



## **MODULE 2:** **HANDBOOK FOR COMPANIES WITH MADE SAFE CERTIFIED PRODUCTS**

### **SOCIAL MEDIA & COMMUNITY ENGAGEMENT**

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## ACTION ITEMS

Email the following items to [comms@makesafe.org](mailto:comms@makesafe.org):

- ☐ Product launch date (or confirmation of retail locations)
- ☐ Company logo in .eps or .png with transparent background
- ☐ Image(s) of your MADE SAFE certified products, preferably on white or transparent background (apparel images *only* may be modeled by people: we welcome models of all colors, genders, sizes & ages)
- ☐ Image(s) of proposed packaging with MADE SAFE seal for pre-approval
- ☐ Answers to [5-6 questions for MADE SAFE blog post](#) (for certification announcement)
- ☐ A photograph of your founder(s)
- ☐ Send us your MADE SAFE certified product(s) so that we can see/use them. Firsthand experience with your products enables Amy to speak about them in an authoritative and genuine way. She may also bring them to speaking engagements when appropriate.

### MAIL TO:

MADE SAFE – Nontoxic Certified  
145 Palisade Street, Suite 200  
Dobbs Ferry, NY 10522

Complete the following steps and email applicable links to [comms@makesafe.org](mailto:comms@makesafe.org):

[[VISIT WEB PAGE](#) FOR MADE SAFE SEAL USE & LANGUAGE GUIDELINES HANDBOOK MODULE.]

- ☐ Add MADE SAFE approved text and appropriately trademarked (® or ™) **MADE SAFE Seal With Checkmarks** (which contains descriptive text – see seal on right) to your Home, About, Certifications, or other appropriate page, with a link to your company-specific Certified Products List on the MADE SAFE website ([find your link here](#)).
- ☐ Add text or button to your website that reads **“MADE SAFE Certified Products.”** Link to your company-specific Certified Products list on the [MADE SAFE website](#).
- ☐ Place MADE SAFE seal next to certified product/s on your website.
- ☐ Add MADE SAFE seal and approved text to your Certifications page.
- ☐ Sign up for the monthly Company Updates email, informing you of what is happening at MADE SAFE — email [comms@makesafe.org](mailto:comms@makesafe.org)
- ☐ **Subscribe your team members to MADE SAFE customer-facing [newsletter](#)** (featuring newly certified products and educational information):  
<https://www.makesafe.org/subscribe/>



**MODULE 2: SOCIAL MEDIA & COMMUNITY ENGAGEMENT****Leveraging Your Company on Social Media with MADE SAFE**

*We are active on social media, so engage with us & let's leverage your company's presence even more.*

- ☐ Post on social media about your MADE SAFE seal and tag us so we can re-post, re-story, + retweet. We will post and tag you as well, so you can re-post, re-story + retweet if you wish.
- ☐ **Twitter:** Post a tweet mentioning your certified products once a month. Mention @madesafehq so we can retweet.
- ☐ Participate in **Twitter** parties.
- ☐ Engage in giveaways with us - **Instagram** giveaways + larger multi-company giveaway opportunities.
- ☐ **Instagram:** Post on stories or on your timeline, mentioning @madesafehq certified products.
- ☐ Do a MADE SAFE takeover of your **Instagram** feed.
- ☐ Post **Instagram** stories about certified products and tag us to amplify. We'll re-story.
- ☐ **Facebook:** Post once a month, mentioning @MADESAFE, if not more often.
- ☐ Interview Amy Ziff, MADE SAFE founder, over **Facebook Live** or for a blog.
- ☐ **Pinterest:** Create a board for certified products on your Pinterest. We'll repin.
- ☐ Cross-promote MADE SAFE social media highlighting your products.
- ☐ Participate in cross-marketing promotions with other MADE SAFE companies.
- ☐ Host a webinar or participate in a MADE SAFE-hosted webinar.
- ☐ Publish a Q&A with Amy on *your* company's blog (refer to our [Company Launch Announcement Blog post](#) questions for ideas).
- ☐ Publish a blog post on why your MADE SAFE certification matters.
- ☐ Take part in one of quarterly giveaway initiatives.



Share your ideas on other social interactions with [social@madesafe.org](mailto:social@madesafe.org) or ask for assistance with any of the activities you checked above!

## Social Media Tips & Sample Posts for Your Social Media Manager



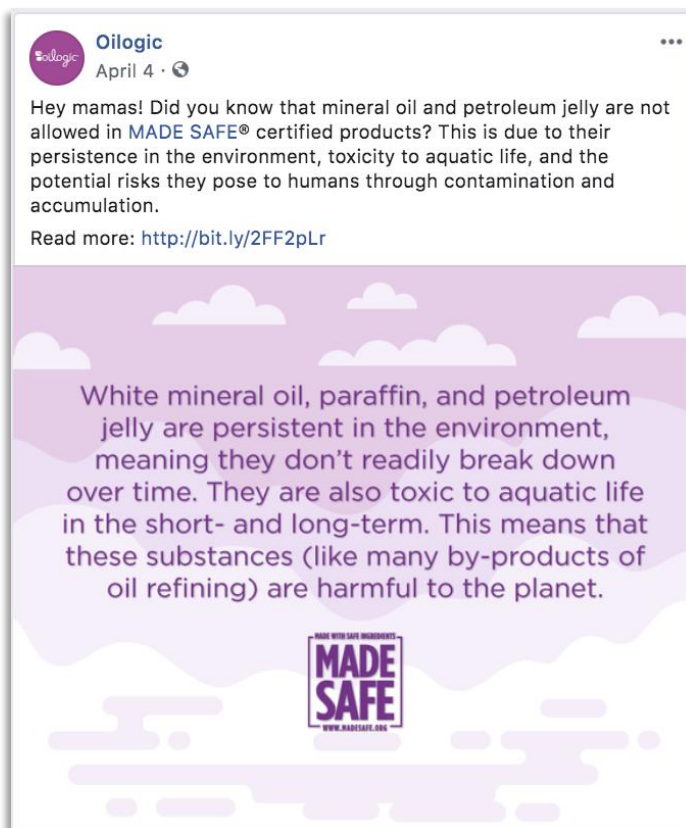
### Facebook: @MADESAFE

**Tips:** Use these posts with photos of certified products, lifestyle product photos, or other marketing photos of your products branded as MADE SAFE.

- Tag @MADESAFE on Facebook so that we can share. Check your mentions on Facebook weekly so you can see our posts about you. From your Facebook page > Notifications > Activity > Mentions.
- Link to the MADE SAFE URL with your certified products, or share our Company Launch Announcement blog post on your certification.
- Use our New Product Announcement links to share your certified products.
- Share our [Chemical Callouts](#) about harmful ingredients you never use in your products.

### Sample Facebook/Instagram/Pinterest Posts: [Include an image/link]

- *Hot off the press: We have @MADESAFE certified products! This is **one of the most rigorous scientific certifications** in the world. We're proud to be part of this game-changing program.*
- *We've been pioneering safer products for years and we're proud to prove it with @MADESAFE certification for our [insert product(s) name(s)], as they uniquely prioritize human and ecosystem health.*
- *If you care about health there's only one certification you need to know: @MADESAFE never compromises when it comes to health. And you shouldn't have to either. Click here [insert link to your MADE SAFE certified products on our website or yours] for our certified products.*
- *We're proud to offer products that have earned the @MADESAFE seal proving our products are made without known carcinogens, reproductive toxins, hormone disruptors, or other toxic chemicals known to harm human and ecosystem health.*



- With the @MADESAFE seal, you can trust that our products are made with safe ingredients for use on your body, with your family, and in your home.
- We're proud to display the @MADESAFE seal on products so shoppers can easily find trusted, safe products that are made without known toxic chemicals.
- Shop @MADESAFE on our website [shortlink to your URL featuring MADE SAFE certified products].
- We're leading the charge for safe and sustainable products in this country: Look for our @MADESAFE certified products!
- You shouldn't need a PhD to easily find healthy products that are made without toxic chemicals. Shop for our @MADESAFE certified products [shortlink to your URL featuring MADE SAFE certified products] to make it easy!
- Frustrated by meaningless claims like clean, green, eco, or natural? We're proud that our products have been certified as @MADESAFE, the seal that actually screens out known toxic chemicals.
- We think you deserve beauty products that don't make any compromises. There's only one way to be sure with @MADESAFE: Proud to be a part of #MadeSafeBeauty.



### Instagram: @MadeSafeHQ

**Tips:** Post photos of your certified products, other lifestyle product photos, or marketing photos of your products branded as MADE SAFE.



- Tag @madesafehq on Instagram so that we can re-gram. Check your mentions so you can re-story/regram/comment/reply to followers discussing your products.
- Add a link in your profile with your certified products or blog posts on certification.

**Hashtags:** #madesafe #madesafecertified #madesafebeauty #madewithsafeingredients [add your company's hashtags, product category hashtags]

### Sample Instagram Posts:

Choose from your favorite Facebook and Twitter posts.



## Pinterest: @MADESAFE

**Tips:** We pin daily, and will pin certified products directly to the blog announcement, the specific product, or article.

- You can pin your products and we will re-pin. Pin blog posts we've written featuring your products. Use your company hashtags, product category hashtags and #madesafe. Re-pin our posts and we will re-pin your posts.
- We will always post using your hashtag and other appropriate #hashtags depending on our post and topic.

### MADE SAFE Certified 2019

6 sections • 161 Pins • 1,991 followers

We work with brands across the spectrum, from Fortune 500 companies to small innovative brands that are raising the bar. We often work behind the scenes with companies, from small ingredient changes to reformulation to screening for certification. What you see in this board are brands with certified MADE SAFE® products. Check back frequently, as we're working with several brands currently that are in the process of certifying products or examining ingredients.



#### MADE SAFE Certified Product...



#### MADE SAFE Certified Product...



#### MADE SAFE Certified Product...



#### MADE SAFE Certified Product...



#### MADE SAFE Certified Product...



#### MADE SAFE Certified Product...



## Twitter: @madesafehq

**Tips:** Use these tweets with photos of your certified products .png of theMADE SAFE seal, or other marketing photos of your certified products branded as MADE SAFE.



- Tag or mention @madesafehq on Twitter so that we can share. Check your mentions on Twitter so you can see our posts, and retweet.
- Twitter is a good place for linking to articles of concern and issues. We do post on Twitter because Google gives SEO preference to Tweets as well. If your company is not as active on Twitter, that's fine. In that case, check your mentions once a week, so you can retweet or post.
- Shortlink to your url with your certified products or blog posts on certification.

**Hashtags:** #MADESAFE #MadeSafeBeauty #MadeWithSafeIngredients [add your company's hashtag]

**Sample Twitter Posts:** [include an image, link + company hashtag]

- *Announcing our new MADE SAFE certified products to help protect your health from toxic chemicals! @madesafehq #madesafe*
- *We're proud to roll out the MADE SAFE seal so that you can easily find products made without known toxic chemicals. @madesafehq #madesafe*
- *We're making healthy shopping easier with our #MADESAFE certified products!*
- *#MADESAFE Certified products for a better world, free of harmful chemicals. @madesafehq*
- *We're leading the way in making safer products by certifying our products MADE SAFE. @madesafehq*
- *We're pioneering the MADE SAFE seal so you can be sure our products are made without known toxic chemicals. @madesafehq*
- *It's time for beauty products that don't compromise your health or our ecosystem. It's time for #MadeSafeBeauty.*
- *You shouldn't need a PhD to find products made without known toxic chemicals. Shop our MADE SAFE products to make it easy! @madesafehq*
- *We trust @madesafehq and now you can too! All the hard work and homework is done for easy nontoxic solutions. Thank you #MADESAFE.*
- *Proud to be certified by @madesafehq one of the most rigorous human health seals on the market. No more toxic chemicals! Are your products #MADESAFE too?*
- *Calling out the chemical [insert chemical name from [Chemical Profiles](#)]. It's one of thousands of chemicals you won't find in @madesafehq products. We're #MADESAFE. Are you?*
- *We're #MADESAFE because we want to show you just how proud we are of our ingredients.*

**Mention or tag  
MADE SAFE Founder  
@amyziff,  
and she will retweet.**

**amy ziff**

@amyziff Follows you

Founder & Executive Director,  
@madesafehq. Ever-seeking products  
made with safe ingredients to detox, so  
my family can live a NoTox life in the real  
world.



## Examples of Social Media Posts

*Retweeting company announcements and media shares, announcing new certified products, and supporting company promotions. Visit our platforms for more ideas!*

<https://www.facebook.com/madesafe> | <https://twitter.com/madesafehq> |

<https://www.pinterest.com/madesafe/> | <https://www.instagram.com/madesafehq/>

MADE SAFE® Retweeted



**Green Child Magazine** @greenchildmag · Apr 2

The new **#MadeSafeBeauty** campaign is for people in search of the very best, healthiest and safest products that have been Made With Safe Ingredients™—and Certified MADE SAFE to prove it. Here's why this is important.

[madesafe.org/clean-washed-i...](https://www.madesafe.org/clean-washed-i...) . @madesafehq

**Cleanwashed**  
is the new  
**Greenwashed**

#MadeSafeBeauty

**Clean-Washed Is the New Green-Washed: Mislead...**

The #MadeSafeBeauty campaign was designed for those in search of the best – cosmetics and personal care products containing MADE SAFE certified ingred...

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



**MADE SAFE**

May 28 at 2:57 PM · 🌐

Pure Natural Cleaners Laundry Detergent is MADE SAFE Certified, fragrance free, and its surfactant is a soap berry-based ingredient called berry saponin concentrate.

The brand is offering a free sample, and all you pay is shipping. Find out more here: <https://purenaturalcleaners.com/.../pure-baby-natural-laundr.../>

100% Natural



Free Sample-Just Pay Shipping and Handling

Perfect for Sensitive Skin

Naturally Softens Clothes

No Dyes or Fragrances

Hypoallergenic

8x Concentrated- Sample Will Wash 16 Loads!

No Harsh Chemicals



**MADE SAFE**

May 30 at 2:26 PM · 🌐

**WHAT ARE YOUR CONCERNS AROUND CHEMICALS IN YOUR DAILY LIFE?**

*freegirl*  
Set Your Skin Free

Freegirl Skin Care

May 7 · 🌐

Like Page

Here's our advice...keep chemicals out of your personal care products. 🌱  
Our products are MADE SAFE certified to help protect your health from toxic chemicals! 🍷

MADE SAFE® Retweeted



**Christopher Gavigan** @Christopher\_Gav · Jun 5

Prima is the FIRST hemp wellness brand to achieve MADE SAFE Certification! [madesafe.org/new-made-safe-...](https://madesafe.org/new-made-safe-...) Thank you @amyziff these uncompromising health standards! #clean #safe #pure #healthful

Announcing Certified

NIGHT MAGIC  
BOTANICAL SKIN TREAT  
from  
**prima**

**New MADE SAFE Certified Botanical Skincare from...**

Prima is a new wellness brand focused on hemp-based cannabinoids and functional botanicals, formed with the belief that self-care is health care.

[madesafe.org](https://madesafe.org)



**MADE SAFE®** @madesafehq · Apr 17

Enter to win our giveaway with @NYROrganic\_US on our instagram photo here: [instagram.com/p/BwTBM2Bn6aG/](https://www.instagram.com/p/BwTBM2Bn6aG/) #giveaway #nealsyardremedies #nyrorganic #madesafe



**NYR Organic US** @NYROrganic\_US

**WILD ROSE BEAUTY BALM GIVEAWAY!**

Since 2017, we have been working with @madesafehq, a non-profit organization which, through a rigorous certification process, certifies products are made with...



madesafehq • Following



madesafehq MADE SAFE has certified 26 shades of Radico's Organic Hair Dye and three of their Sunab Natural Hair Colors. In addition to hair dyes, MADE SAFE has certified eleven of Radico's Organic Powders. These hair treatments offer a variety of benefits to hair to keep dyed (or natural!) locks shiny, and the scalp healthy. 🌿

What we love about Radico is that not only are their dyes made without these harsh chemicals, but their organic hair dyes are made without the use of any synthetic chemicals at all! Instead, the brand uses herbs and plants grown without the use of synthetic fertilizers and pesticides. 🌿



Liked by mommagrondahl and 141 others

FEBRUARY 4

Add a comment...

Post

**DETOX YOUR BED**  
MADE SAFE CERTIFIED

SHOP



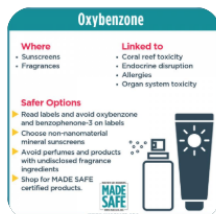
COYUCHI



**MADE SAFE®** @madesafehq · May 16

Learn how to avoid oxybenzone in your sunscreen here:

[madesafe.org/chemicalcallou...](https://www.madesafe.org/chemicalcallout/oxybenzone) #sunblock #sunscreen #madesafe #reefsafe



**Stacy Malkan** @safecosmetics

Wondering how to find safe sunscreen? Avoid this ingredient - via @madesafehq @amyziff



**MADE SAFE**

June 7 at 5:27 AM

Learn more about P-phenylenediamine and why you should avoid it in hair dye: <https://www.madesafe.org/p-phenylenediamine-in-hair-dye-wh-why/> #colorist #madesafe #haircolor

Look for the MADE SAFE Seal: Radico Colour Me Organic USA and Hairprint

## P-phenylenediamine (PPD)

### Where

- Hair dye

### Linked to

- Potential endocrine disruption
- Skin sensitization
- Toxicity to aquatic life

### Safer Options

- ▶ Read labels to avoid p-phenylenediamine
- ▶ Ask your professional colorist to use safer dyes or bring your own to the salon
- ▶ Look for the MADE SAFE seal



[WWW.MADESAFE.ORG](http://WWW.MADESAFE.ORG)



**MADE SAFE**

May 13 at 5:02 AM

Announcing more MADE SAFE Certified skin care and essential oils from Buhbli Organics. Buhbli crafts amazingly simple, but wonderfully versatile organic certified oils and salts that are perfect on their own—or mixed together to suit your DIY needs.

<https://www.madesafe.org/find-products/buhbli-organics/>

Read our Q&A with the brand: [https://www.madesafe.org/new-made-safe-certified-skincare-...](https://www.madesafe.org/new-made-safe-certified-skincare-.../) #Canada #madesafe #buhbliorganics

## Announcing Certified



ORGANIC SKIN CARE & ESSENTIAL OILS

from **buhbli**  
ORGANICS

[WWW.MADESAFE.ORG](http://WWW.MADESAFE.ORG)

If you have ideas for social, reach out to [social@madesafe.org](mailto:social@madesafe.org)



## Marketing, Advertising, Sales & Events

- Make your MADE SAFE seal part of your advertising campaigns.
- Make MADE SAFE part of your cause marketing, as we are a 501(c)(3) nonprofit.
- MADE SAFE is a nonprofit partner with **1% for the Planet** – use us as your donation recipient.
- Make MADE SAFE part of your Corporate Social Responsibility effort by donating a portion of product proceeds to MADE SAFE.
- Write about why your MADE SAFE seal matters in your newsletters & emails.
- Promote your seal as part of digital media marketing.
- Track sales lift, clicks, fan/follower/likes/growth from particular campaigns to help us maximize as well.
- Conduct a MADE SAFE-led training with your sales & marketing team so everyone at your company can understand why this is such an important certification and sales tool.
- Show our seal at trade shows and use it in your conversations with retailers.



## Events

*We do regular events in key markets and are always looking for company collaborators to make these events unique.*

- Host an event at your brick & mortar store: have Amy speak and offer a special purchase donation with % of profits going to MADE SAFE. We'll help invite people!
- Host an online party benefiting MADE SAFE.
- Bring your certified products to one of our house parties, luncheons, or dinners to share with concerned consumers.

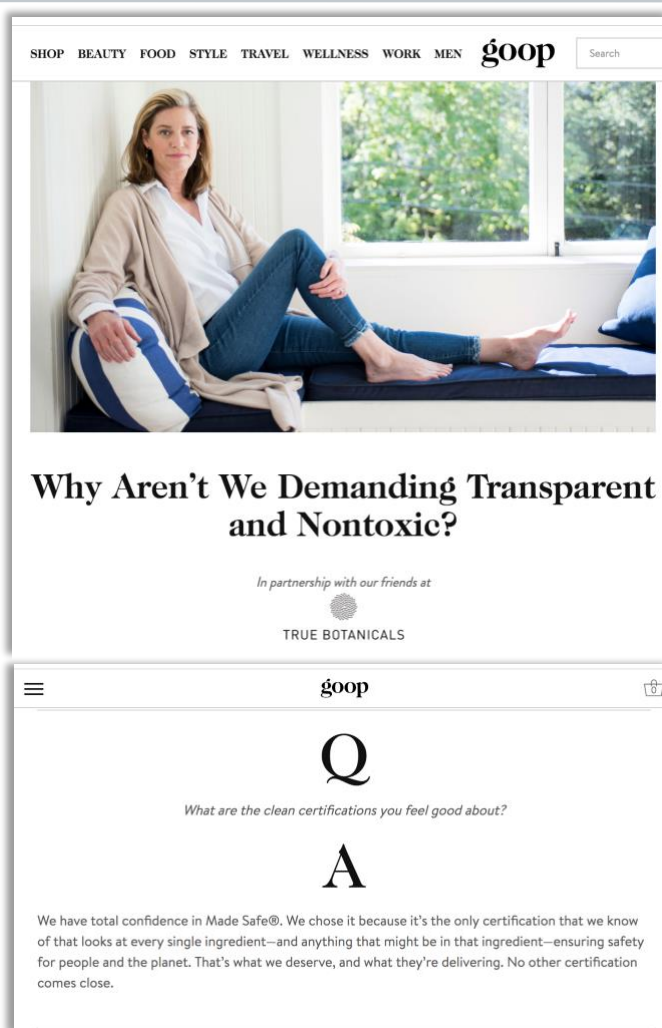
Have another unique idea?

Contact [events@makesafe.org](mailto:events@makesafe.org) and we can discuss it!



## Traditional Media

- Use certification as a PR hook; we will work with you to pitch a story, draft a unique press release, etc.
- Write unique talking points for telling your MADE SAFE certification story (use provided materials as a start)
- Pitch PR and stories to reporters and outlets with whom your company has relationships
- Introduce your PR team to MADE SAFE to leverage opportunities
- Provide sound bites for media stories and other MADE SAFE campaigns
- Post MADE SAFE press releases on your website
- Co-author an opinion piece with us on a topic of concern



## Sample Email/Newsletter Language

We have big news: Announcing (company name) (name of products) products that have been MADE SAFE® certified! [Insert personalized text about why you pursued the MADE SAFE certification here or skip to what MADE SAFE means]

The MADE SAFE seal means that a product is literally made with safe ingredients™ not known or suspected to harm human health, animals, aquatic life or ecosystems. It's the only nontoxic certification to apply to a wide array of everyday household items. For the first time, shoppers can easily identify products that are safe to use on their body, with their families and in their homes.

MADE SAFE certified products are examined by researchers and scientists to ensure they're made without known behavioral toxins, carcinogens, developmental toxins, endocrine disruptors, synthetic flame retardants, heavy metals, neurotoxins, high risk pesticides, reproductive toxins, toxic solvents, or harmful VOCs. MADE SAFE additionally screens ingredients for bioaccumulation, environmental persistence, general ecosystem harm, as well as for toxicity to aquatic and terrestrial life. When there is doubt they exercise the precautionary principle, erring on the side of caution. The MADE SAFE approach flips the current regulatory model of innocent until proven guilty, on its head. This 360-degree assessment makes MADE SAFE **one of** the most rigorous standards in existence.

Select text below to make this more personalized:

*Option A)* In short, it means that we are leading the way in making products that put your health first. And we have the independent, scientific, third-party seal to prove it.

*Option B)* We've been making safe products for years [add a few sentences about your company's founding & story], and we're so proud to prove it with this revolutionary certification.

*Option C)* We've always been committed to protecting your health and providing you with safer and healthier products. The MADE SAFE seal lets us take things to the next level.

*Option D)* Find our certified products here! [insert your company-specific Certified Products List page on the MADE SAFE website: ([find your link here](#)). For more information on MADE SAFE, visit [www.madesafe.org](http://www.madesafe.org).



## Sample Post for Your Company's Blog

We have big news: Announcing [insert company name here] products that have been MADE SAFE® certified! [NOTE: Name products if entire line has not been certified.] We've been pioneering safer products for years [add a few sentences about your company's founding & story] and we're so proud to prove it with this revolutionary certification.

MADE SAFE certified products are examined by researchers and scientists to ensure they're made without known behavioral toxins, carcinogens, developmental toxins, endocrine disruptors, synthetic flame retardants, heavy metals, neurotoxins, high risk pesticides, reproductive toxins, toxic solvents, or harmful VOCs. MADE SAFE additionally screens ingredients for bioaccumulation, environmental persistence, general ecosystem harm, as well as for toxicity to aquatic and terrestrial life. When there is doubt they exercise the precautionary principle, erring on the side of caution. The MADE SAFE approach flips the current regulatory model of innocent until proven guilty, on its head. This 360-degree assessment makes MADE SAFE **one of the most rigorous standards** in existence.

In short, it means that we're leading the way in making products without ingredients known to harm human health or ecosystems.

So why is this important? Unfortunately, there are tens of thousands of chemicals in use right now in the products we use every day; very few of them have been studied and some have been linked to serious health problems.

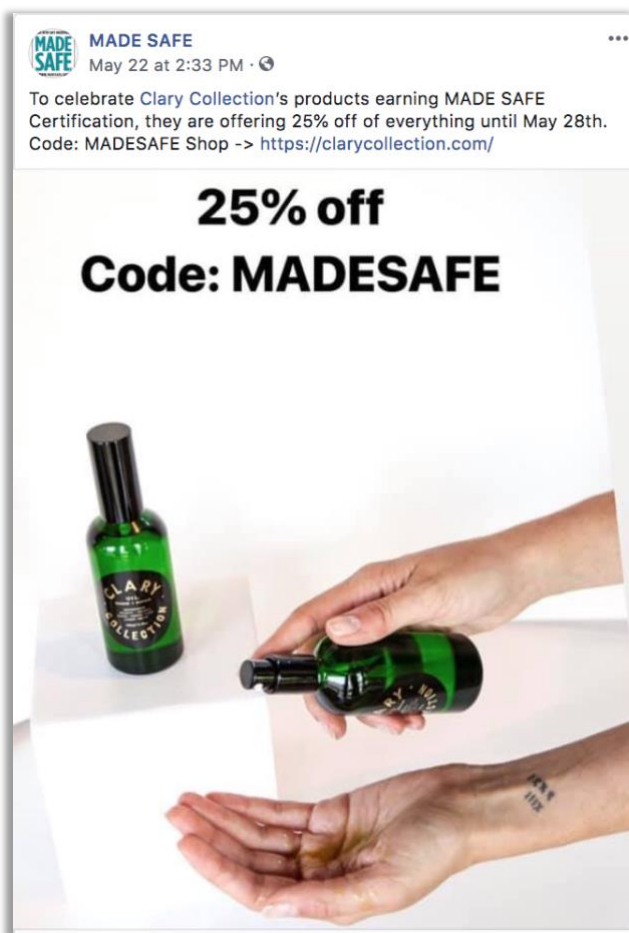
Those thousands of chemicals combined with confusing claims like "clean," "green," or "eco" (which don't actually mean a product is safe or healthy), result in consumers being stuck trying to figure out which products are actually safe and which ones aren't. Without information from companies and a degree in chemistry or toxicology, the task is almost impossible!

The MADE SAFE seal solves this problem. Finally, you can easily find trusted, certified products that are made without known harmful chemicals. We're proud to put that power in your hands! Shop MADE SAFE on our website at [link to your company's list of MADE SAFE certified products **on your website**, or link to your company-specific Certified Products List page **on the MADE SAFE website** –find your link here.] With this seal, we're leading the way to change how products are made in this country, making them safer and healthier. When buying MADE SAFE certified products, you can help us bring about this change. Together we can create a healthy, safe and sustainable future.

Look for this seal [insert image of MADE SAFE seal] on our products in stores and on our website, as well as on [www.madesafe.org](http://www.madesafe.org).

## Ways MADE SAFE Promotes Your Company

- In the MADE SAFE blog on company's first product announcement (formatted as a Q & A)
- On our website by posting your logo on our [CERTIFIED PRODUCTS – FIND BY COMPANIES](#) page which links to your company-specific Certified Products List page
- On our website in our [CERTIFIED PRODUCTS – FIND BY CATEGORY](#) areas
- On our website DISCOUNTS & DEALS page for participating companies when you offer a discount code (which we ask that you do at least twice a year)
- On our website in special GIFT GUIDES highlighting only participating companies
- Across social media channels with announcement of newly certified products
- In our newsletter when new products are launched or included with our [“Discounts & Deals”](#)
- In ongoing consumer education and advocacy work where appropriate (these may include opportunities to sponsor Chemical Callouts, fact sheets, and/or reports)
- In custom campaigns around related topics, talking about nontoxic products, and chemicals of concern not allowed in certified products
- At our events and at speaking engagements and conferences



## Your Launch Announcement: Blog Q&A for Promotional Purposes

*A company's first MADE SAFE certified product(s) announcement is shared as a blog post on the MADE SAFE website.*

Choose 5-6 of the questions below (approximately 2 from each group) to answer in a few sentences each. We will present your responses in a Q & A format on the MADE SAFE blog tied to your certification announcement. This is your opportunity to share with our network what sets you, your story, and your company apart from others!

### Tell Us Why You Work with MADE SAFE

- Why are you excited to work with MADE SAFE?
- Why are you proud of your MADE SAFE® certification?
- Why is it important to have third-party validation for your products?
- What makes MADE SAFE the right certification for your products?

### Tell Us About Your Company

- Why did you start your company?
- Why are your products different from other, more conventional, products in the space?
- What do you wish shoppers understood about the kind of products you make?
- What's the one thing you would never do as a maker of better products?
- What do you wish shoppers thought about more, and why?
- Is there something we forgot to ask that you want to share with us?

### Tell Us About You

- What's the one product in your line you can't live without, and why?
- What is your concern around chemicals in our daily lives?
- What's your favorite beauty or healthy living hack?
- What have you done to make your life healthier (ie: do you meditate daily, practice mindfulness, yoga, walk, etc.), and why?

## ACTION ITEM

- ☐ Email [comms@makesafe.org](mailto:comms@makesafe.org) with your 5-6 Announcement Blog answers so we can schedule your launch announcement with you.

## Additional Opportunities

*We produce advocacy and educational materials for your reference, all supporting the forward-thinking intention of your participation in this program.*

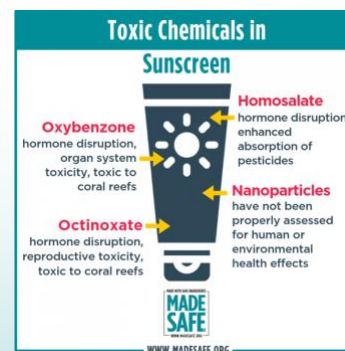
### The MADE SAFE Hazard List of Chemicals, Materials and Ingredients

Contains over 100 ingredient entries with more than 300 scientific citations answering many common questions about ingredients and chemicals.



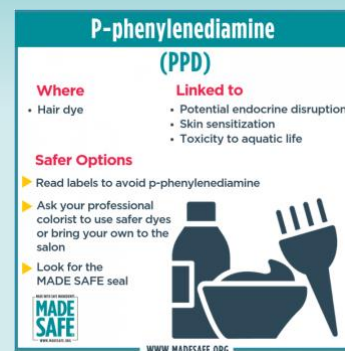
### Product Profiles – What's in That?

Thumbnail summaries exposing harmful chemicals in everyday products and safer alternatives, from Baby & Child products to Dental Floss and Dry Cleaning to Hair Dye and Sunscreen.



### Chemical Profiles – Our #ChemicalCallouts

Research-linked summaries of the worst offenders lurking in products we use every day, including BPA and synthetic Flame Retardants to Fragrance, PEGs and Vitamin A compounds.



To learn more about custom-crafted campaigns or added-value education and advocacy opportunities, contact [comms@makesafe.org](mailto:comms@makesafe.org)

## Company Updates

Each month we send an email to companies informing you of what is happening at MADE SAFE. Make sure you're on the list so you can take part in our additional opportunities. Send an email to [comms@makesafe.org](mailto:comms@makesafe.org) if you are not receiving these.



### Detox Your Sleep Report & Fact Sheet



*Detox Your Sleep* is a first-of-its-kind look at the materials that make up what we sleep on and how they affect our health, with a comprehensive examination of healthier materials and a list of MADE SAFE® certified bedding options.

We spend eight hours each night sleeping—totaling almost one-third of our lives, and babies spend almost two-thirds of their time sleeping. During that time, our bodies do critical wellness work including healing and rejuvenating. Which makes it all the more important that what we're sleeping on isn't laden with toxic chemicals!

Check out [Detox Your Sleep](#) for safer alternative materials, and [MADE SAFE certified bedding options](#) from Naturepedic, Coyuchi, Happsy, and Lullaby Earth.

### Giveaway: Naturepedic Serenade Mattress



We're excited to partner with Naturepedic and Moms Clean Air Force on the Detox Your Sleep Giveaway! The Serenade Organic Mattress is MADE SAFE certified (like all Naturepedic mattresses!), which means it's made without flame retardants and other toxic chemicals commonly found in conventional mattresses that are linked to various health problems.

The Serenade Mattress is made with organic cotton, organic latex, and other certified organic materials (retail value: \$3,000).

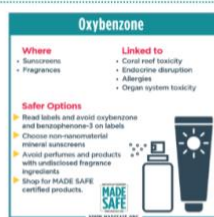
[Head here to enter the Detox Your Sleep Giveaway](#) between September 7-14, 2018.

## The MADE SAFE Consumer Newsletter

Our newsletter is exclusive to the MADE SAFE community so they can be the first to know about newly certified products and educational information.

We also feature deals and giveaways in our newsletter for added company exposure. We encourage companies with MADE SAFE certified products to offer our community a promotion code at least 2x/year. Trackable codes are ideal.

Our Content Calendar books weeks in advance and we need a minimum of four weeks advance notice to schedule opportunities.



### #Chemical Callout: Oxybenzone

Oxybenzone is one of the most commonly-used sunscreen chemicals, but the problem? It's linked to endocrine disruption, organ system toxicity, allergies, and it's detrimental to coral reefs. Learn more below on why you should avoid oxybenzone and how to shop for products without it.

[Learn more](#)



### Safe Sun: Tips for Choosing a Safer Sunscreen

There's a lot to consider when choosing a sunscreen. SPF, coral reefs, toxic ingredients – it's a lot to take in! But we've got you (and your skin) covered. Read our guide for tips on choosing a sunscreen that's safe for you, your family – and coral reefs too.

[Safe sun](#)

### Breaking the Mold in Clean Beauty: Made Safe and True Botanicals in the News



*Cosmopolitan*: Made Safe was the top billed certification in "Seals You Can Trust," as part of the mag's [clean beauty guide](#).

True Botanicals founder Hillary Peterson also got a big shout-out for the brand's commitment to creating green beauty that works better than household names in clinical trials.

- *Bustle*: [De-code your skin care](#) ingredients with the help of True Botanicals and Made Safe.
- *Fashionista*: Learn about [the green beauty revolution](#).

### 1% For the Planet

Chemicals in products we use on a daily basis can head down the drain or into our air to affect ecosystems, which is why Made Safe takes a #360fortheplanet approach to screening ingredients. We're a proud beneficiary of donations to 1% For the Planet this Earth Month! [Learn more and donate here.](#)

Remember to follow us on [Facebook](#), [Instagram](#), and [Twitter](#) for the latest Made Safe news to protect your family.



## Contact List

### Events

[events@makesafe.org](mailto:events@makesafe.org)

### Graphics & Visual Communications

[graphics@makesafe.org](mailto:graphics@makesafe.org)

### Ingredient & Research Questions

[screening@makesafe.org](mailto:screening@makesafe.org)

### Social Media & Community Building

[social@makesafe.org](mailto:social@makesafe.org)

### Partnerships & Strategy

[partnerships@makesafe.org](mailto:partnerships@makesafe.org)

### General Questions

[admin@makesafe.org](mailto:admin@makesafe.org)

## Details on the MADE SAFE Screening Process

*The first step in the MADE SAFE ingredient screening process is screening for “Primary Toxins,” known toxic chemicals that must always be avoided. MADE SAFE screens for these chemicals since there isn’t another agency that universally does this; we ensure no Primary Toxins are used.*

*Every ingredient, material or sub-ingredient input is screened against our dynamic Ingredient Database. The Ingredient Database was developed by compiling data from authoritative lists gathered from scientific organizations and government agencies around the world. This database contains known carcinogens, endocrine disruptors, synthetic flame retardants, heavy metals, toxic solvents, harmful VOCs, behavioral toxins, neurotoxins, reproductive toxins and more. After all ingredients have been screened through our Primary Toxicant list containing several thousand chemicals known to be harmful to humans or the ecosystem, MADE SAFE performs additional analysis.*

*The second step is screening all remaining ingredients and materials for bioaccumulation, environmental harm as well as terrestrial and aquatic toxicity. Using the best available toxicant modeling software such as EPI Suite, ECOSar, QSAR, Toxcast and others, MADE SAFE evaluates inputs to determine if each individual material or ingredient is known or suspected to be toxic. Performing this thorough evaluation with many different assessments for humans, animals, aquatic life, soil, sediment, and air points, we are able to perform a 360-degree ecosystem screening. If there is doubt about an ingredient’s potential toxicity, MADE SAFE exercises the precautionary principle and will not allow that ingredient. More information can be found at [www.makesafe.org](http://www.makesafe.org)*

*The result of the MADE SAFE screening process is that products carrying the MADE SAFE seal don’t contain any known toxins that can harm human or ecosystem health.*