

Protecting Human Health + the Ecosystem

NTC / MADE SAFE®

2023 Impact Report



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



2023 Message from Founder Amy Ziff

APRIL 2024

While this year was one of the most challenging our organization has experienced in over eight years in the marketplace, with unexpected changes in the political, financial, and social realms, I am exceedingly proud to announce that we closed 2023 as our best ever!

We surpassed our goals and made it through numerous milestones and achievements. We even launched our biggest and most impactful partnership yet – our ecosystem work is being published by the renowned American nonprofit consumer organization Consumer Reports [CR]!

This work further cements the importance and respect of the specialty MADE SAFE has developed in chemicals and contaminants work. Our ingredient and research expertise is now being shared with more than six million buyers who rely on Consumer Reports' scientific analysis and product purchasing guidance. Within this partnership we can fulfill our mission to change how products are made for a safe and sustainable future. We do this by sharing important information on ingredients, by insisting companies do better, and by highlighting the very best in class.

The first article featured by Consumer Reports was written by MADE SAFE's Director of Science & Research, Sydney Cook. The piece focuses on **baby wipes**, highlighting ingredient analysis and chemical testing and identifying worrisome ingredients. Pointing out that "disposable" wipes should not be made from plastic, there is also a **joint social impact action** by CR and MADE SAFE calling on the end of plastic materials in disposable wipes. Look for even more work like this in 2024!

After a long break, we gathered in person at the Hearst Tower in New York City for another annual **Raise the Green Bar** Summit co-hosted with *Good Housekeeping* to talk about sustainability. It was wonderful to move beyond video again this year and speak to so many people in person after several years of online events.

At MADE SAFE our work is about demonstrating that a better, kinder, healthier future **is possible**. It is important to call this out. Some people ask why there aren't **more** MADE SAFE Certified products, which is not the point of our work. The point is that if some companies can do it, more companies can do it. We are showcasing the very best possible products made without harmful chemicals: Consumer goods doing no harm to humans, eliminating endocrine-disruptive chemicals, and reducing the use of substances that pollute our air, water and soil.

(cont. on page 3)



2023

Message from Founder Amy Ziff (*cont.*)



It is tremendous that there are products already meeting this incredibly rigorous standard. While we need all products to be made this way one day, for now, we are proving what is possible, and demonstrating a path to success with the thousands of products currently bearing our seal and being used in daily life, across the U.S. and around the globe.

What we are doing, behind the scenes, is working with next generation companies to forge a better future. We support green chemistry, push for better manufacturing processes, and promote the use of the highest integrity ingredients in product formulation. Essentially, we work much like an incubator, proving that sustainable product manufacturing and nontoxic products are achievable.

When I glimpse into the future, I see a world where products are created with the future in mind, where pollution is accounted for ahead of time, where nothing is wasted, everything has purpose, where nature is nurtured and humans are compassionate for one another and all life on this planet.

MADE SAFE is proving that it's possible to manufacture nontoxic products. We provide guidance and resources for both companies and consumers on the path to safer products. We have moved beyond dreaming of that world - **we are creating it.**

If you are reading this Impact Report and haven't made a donation recently, please **support our work.** Help us build a healthier world.

We are grateful you are part of our community.

Amy Ziff



We work much like
an incubator,
proving that
sustainable product
manufacturing and
nontoxic products
are achievable.





2023 Partnership with Consumer Reports

In 2023 we forged an exciting new partnership with **Consumer Reports** (CR) highlighting our proprietary Ecosystem Approach to screening substances. The respected journal is sharing our groundbreaking chemicals and contaminants work with their 6+ million members. This partnership positions MADE SAFE founder Amy Ziff as an industry expert, providing our nonprofit with a new and relevant way to inform American consumers and build national awareness of our work.

Read some of MADE SAFE's articles and expertise in Consumer Reports highlighting **baby wipes, diaper creams, nursery tips** and **period products**. The articles combine testing with ingredient analysis and also include product and company recommendations.

Through this partnership we are also able to have greater market impact by calling on companies to make change on behalf of consumers. For example, we coordinated the publication of our baby wipes article with a **joint petition** calling on Amazon, Huggies, Pampers and Seventh Generation for "No more toxins or plastics in baby wipes!" Baby wipes are only used for seconds before they're tossed in the trash, shedding pollution for decades to come. Biodegradable and sustainable wipes are now being formulated, addressing the enormous problem of microplastic pollution. So if other companies can do it, they can too - and MADE SAFE is there to provide guidance to help them transition to safer materials.



How to Choose a Diaper Cream Without Harmful Chemicals

Products that are effective and safe, plus tips on ingredients to avoid



Photo: Getty Images

No more toxins or plastics in baby wipes!

Join CR and Made Safe in calling for safe, biodegradable wipes

[Sign The Petition](#)

How to Create a Healthy Nursery for Your Baby

Tips on choosing products that are less likely to contain potentially harmful chemicals



Photo: Getty Images



2023 Events

Raise the Green Bar Summit | June

The annual **Raise the Green Bar Sustainability Summit**, co-hosted by *Good Housekeeping* and MADE SAFE, shares what consumers need to know about the current state of sustainability, how to spot "greenwashing" to make sure you're actually purchasing sustainable products, and provides tips on how little swaps can help you practice a more sustainable and healthy life.



From left to right, moderator Amy Ziff and panelists Alice Chun, Eli Halliwell and Sarah Paiji Yoo discussing innovation and sustainability.

Documenting Hope: Adventures in Healing | November



Amy Ziff was invited to participate as a headline speaker at **Documenting Hope's** fall conference, "Adventures in Healing." Going beyond diet, she shared numerous ways to reduce the accumulation of toxins and chemicals in our bodies, offering practical solutions for avoiding harmful every day exposures in the home.

The Documenting Hope Project is a children's health and wellness research program created by Epidemic Answers, a 501(c)(3) nonprofit organization in collaboration with a coalition of physicians, parents, scientists, research and health organizations and experts in a cross-section of specialties ranging from bioinformatics to traditional healing.

Plastic Pollution Coalition Dinner | May

MADE SAFE was invited to participate as a product sponsor at this special private event hosted by the Plastic Pollution Coalition.





2023 Highlights

MADE SAFE Ingredient Integrity Product Awards

This year MADE SAFE launched the first-ever annual **Ingredient Integrity Product Award**. Products were judged by a committee of experts on a number of qualities including ingredient sourcing, sustainability, and environmental concerns.



Congratulations to our 2023 winners:

True Botanicals' Renew Chebula Active Serum (gold), Annmarie Skincare's Fruit Ceramide Eye Serum (silver), Ayuna's Cream III (bronze), and Osea's Anti-Aging Sea Serum (bronze).

GOLD WINNER

True Botanicals ~
Renew Chebula
Active Serum



SILVER WINNER

Annmarie Skin Care ~
Fruit Ceramide
Eye Serum



BRONZE WINNERS

Ayuna ~
Cream III



OSEA ~
Anti-Aging Sea Serum



“

Ingredient integrity is what MADE SAFE is all about. In order to change products for a healthy and sustainable future every ingredient must be considered. How was it made? What purpose does it serve? A clean product is made from a clean supply chain with intention and careful selection. This commitment is all part of our philosophy of change that moves the marketplace to better, safer and healthier products.”

”



2023 Highlights

4% Audience growth.

321 Newly Certified MADE SAFE products.

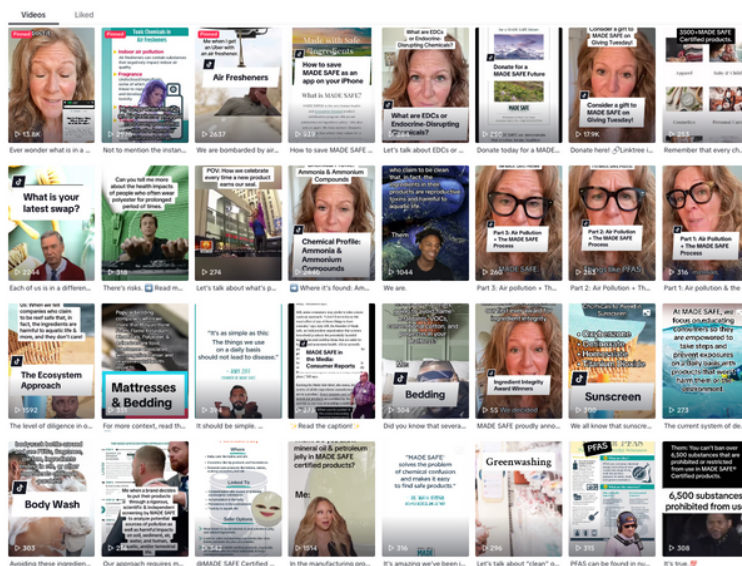
1,773 Elements screened.

3,262 MADE SAFE Certified products in the marketplace.

Have worked with **HUNDREDS** of companies for change.

We joined TikTok!

Watch our video clips featuring healthy living tips from MADE SAFE founder Amy Ziff, toxic ingredients to look out for in the items you use every day, and safe product swaps.





2023 Media Mentions



What "Clean Beauty" Means Now
January 2 – Oprah Daily

The New York Times

Many Personal Care Products Contain Harmful Chemicals. Here's What to Do About It.
February 15 – The New York Times

Best Dish Soaps of 2024
October 12 – U.S. News & World Report



To choose the best dish soaps, we consulted with experts in the industry, including Amy Ziff, the founder of Made Safe, a human health and ecosystem-focused product certification program...”

What Is MADE SAFE Certification and Does It Mean Non-Toxic?
November 18 – TheRoundup.org



The Made Safe label is a valuable tool for consumers looking to make healthier and more sustainable choices. We started by asking whether Made Safe is legit, and I can confidently conclude by saying YES. .”

14 Clean Beauty Certifications & Labels You Can Trust
December 19 – The Conscious Insider

THE CONSCIOUS INSIDER



...From non-toxic certifications to natural labels and ethical practices seals, we have created a guide to help you make informed purchases... This [MADE SAFE] is a very popular clean beauty certification.”



2023 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.





2023 Experts Advising for Change

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

Science Advisors



Birnur Aral, PhD



Michele Burkland, NMD



Terry Collins
PhD, Hon FRSNZ



Anne Marie Fine,
NMD



Jeff Gearhart, MS



Mark Hyman,
MD



Lisa Rodenburg,
PhD



Maya Shetreat,
MD



Laurel Standley,
PhD



Summer Streets,
MS



Shanna Swan,
PhD



John Warner



Sarah Janssen,
MPH, PhD



Deanna Minich,
PhD, FACN, CNS



Pete Myers, PhD



Michelle Perro,
MD, DHM



Gunjan Purohit,
PhD

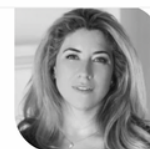


Sharima
Rasanayagam,
PhD

Business Advisors



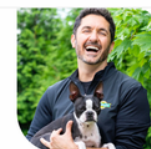
Friday Apaliski



Rachel Paletsky
Ash



Kelly Burton



Robert
Candelino



Gianne Doherty



Jeff Glueck



Karin Johnson



Paige Padgett



Rachael Pontillo



Anne Robertson



Susan
Rockefeller



Mike Schade



Leah Segedie



Heather K. Terry



Frank Van
Gansbeke



Heather White



2023 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.

- 1% for the Planet
- American Endowment Foundation
- Andrea Arria Devoe
- BakerHostetler
- Heather White Strategies
- Howard Ziff
- Jamie & Ethan Berg
- Jon Mullen / EcoStock
- Kim Larson & Gary Knell
- Mr. & Mrs. Blair Peterson
- PayPal Giving Fund
- Rachel Paletsky Ash
- Sheppard Mullin

*We made a year-end donation to the **Billion Oyster Project** on behalf of the companies we work with. Each year we support ecosystem regeneration work being done around the globe: The Billion Oyster project is revitalizing one of the dirtiest water systems in New York.*

