

CLEAN PRODUCT

checklist



CERTIFICATION YOU CAN TRUST

Look for these trustworthy seals

- USDA Organic – grown without synthetic pesticides or GMOs
- Non-GMO Project Verified – transparent supply chain
- EWG VERIFIED™ – meets top safety and transparency standards
- Made Safe® Certified – screened for 6,500+ known toxins
- NSF Certified – third-party tested for purity and safety
- Leaping Bunny / Cruelty-Free – never tested on animals

TRANSPARENCY & ETHICS

- Full ingredient disclosure (no “proprietary blends”)
- Clear sourcing & sustainability statements
- 3rd-party lab testing for safety/purity
- Ethical manufacturing & fair-trade practices
- Eco-conscious packaging

WATCH FOR GREENWASHING

- Avoid vague claims (“natural,” “pure,” “eco-friendly”)
- Look for proof – not promises
- Cross-check with EWG, Made Safe, or Think Dirty apps
- Research the brand’s mission & testing policies

DECODE THE LABEL

✔ Look For:

- Simple, recognizable ingredients
- Latin botanical names (e.g., Aloe barbadensis)
- Plant-based oils, herbs, and extracts
- Naturally derived preservatives (vitamin E, rosemary extract)

⊘ Avoid:

- Synthetic fragrance or parfum
- Parabens, phthalates, sulfates (SLS/SLES)
- Triclosan, triclocarban, BHA/BHT
- Heavy metals or undisclosed dyes

Tip: If you can’t pronounce most of the ingredients, it’s probably not clean.

PRIORITIZE WHERE IT MATTERS MOST

Personal Care & Skincare (touches skin daily)

Cleaning Products (affect air quality)

Food & Cookware (what you ingest)

Supplements & Beverages

Clothing & Household Goods

Tip: Start small — one conscious swap at a time leads to big change over time.

