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NOTIFICATION TO STAKEHOLDERS: GREEN SEAL ENVIRONMENTAL STANDARD FOR SOAPS, CLEANSERS, AND SHOWER PRODUCTS, GS-44, ISSUANCE

After a year and a half of development, the new Green Seal Environmental Standard for Soaps, Cleansers, and Shower Products, GS-44, is complete and is now available for applications for Green Seal certification.

The standard is the first standard that comprehensively addresses the health, environmental, and labeling concerns for these personal care products. The result is a tool for companies to take action on improving their products and to get certified, and a way for consumers to know that their personal care products do not contain the harmful components they are concerned about and that any claims about these products are validated. The standard can be found at:

http://www.greenseal.org/certification/g44_envstandard.cfm The following are the highlights of the new standard:

- Product performance requirements to ensure the products meet consumer expectations.
- Full disclosure to Green Seal of all added components for certification.
- Prohibition of carcinogens, mutagens, reproductive toxins, and additional health hazards.
- Prohibition of ethoxylated chemicals that contaminate products with 1,4-dioxane, a known carcinogen.
- Prohibition of formaldehyde donors.
- Protection from inhalation concerns such as volatile organic compounds and asthmagens.
- Protection from irritating product components.
- Environmental protection including requirements for biodegradability, aquatic toxicity, and bioaccumulation.
- Requirements for source-reduced packaging.
- Definitions (and verification) for common claims like natural, organic, and biobased.
- Ingredient disclosure on the label for all products.

Green Seal is accepting applications for certification to GS-44, with information available at: <http://www.greenseal.org/getcertified/index.cfm>. Green Seal certification involves a Green Seal technical staff review of data and information for compliance to the standard's requirements. A site visit is then conducted to evaluate the manufacturing and quality control for the product. Labels and marketing material is also reviewed for compliance to the standard and FTC requirements. If the product meets the Green Seal standard, it will be awarded the Green Seal. The seal may be used on the product, in advertising, promotional materials, catalogs, and in operation/business descriptions.

Once certified, products are subject to annual monitoring to ensure that they continue to meet the standard. Any deviation is immediately brought to the company's attention and corrective action must be instituted within an appropriate time. Non-compliance may result in termination of the manufacturer's privilege to carry the Green Seal.

Thank you for your interest and time to help develop this new standard, and we look forward to helping company make and consumers find environmentally preferable personal care products.

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