

In a marketplace concerned about **PRODUCT SAFETY**,  
you can eliminate customer concerns with a **THIRD PARTY CERTIFIED**

**NON-TOXIC PRODUCT CLAIM** from



The term non-toxic can be confusing to most consumers. There are many products claiming non-toxic, but no general guideline exists to define it and serve as the basis to validate the claim. NSF now provides both a guideline to define non-toxic and certification that substantiates and validates the non-toxic claims on your product label.

### **What products can be certified under the NSF Guideline 435 Non-Toxic Product Content Certification program?**

Individual chemicals, substances, and mixtures, such as general purpose cleaners, coatings, stains, adhesives, fragrances, preservatives, laundry detergents, paints, finishes, solvent, personal care products, and many others.

### **How?**

Products meeting the full requirements of the Guideline are authorized by NSF to make a “non-toxic” claim on the label and/or in product literature. This certified claim communicates that the product content has no “significant toxicity concerns” for the human health and the environment. The NSF Non-Toxic Content mark means your product was reviewed by NSF’s highly respected team of scientists and meets the stringent Guideline criteria. Once the product has received the final approval, it is officially listed on the NSF website as Non-Toxic Product Content certified.

### **What are the Benefits for the Non-Toxic Product Content Certification?**

- Meet FTC Green Guides for product claims.
- Achieve one of the most credible types of certification available in the marketplace.
- Enhance brand value through use of the NSF Mark.
- Ensure ongoing compliance with the Guideline through annual on-site audits and an established recertification program.



#### **Non-Toxic Product Content**

No Product is completely harmless.  
See [www.nsf.org](http://www.nsf.org) for NSF  
Certification Guideline 435

Questions? Want to get started?  
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