



EPA Safer Choice Labeling Program with NSF International

Working in partnership with the U.S. EPA, NSF Sustainability performs third-party evaluation and audit services for the Safer Choice (formerly DfE) program. The Safer Choice program recognizes products that meet stringent ingredient- and product-level criteria. Products with the Safer Choice label do not contain chemicals of concern, such as known carcinogens or reproductive and developmental toxicants. Even minor product components, like dyes and fragrances, are screened for safety.

Why Should You Get Safer Choice Recognition for Your Products?

When you see the Safer Choice label on a product, it means that all ingredients have been successfully screened for potential human health and environmental effects and the product meets all performance and packaging requirements. The Safer Choice mark is recognized by retailers as a mark of environmental preferability and enables consumers to quickly identify and choose products that can help protect the environment and are safer for people and the planet.

What is included in the Safer Choice Program?

The Safer Choice program includes:

- A focus on product chemistry and identifying safer chemicals
- Rigorous performance testing requirements that ensure the product performs but is also safer
- Ingredient disclosure for consumers with all ingredients listed on the product label, on a company website listing or through an 800 number
- On-site and desk audits (both triennially) conducted to ensure that products remain compliant
- A program logo that allows purchasers and users to quickly identify safer products that do not sacrifice quality or performance.



The Labels

The Safer Choice program has three labeling options for manufacturers:

Safer Choice Label



Only products that meet EPA's Safer Choice Standard, which includes stringent human health and environmental criteria, are allowed to carry the label. Safer Choice labels

a range of products including household cleaners (e.g., laundry detergents and bathroom cleaners) and personal care products, such as liquid soaps.

Fragrance-Free Label



Products that do not include any fragrance materials now have the option to be reviewed by the EPA and earn the Safer Choice Fragrance-Free label. This review is in addition to the basic

Safer Choice review. The label allows consumers and purchasers to easily identify products that are verified by the EPA to be fragrance-free.

Industrial & Institutional Label



An optional label for industrial and institutional (I&I) products is available for products used in office buildings and schools, as well as other product sectors where the house graphic may not communicate. The URL in the label may include "DfE" to help make the connection for preferred-purchasing programs specifying DfE products.



What Products are Included in the Safer Choice Program?

A number of products qualify for Safer Choice reviews, including household chemical products and an ever growing list of other product categories.

Cleaning products including:

- All-purpose cleaners
- Window cleaners
- Tub/tile cleaners
- Laundry detergents
- Floor care products
- Pet care products
- Car care products
- Hand soap
- And more

NSF's Testing Capabilities

NSF International is your one-stop shop for product review and testing associated with the U.S. EPA Safer Choice Program. Other chemical ingredient tests include the CleanGredients® program and claims validation services such as "Non-Toxic" verification. NSF can provide you with the assurance that your products meet the highest standards of performance, quality and safety. Your product deserves recognition in the marketplace and NSF can help you achieve it.

About NSF

NSF International has been testing and certifying products for safety, health and the environment for more than 65 years (www.nsf.org). As an independent organization, NSF's mission is to protect public health and the environment through standards development, inspection, management systems auditing, testing and certification for industries including food, water, building materials, retail, chemicals, automotive, aerospace, consumer products and health sciences. Operating in more than 120 countries, NSF is committed to protecting public health worldwide.

Why Work With NSF?

NSF Sustainability has been providing third-party reviews and services for businesses since 2006 and is the largest third-party reviewer for the Safer Choice program. We provide fast, credible and cost-effective reviews against EPA's rigorous criteria to ensure that ingredients meet the requirements of the program.

The NSF Sustainability team is ready to help you gain the competitive advantage of Safer Choice labeling in the marketplace. Your product deserves recognition in the marketplace and NSF can help you achieve it. We offer:

- Reliable, consistent results with exceptional customer service
- Full summaries of each ingredient profile including fate, ecotoxicity and human health concerns
- Suggested alternatives to chemicals of concern
- Proprietary ingredient reports directly to suppliers

Ready for More Information?

If you are ready for more information on the Safer Choice or CleanGredients programs, or would like more information about our other sustainability services, visit www.nfsustainability.org email us at greenchemistry@nsf.org or call +1 (734) 769-5192.



NSF Sustainability draws upon this expertise in standards development, product assurance and certification, advisory services and management systems to help companies green their products, operations, systems and supply chains. NSF, through the National Center for Sustainability Standards, has developed sustainability standards for green chemicals, building products and materials and drinking water quality. NSF works with leading regulators, scientists, engineers, public health and environmental health professionals and industry representatives to develop these transparent, consensus-based standards.