



June 25, 2010

CALL FOR COMMENTS: Proposed Green Seal[™] Standard for Personal Care and Cosmetic Products, GS-50

Green Seal[™] is a not-for-profit, independent certification and standard development body, devoted to promoting sustainability through standard-setting, product certification, and public education. Green Seal is working to continuously develop new standards to match current environmental concerns and the ever-increasing demand for green products and services.

Consumers are increasingly demanding natural personal care products and this segment is by far the fastest growing area of personal care. As a result, Mintel is forecasting that the natural/organic personal care market will grow 21% from 2009, this year. Green Seal is developing a sustainability standard to help provide guidance to the industry on how to meet this demand and to provide consumers a way to identify the products they want. The intent of this standard will be to reduce, to the extent technically and economically feasible, the environmental, health, and social impacts associated with personal care and cosmetic products.

The Proposed Standard is now available for public review. The Proposed Standard, the background document, and additional information on this project can be found at the project web site: http://www.greenseal.org/certification/g50_personalcaerstandard_dev.cfm

This public review process is a key step to involve all stakeholders in the development of this standard. Green Seal welcomes comment from all interested parties. For public review of its proposed standards, Green Seal considers each written comment, conducts follow-up research as needed, and modifies the Proposed Standard accordingly, with a written response to the comment or group of comments on the issue. A Draft Final Standard will then follow with an additional review by stakeholders that provided comments on the Proposed Standard (or Scoping step previously performed) before the standard is issued and available for certification.

Comments will be submitted through an online forum system until August 20, 2010, 8 PM Eastern.

To post comments on the online forum, one must register to use the forum. All users will be able to view all comments and the username of the commenter. Forum registration is open to all interested parties until the deadline (*note that it takes at least one business day to get approved by the forum administrator after you register*). The online forum can be found on the project web site, noted above.

Comments will also be accepted during a webinar offered on Wednesday, August 4, 2010 at 2-4 PM Eastern. The webinar will include a presentation of the Proposed Standard and allow participants to review and provide comment. The webinar is open to all interested parties. RSVP by Wednesday, July 28, 2010 8PM Eastern to standards@greenseal.org with Subject: GS-50 Webinar RSVP. Connection details will be provided to those who provide an RSVP, closer to the date of the webinar. The webinar will have limited spaces that will be available on a first-come-first-serve basis through the RSVP.

We look forward to working with you on this project and receiving your comments on the Proposed Standard. If you have questions you can email: standards@greenseal.org or call 202-872-6400.

Sincerely,
Cheryl Baldwin, Ph.D.
Vice President of Science and Standards