Making products safe. Keeping families healthy.

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MADE SAFE is a program of Nontoxic Certified, a 501(c)(3) tax-exempt nonprofit | EIN 47-3240230
A MESSAGE FROM FOUNDER AMY ZIFF

2020 was not the year we thought it would be. It wasn’t the year we’d hoped it would be. It certainly wasn’t the year we planned for. But MADE SAFE made it through the year. We learned a lot about who we are as an organization and as a collection of dedicated women living in varied circumstances around the country. We lost so much as individuals and as a nation, including nearly 500,000 Americans. We were tested during 2020, but as a team, we emerge into 2021 together, stronger, more determined. Incredible as it seems, as an organization, we even managed to grow during these extraordinarily challenging times.

And yet, over the last 11 months I’ve been forced to ask myself: Does avoiding harmful chemicals actually still matter in the time of a global pandemic and a warming planet?

In conversation, I was reminded that human beings have historically behaved as if they could do whatever they wanted to the earth. Perhaps because humans are so small and the earth so large, it seemed our actions wouldn’t matter. However, it is undeniable, people have impacted the Earth’s climate. Not one individual’s behavior so much as our collective mass actions. Current science shows that the climate crisis we now face can be attributed to human innovations.

We learned that people with certain “co-morbidity factors” fared less well than others from COVID-19. These factors include diabetes, obesity, heart disease, high blood pressure, asthma and other immune issues. The CDC also states that air pollution worsens the outcomes for those infected. Although all of these conditions can take years to arise, the likelihood for them to develop can be increased by exposure to certain chemicals, specifically ones known to be endocrine disrupting.

Many manmade substances including PFAS chemicals, PCBs, chemical flame retardants, bisphenols, phthalates, high risk pesticides and more, fall under the umbrella of endocrine disruptors. These are the chemicals about which Pete Myers, PhD, and global expert on endocrine disruption says: “…thousands of scientific papers have been published in the last 20 years linking endocrine-disruption chemical exposure to the very comorbidities that increase the risk of dying from Covid-19.”

While we are all eager for society to return to a new, post-COVID-19 norm – even with a new President who has re-joined the Paris Accord and improved access to a vaccine – it’s clear we have a way to go on all fronts.

It’s easy to think our decisions are insignificant. It’s easy to take the position that what we do doesn’t matter. Our daily decisions shape our physical and mental health and well-being. This was true before we confronted COVID-19, and it is that much truer in the face of a global pandemic. The prescription for all of us is clear: Take action to elevate our health and simultaneously help the ecosystem we live in. Perhaps our own actions alone won’t be the solution, but collectively, our actions add up.
As Dr. Leo Trasande says of the harmful impact from endocrine disruptors, “Prevention is the cure.” We can improve our health when we reduce our exposure to harmful substances that negatively impact our immune function.

In his book *Sicker, Fatter, Poorer*, Dr. Trasande says that the more we raise awareness of this problem, the more corporations feel the pressure to change. He cites the example that many companies have moved away from Bisphenol A (BPA) as a result of consumer refusal to buy products with it. Our collective actions have real impact. Market pressure works. Consumers can demand better by buying different, better, safer products.

As I prepared to interview Dr. Trasande for our annual Raise the Green Bar event (held virtually in 2020), I answered my own question. Yes, avoiding chemicals is still critical, perhaps even more critical, during a global pandemic.

This is why we are grateful every time someone spends money on products that are made with safe ingredients that support a sustainable future for all. We understand that there are many roads to choose, and we appreciate those who choose the MADE SAFE path—a path supported by an Ecosystem Approach harnessing science to evaluate, to the best of our ability, ingredients, substances, and materials that won’t harm the people and animals on this planet we call home.

One day we will look back and recall 2020 as the year that the world shut down. What remained clear for those of us working on issues of injustice, inequity, environmental health and climate is how much further we have to go. We are determined to be a catalyst for companies that want to be part of making the world a safer, healthier place. Our team is committed to working harder to bring equity in products for every being on this earth.

It starts with ingredients that support a healthy environment where we can all thrive.

This report is filled with the things we did, despite it all.

Here’s to choosing the sustainable path and putting our money toward a solution-based economy.

Yours in sustainability and health,

Amy

February 2021
YOUR 2020 GIFTS to MADE SAFE® at work

Your donations are a powerful investment that will pay dividends for years to come.

10.1% GROWTH ACROSS OUR CHANNELS
14,491 INGREDIENTS/MATERIALS SCREENED
MADE SAFE CELEBRATES ITS 5TH YEAR

154 BRANDS COLLABORATED WITH MADE SAFE ON SPECIAL PROJECTS, EVENTS, OR INGREDIENT WORK
1,844 CERTIFIED PRODUCTS
26% GROWTH OF NEWSLETTER LIST

FOURTH ANNUAL SUSTAINABILITY SUMMIT with GOOD HOUSEKEEPING
FIRST EVER VIRTUAL CONFERENCE – MORE THAN 1,300 ATTENDEES & 41,000 MINUTES VIEWED WITHIN ONE DAY OF THE EVENT.

MADE SAFE® is proud to be a part of the 1% for the Planet network, which connects businesses and nonprofits to protect the planet.
COVID-19 CONTENT
Produced relevant articles, including information on hand hygiene, taking care during a pandemic, how to support small businesses, and cleaning & disinfecting.
106 PAGE GUIDE

The Healthy Pregnancy Guide

Essential information, tools, tips, and product recommendations to empower parents to have a healthier pregnancy.

ADDRESSING TODAY’S ISSUES:

In the “clean” product space that MADE SAFE operates within, there is a need for more Black-founded and owned businesses.

Tips for reducing glyphosate exposure; bringing down your body’s total load of harmful chemicals may play an important role in maintaining health.

Protesters aren’t the only people at risk. Tear gas can enter homes and businesses.

Working together to help stop the massive plastic pollution problem not just each July, but every single day of the year.
NEW GRANT INITIATIVE LAUNCHED
for Brands Targeting Underserved Communities

Our new grant program is intended for business founders and/or owners who are people of color and/or members of traditionally under-represented groups: supporting brands creating and fighting for safer, cleaner products.

Over 6,500 substances compiled from authoritative lists from around the world which are prohibited from use in MADE SAFE® certified products. This groundbreaking list is only the first step in the rigorous MADE SAFE certification process.

VIRTUAL RAISE THE GREEN BAR EVENT

Usually held live at the LEED-certified Hearst Tower in midtown Manhattan, our fourth sustainability summit went virtual this year with more than 1,300 viewers.

The event featured discussions with Dr. Leo Trasande, author of Sicker, Fatter, Poorer; Lauren Conrad, Actress & Entrepreneur; Josh and Rebecca Tickell, producers of Kiss the Ground; Maggie Q, Celebrity, Entrepreneur, Activist; Wallace J. Nichols, author of Blue Mind; and many more!
PARTNERED WITH UNILEVER AND SEVENTH GENERATION TO FORMULATE MADE SAFE® CERTIFIED PRODUCTS

Products available in Walmart. For every product purchased, a $0.25 donation is made to Clean Water Action.
Introduction

“Hispanic” and “Latino” (also known as Mestizo) describe a diverse racial and ethnic group, with a range of cultures, languages, and biological ancestry. It includes individuals of Mexican, Central-to-South American, and Spanish-Caribbean (eg, Cuban, Puerto Rican, and Dominican) descent. Individuals of Hispanic/Latino race and ethnicity represent a heterogenous group of people phototypes. Hispanic in the United States in 2014 to 119 million more than one-quarter Hispanic/Latino. While the US FDA closely monitors the chemicals that go into foods, drugs, and medical devices, cosmetics are not subjected to similar scrutiny. cosmetics do not have to obtain FDA approval before going to market, unless the product claims to treat or prevent disease or alter the body in any way (in which case the product is classified as a drug). To date, only 11 chemicals are prohibited or restricted by the FDA for use in cosmetics.

A number of independent organizations and other advocacy groups have started to provide information to consumers of potential toxins, while promoting the formulation of safer products by skincare brands. These include the Environmental Working Group (Skin Deep® Cosmetics Database), Made Safe®, Campaign for Safe Cosmetics, and Cosmetic Ingredient Review.

These Foundations & Individuals

make it possible for us to continue our mission & change how products are made:

SUSAN & DAVID ROCKEFELLER
AS YOU SOW FOUNDATION
THE FURTHER FOUNDATION
NIKE FOUNDATION