

Green Cleaning Products

Understanding EcoLabels & Selecting Environmentally Preferable Products

Green Cleaning EcoLabels



US EPA's **Design for Environment** program allows safer products to carry the DfE label. Consumers can quickly identify and choose products that can help protect the environment and are safer for families.

When you see the DfE logo on a product it means that the DfE scientific review team has screened each ingredient for potential human health and environmental effects and that—based on the best currently available information, EPA predictive models, and expert judgment—the product contains only those ingredients that pose the least concern among chemicals in their class.

To find certified products, visit <http://www.epa.gov/dfe/pubs/projects/formulat/formpart.htm>



Green Seal™ is a non-profit organization that develops life cycle-based sustainability standards for products and offers third-party certification for those that meet the criteria in the standard.

Green Seal Certification ensures that a product meets rigorous, science-based leadership standards. This gives manufacturers the assurance to back up their claims and purchasers confidence that certified products are better for human health and the environment.

To find certified products, visit <http://www.greenseal.org/FindGreenSealProductsAndServices.aspx>



EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet stringent standards of environmental leadership. The Program compares products/services with others in the same category, develops rigorous and scientifically relevant criteria that reflect the entire lifecycle of the product, and awards the EcoLogo to those that are verified by an independent third party as complying with the criteria.

To find certified products, visit <http://www.ecologo.org/en/greenproducts/consumers/>



The National Organic Program regulates all organic crops, livestock, and agricultural products certified to the United States Department of Agriculture (USDA) organic standards. Organic is a labeling term that indicates that the food or other agricultural product has been produced through approved methods. These methods integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used.

To find certified manufacturers, visit <http://apps.ams.usda.gov/nop/>

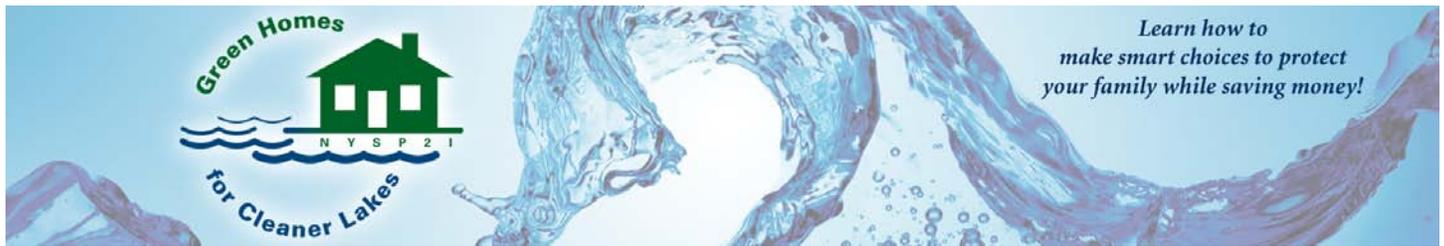


The USDA Certified Biobased Product label assures that a product or package contains a verified amount of renewable biological ingredients. The USDA and the Federal government stand behind the accuracy of the claim that the product contains biological ingredients in the amounts stated on the label. Manufacturers and vendors who have obtained the rights to use the BioPreferred® label on a product have submitted to USDA test evidence of the biobased content of the product or package. Biobased products are goods composed in whole or in significant part of agricultural, forestry, or marine materials.

To find certified products, visit <http://www.catalog.biopreferred.gov/>

Avoid Misleading Claims

Be cautious of ecolabels created by brands and/or companies that typically are not verified by a third party and **claims using terms that are not defined, regulated, or verified** by a third party, such as non-toxic, eco-friendly, environmentally preferable, green, natural, or eco-healthy.



Example Brands of Green Cleaners

Note: This list is a small selection of readily available green cleaning products and is not exhaustive as many other cleaning product brands are also third party certified or have environmentally preferable attributes.

Clorox Green Works®

all-purpose, bath, dish, glass, laundry, stain remover

- US EPA SDSI Champion
- US EPA DfE products
- Active ingredients are 95-99% derived from plants and minerals
- Sustainable packaging

Method

all-purpose, dishwasher, dish, hand, fabric softener, floor, glass & surface, granite, laundry, stainless steel, wood

- US EPA SDSI Champion
- US EPA DfE products
- 100% recycled plastic bottles
- Natural & renewable ingredients
- Concentrated products & refills

Seventh Generation

all purpose, dishwasher, dish, disinfectants, hand, glass & surface, laundry, stain remover, toilet, tub & tile

- US EPA SDSI Champion
- US EPA DfE products
- Free & Clear products without dyes and synthetic fragrances
- No nonylphenoethoxylate (NPE)

Earth Friendly Products

air freshener, dishwasher, carpet, countertop, dish, floor, silver polish

- US EPA SDSI Champion
- Products readily biodegradable, free of phosphates, and have a neutral pH
- Plant-based and petroleum-free
- No formaldehyde, 1,4-dioxane, salts

Ecover

all-purpose, bath, fabric softener, floor, glass, laundry, multi-surface, stain remover, toilet

- No phosphates
- Products rapidly biodegrade and have minimum impact on aquatic life
- Plant and mineral based ingredients
- Recyclable packaging

Mrs. Meyer's

air freshener, all-purpose, dishwasher, dish, glass, surface scrub

- No ammonia, glycol solvents, parabens, phthalates, formaldehyde, artificial colorants, phosphates & petrochemicals
- Most ingredients from plants
- Recyclable packaging with 25% post consumer content

Simple Green Naturals

bath, carpet, dish, floor, glass, multi-surface

- Green Seal™ certified products
- Naturally-derived ingredients

Citrasolv

all-purpose, dishwasher, degreaser, dish, glass

- Naturally derived ingredients
- Concentrated products reduce waste

Eco-me

all-purpose, dish, floor, laundry, toilet

- Fragrance derived from plant essential oils
- No surfactants, parabens, & sulfates



Through the **US EPA's Safer Detergents Stewardship Initiative (SDSI)**, EPA's DfE Program recognizes environmental leaders who voluntarily commit to the use of safer surfactants that break down quickly to non-polluting compounds and help protect aquatic life in both fresh and salt water. The DfE Program has identified safer alternative surfactants through partnerships with industry and environmental advocates that are comparable in cost and are readily available.

There are two categories for recognition under SDSI: Champion and Partner. Champion is the highest level of recognition offered under SDSI and they have demonstrated the manufacture of only safer surfactants and documented a strategy for ensuring the manufacture of only safer surfactants. The Partner category provides recognition of significant accomplishment towards the use of safer surfactants. Partners will be listed on the EPA SDSI Web site and may be granted recognition as Champions in the future.



New York State Pollution Prevention Institute ♦ Rochester Institute of Technology

111 Lomb Memorial Drive ♦ Rochester, NY 14623-0426 **NYS Pollution Prevention Institute**



Funding provided by the U.S. Environmental Protection Agency Great Lakes Restoration Initiative in the amount of \$104,192 and by the NYS Pollution Prevention Institute through a grant from the NYS Department of Environmental Conservation.