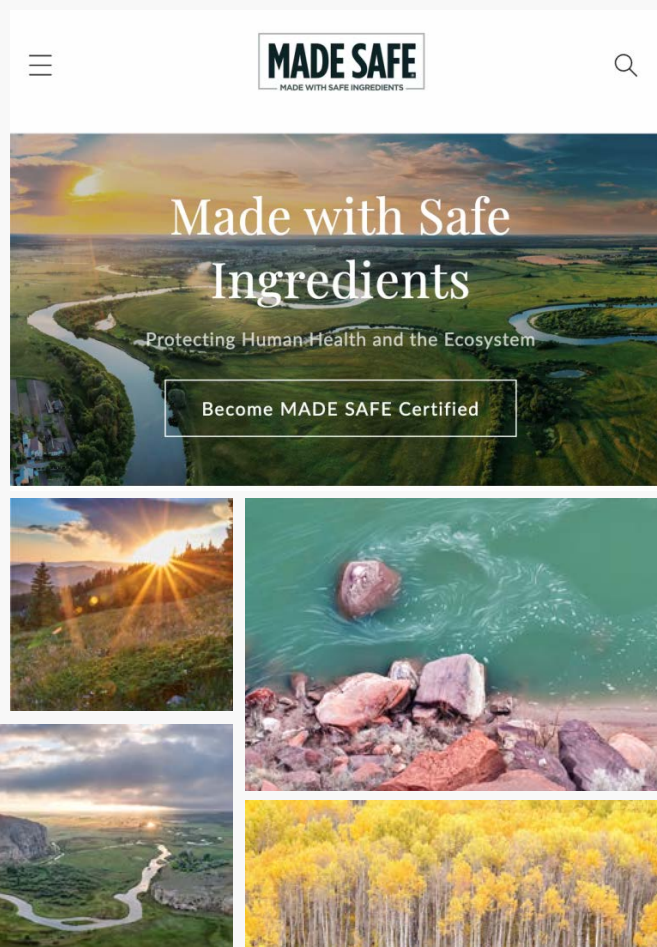
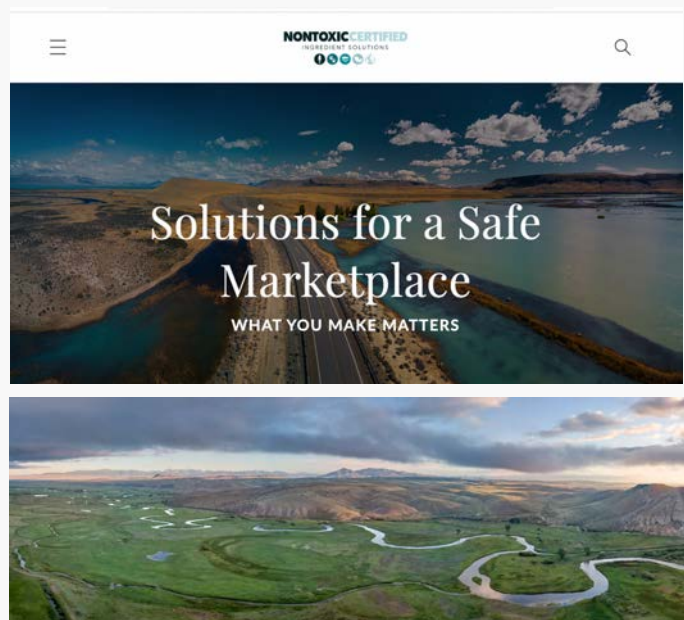




2022 Highlights

MADE SAFE & NTC Launch New Websites

The new website provides an elevated platform for showcasing certified products and furthering our mission.



Element360 Database (Beta Version) Delivered

After nearly two years of work, NTC's pilot data warehouse has arrived. The pioneering [Element360 database](#) collects and stores information on thousands of unique substances and is the heart of our Ecosystem Approach screening data.



While more work is required to bring this robust data set to scale, the existing beta version already has incredible power to assist in product development and create screening efficiencies.



2022 Highlights

MADE SAFE's *Bedroom of the Future* Featured at UN's Climate Week Marketplace

As a part of Climate Week and the UN General Assembly meetings held in New York City in September, MADE SAFE was invited to help envision a better living space. The result was a “MADE SAFE Bedroom of the Future” exhibit

which showcased MADE SAFE Certified products paving the way to a future where ecosystem-sound consumer goods support indoor air quality.



MADE SAFE Is Proud to Be an Environmental Partner with the 1% for the Planet Network

Please consider selecting MADE SAFE as the nonprofit recipient of your [1% for the Planet](#) donation. Your gift assists us in the pursuit of identifying and developing better ingredients that protect the health of people and the planet.



“This is not philanthropy. This should be a cost of doing business. It’s paying rent for our use of the planet.”

- YVON CHOUINARD, FOUNDER OF PATAGONIA AND 1% FOR THE PLANET



2022 Media Mentions

Action Network PVA Petition: Stop Plastic Laundry Pods & Sheets from Contaminating Our Water

November 2022

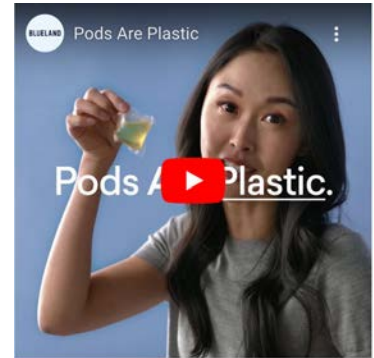
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We joined Blueland, Plastic Pollution Coalition and other leading nonprofit organizations to petition the EPA on PVA. [Check out this video](#) (you may notice a familiar face).



Companies might find microplastics cheap, but the environment is paying the price

April 29 – Marketplace /
Minnesota Public Radio



Amy Ziff, the founder of MADE SAFE, a nonprofit that certifies products without known toxic chemicals, said we need to be asking how these microplastics are getting into our bodies...

Top 9 Mattress Certifications: What They Mean + Why They're Important

October 31 – Mind Body Green



BEST FOR PROTECTING HUMAN HEALTH AND THE ECOSYSTEM: MADE SAFE

This certification means that the mattress has been screened to ensure that over 6,500 banned/restricted substances have been avoided or constrained, thereby eliminating the worst hazards commonly found in products used in our homes and daily routines. Certification requires manufacturing transparency and detailed disclosure of substances and specifications.

In [Lindsay] Dahl's opinion, this is one of the most impressive certifications since it ensures a mattress is completely free of toxic chemicals and treatments.”



2022 Expressing Our Gratitude: Donors



Our deep and sincere gratitude to the generous donors, philanthropists, foundations and organizations who support our game-changing programs. These funders make it possible for us to continue our mission of revolutionizing how consumer products are made, and thereby eliminating the use of harmful chemicals from the marketplace to ensure a safe and sustainable future for all.

- Kim Larson & Gary Knell
- Rachel Paletsky
- Mr. & Mrs. Blair Peterson
- Susan & David Rockefeller
- Heather White Strategies
- 1% for the Planet
- American Endowment Foundation
- As You Sow Foundation
- BakerHostetler
- The Blackbaud Giving Fund
- The Further Foundation
- Klausner Family Foundation
- New York State Pollution Prevention Institute
- Nike Foundation
- RIT (Rochester Institute of Technology)
- Schwab Charitable Foundation
- Sheppard Mullin

A special thanks to [Jon Mullen](#), the talented photographer whose imagery brings our website to life and highlights MADE SAFE's unique focus on ecosystem soundness.





2022 Companies Working for Change

Below are participating *companies with MADE SAFE Certified products*. We work with companies across the spectrum, from Fortune 500s to small innovative brands that are raising the bar on sustainability. We are proud of the important work these companies are doing to grow the demand for ecosystem-sound products, improve human health and that of the planet. Each one is a part of deep and long-lasting systems change.





2022 Experts Advising for Change

Thank you to our *Advisors* for their continued support of and participation in this important work.

Science Advisors



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Mike Schade



Leah Segedie



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Heather White