



Safer Choice Program

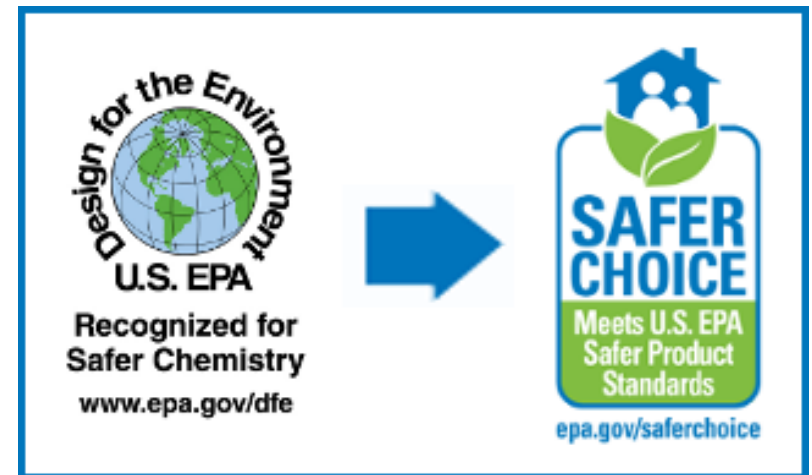
EPA Region 7 – AWMD/WEMM/RCPP

Experienced Product Review Program



EPA's Safer Choice was formerly known as Design for the Environment (DfE)

- EPA expertise in assessing chemical safety
- More than 15 years experience reviewing products
- Voluntary program



A Family of Labels



New label launched March 4, 2015



Optional Label for
Industrial &
Institutional Use



Fragrance-Free
Label

Response to New Label



- *Consumer Reports (May 2015):*
 - Consumer Reports dedicated a full page to Safer Choice, explaining “why we like the label”
- *Recent Partner Survey:*
 - Majority of consumers surveyed feel the new label would be a compelling reason for them to try a product
- *Retailer Response:*
 - More than 2500 products qualify to use the label and are showing up on retailer store shelves everywhere



What does the Safer Choice label mean?



- Provides trusted assurance from the U.S. EPA that products:
 - Contain safer ingredients meeting stringent health and environmental criteria
 - Are safer for families, pets, workers, communities, and the environment
 - Have been reviewed for performance

- An appealing label that consumers can trust
 - Facilitates rapid decision-making



What's behind the label?



To use the label products must:

- Meet the [Safer Choice Standard](#)
 - Every chemical ingredient is [reviewed](#) for human health and environmental safety
 - Product level requirements include: performance, packaging, and ingredient disclosure
- Be covered under a Partnership Agreement between the manufacturer and EPA
 - Good for 3 years
- Undergo annual audits

Safer Choice Products Summary



www2.epa.gov/saferchoice/products

- List of Safer Choice-labeled products
 - Updated every two weeks
 - More than **2,500** listed products
 - ~ **650** consumer/retail
 - Remaining are industrial & institutional
- Broad range of product categories. Most are laundry and cleaning products (e.g., detergents, all-purpose cleaners, degreasers)
- Potential for expansion to personal care products, adhesives, lubricants, and more

Safer Choice Product Types



■ Household Cleaning

- All-Purpose Cleaners, Appliance Cleaners & Rinse Aids
- Automatic Dishwasher Products
- Carpet Cleaners/Floor Care
- Degreasers
- Dish Detergents & Soaps
- Granite/Stone/Wood/Leather Cleaners
- Kitchen/Countertop Cleaners
- Laundry Detergents, Fabric Softeners & Pre-Treaters
- Odor Removers
- Pet Care Products
- Toilet Bowl Cleaners
- Tub/Tile Cleaners
- Upholstery Cleaners
- Window/Glass Cleaners

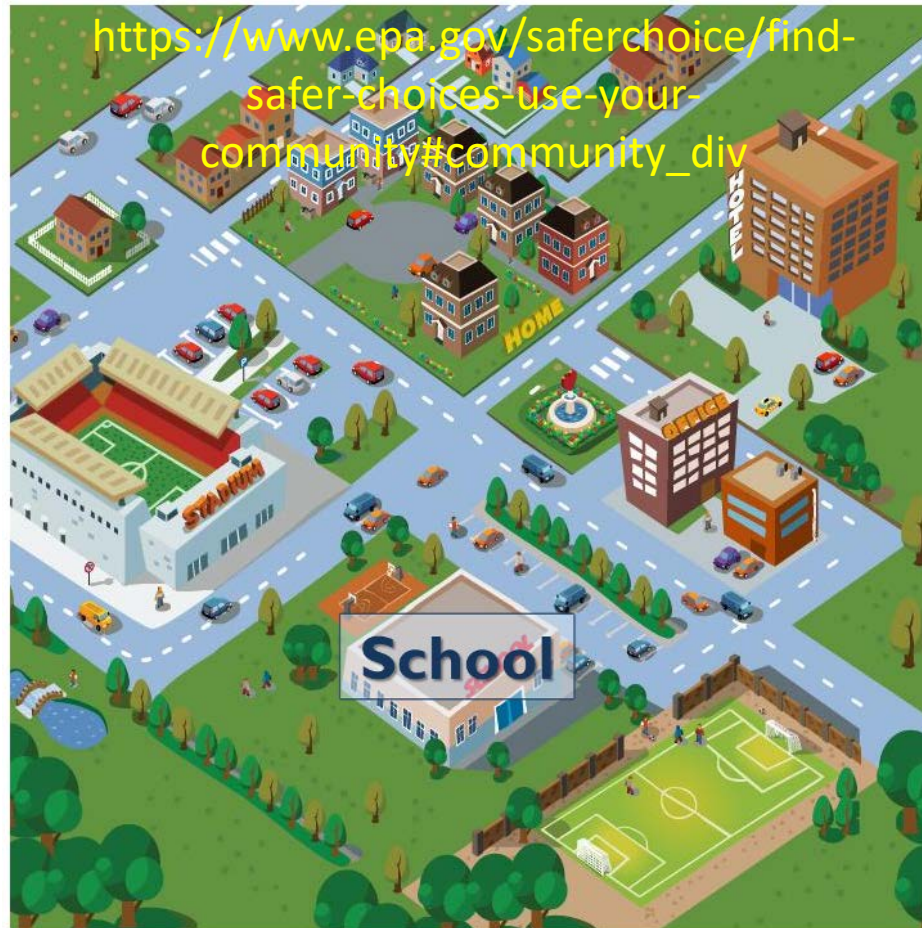
■ Health & Beauty

- Hand Soaps
- Shampoos
- Conditioners
- Lotions

■ Automotive & Outdoor

- Athletic Field Paint
- Car Care Products
- Outdoor Furniture Cleaners
- Oven/Grill/Barbeque Cleaners
- Parts Washers
- Tire Additives
- Vehicle/Parts Wash Additives

Safer Choice Resources for Communities



How You Can Help



- **Back to school emphasis**
 - Did you know indoor air can be more polluted than outdoor air? Custodial workers, teachers and students are often exposed to cleaners- use cleaning products with the Safer Choice label
 - Ask what cleaning products your school/district buys
 - Direct purchasers to Safer Choice www.epa.gov/saferchoice

- **Spread the word...**
 - Social Media: #EPASaferChoice, Facebook EPASaferChoice
 - Update Green purchasing/procurement web resources such as <http://www.marc.org/Government/Cooperative-Purchasing/Resources/Eco-Labels>
 - Look for Safer Choice labeled products when you shop, share with others

Questions?



www2.epa.gov/saferchoice

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