Why carry Safer Choice-certified products?

- Certified products meet EPA's high standards for ingredient safety, performance & sustainability.
- 81% of consumers are interested in using the Safer Choice label to inform purchasing decisions.*
  - Including **89%** of parents and **87%** of millennials
- Carrying Safer Choice-certified products can help meet sustainability & green chemistry goals.
- Safer Choice is included in many policies & certifications, including LEED, the Federal Environmentally Preferable Purchasing Program, several state/local governments & other organizations.

SAFER CHOICE
Meets U.S. EPA Safer Product Standards™
epa.gov/saferchoice

SAFER INGREDIENTS

PERFORMANCE

SUSTAINABILITY

EPA-CERTIFIED

TRANSPARENCY

* 2020 Safer Choice survey