Making products safe. Keeping families healthy.
A MESSAGE FROM FOUNDER AMY ZIFF

It’s amazing to think that 2017 was only Made Safe’s second year of existence. We have accomplished an unbelievable amount over the last year to change the way products are made, and our momentum will only get stronger.

The MADE SAFE label is an instantly recognizable mark that conveys what consumers really want to know: whether or not a product is safe for them to use on their bodies, with their babies, and in their homes and wider community.

Made Safe is democratizing the world of “better” safer products by making it possible for companies of all sizes to obtain ingredient information and begin to make safer and more sustainable choices.

We are creating a virtuous cycle that makes it easy for people to buy MADE SAFE products which means there are fewer harmful chemicals in the supply chain, in production, and making their way into the marketplace. All of that equals fewer harmful chemicals in our homes and lodged in our bodies, as well as fewer harmful ingredients going down drains or into landfills and making their way into the water table and the ecosystem.

Made Safe is uniquely positioned to help companies prepare for a circular economy and make the changes necessary to forge a safe and sustainable future for all.

It’s the companies we work with each and every day that are giving us hope for a healthier world. What we do is often called common sense, but it’s unfortunately not yet a common practice. Thank you for your support in helping us bring this important work into the marketplace.

Best Wishes for a Made Safe future,

Amy Ziff
YOUR 2017 GIFTS to MADE SAFE® at work:

100+ MEDIA STORIES ABOUT MADE SAFE

50+ COMPANIES WORKING TOWARDS SAFER INGREDIENTS USE

16 PAGE COMPREHENSIVE BABY GUIDE RELEASED

426 MADE SAFE® CERTIFIED PRODUCTS GLOBALLY

HOSTED 1ST ‘RAISE THE GREEN BAR’ SUSTAINABILITY SUMMIT IN NYC WITH GOOD HOUSEKEEPING

TWO NEW CATEGORIES: FEM CARE & BABY

OUR EDUCATION AND ADVOCACY HELPS PARENTS PROTECT THEIR FAMILIES.

MILLIONS REACHED

Your donations are a powerful investment that will pay dividends for years to come.
YOUR 2017 GIFTS to MADE SAFE® at work:

RELEASED POLL WITH SAFER CHEMICALS, HEALTHY FAMILIES ON WHAT SHOPPERS WANT

93% of people are more likely to buy a product if it has an independent third-party seal of approval.

"I am so excited that you are doing what TSCA should have done and should be doing."

— PAUL HAWKEN, ENVIRONMENTALIST, ENTREPRENEUR, AUTHOR

CAMPAIGN for SAFE COSMETICS

A PROJECT OF BREAST CANCER PREVENTION PARTNERS

Breast Cancer Prevention Partners and the Campaign for Safe Cosmetics support Made Safe’s mission. We have always maintained that we all have the right to know what is in our products and applaud Made Safe’s work to give consumers the information they need to choose safer products.”

ENDORSED BY THE CAMPAIGN FOR SAFE COSMETICS

Toxic Chemicals in Hair Dye

- P-phenylenediamine
  - linked to skin sensitization and cancer
- Resorcinol
  - linked to organ system toxicity and hormone disruption
- Lead acetate
  - linked to neurotoxicity
- Toluene
  - linked to liver damage, kidney damage, birth defects and pregnancy loss

Where

- Plastic food storage & packaging
- Plastic baby items like teething, bottles, sippy cups, and toys
- Plastic water bottles
- Canned food labels
- Thermal receipt paper

Linked To

- Breast cancer
- Infertility
- Early puberty
- Childhood neurological disorders

Safer Options

- Opt for plastic-free baby items
- Try glass and metal water bottles & food storage containers
- Ask for virtual receipts
- Look for the MADE SAFE seal

DEVELOPED CHEMICAL LIBRARY AND EDUCATIONAL CONTENT