Making products safe. Keeping families healthy.

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A MESSAGE FROM FOUNDER AMY ZIFF

January 2022

In hindsight, 2020 was a year about uncertainty and survival while, in contrast, 2021 was a year about growth, change and sustainability. 2020 showed us that our organization had resolve, and enabled us to demonstrate our resourcefulness. It allowed our personal and professional resiliency to shine through. Having survived mightily, we began to take stock from another vantage point.

In 2021 our resilience continued while, like so many others, we reassessed and reflected upon the new imperatives for our world and our work. COVID reminded us that we are all fallible, and that to survive we must tend to ourselves and the planet we call home. We had to ask ourselves some important and challenging questions. Though we work in the sustainability space, helping guide companies to make more ecosystem-sound product formulation choices, were we ourselves sustainable, as an organization, from the inside out?

On close inspection we determined that not everything that had worked in our first six years would continue to serve us well in the future. We reviewed our practices, repairing some while replacing others. With introspection and leadership, we dug deep into our foundation and did the difficult but necessary internal work. We also had to remain nimble - reacting, adapting and rebuilding for the future in order to position our organization to have even greater impact going forward. For example, we retooled our submission process and engaged an external data team to rebuild our database, allowing us to evolve how we work with companies and dramatically expand our capacity to serve.

From a growth-oriented perspective, we expanded the size of both our organization and our community, adding passionate and talented new advisors, collaborators, and internal team members. We also built capacity and infrastructure for a beta program, Transformation Partners, which is separate from MADE SAFE®, but similarly leverages the in-depth Ecosystem Approach pioneered by our parent organization, Nontoxic Certified (NTC). This new program enables us to collaboratively partner with companies, offering them a roadmap to implement changes over time, and to pursue stretch goals around next-gen product formulation in a systematic and scientific way. This strategic approach allows for reflection upon top priorities, and gives companies another tool for measuring and reporting progress toward greater sustainability in a health-challenged and climate-chaotic world.
Throughout this past year we also continued increasing our volume of work. To date, we have worked with 178 companies around the world. We were proud to put forth more original advocacy and education initiatives than in any year previously. Our 5th annual *Raise the Green Bar* event was headlined by Bill McKibben who urged listeners to take action, saying, “It is time to ‘raise the green bar’ and raise it significantly!” He knows better than most the imperative we are facing to address and mitigate climate-chaos. In this spirit, it is my personal pride and belief that MADE SAFE and NTC are uniquely positioned to offer impactful solutions for consumer product safety and sustainability, thereby contributing to a regenerative future for all.

In each conversation I have with a trusted scientist, expert, or advisor, I am thanked for the work we do. It is humbling. We also hear frequently from mission-driven companies, informed researchers, and conscious consumers who remind us that “MADE SAFE is the only seal that doesn’t compromise.” As always, we will be unyielding in our efforts to be the change that is needed. What we do matters.

What also matters is the work of each and every company with which we partner. In their own unique ways, and through their brave and trailblazing commitment to formulation integrity and improvement, they are moving the needle on ecosystem safety and sustainability. A downstream effect of these pioneering efforts is that consumers feel a growing sense of comfort around purchasing, trusting that our thorough screening process of products coming through the MADE SAFE and NTC pipeline are safer for use on their bodies, with their families, and in their homes.

Looking ahead, having done all of this foundational work on our organization - all while maintaining our position of excellence in the marketplace - we are poised and ready for a year of continued impact and expansion. As always, my goal is for more people, partners, and companies to know about, and take advantage of, the important work we do. Please join me in this effort. Donate. Get social with us. Buy, gift, and share about MADE SAFE Certified products. Support the economy of change you want to bring about.

Together, let’s tell 2022, it’s “game on!”

With gratitude and well wishes,

Amy Ziff
Amazon's Climate Pledge Friendly program will promote hundreds of MADE SAFE® Certified products for more sustainable shopping. [LEARN MORE.]
AMY SPEAKS AT TEDxBERKSHIRES

Exposed: How Chemicals in Products Impact Our Health

Did you know that one quarter of all deaths worldwide could be prevented if we mitigated environmental exposures? Learn more about how exposures to endocrine-disrupting and other toxic chemicals in our everyday lives rob us of our health and wellbeing. READ MORE

LAUNCHED RED LIST EVALUATION FOR B CORP MEMBERS

MADE SAFE® is proud to be a part of the 1% for the Planet network, which connects businesses and nonprofits to protect the planet.

We planted 200 trees in National Forests across the country to help our natural ecosystem in honor of the companies we work with, our partners, and our advisors.

This supports better air, water and soil for humans and animals, which is what our work is all about.

We planted 200 trees...
“Founder of True Botanicals, Hillary Peterson:

Peterson points to the MADE SAFE seal as a serious differentiator in an increasingly crowded market, one that pushes the brand to innovate and develop ever more effective formulas.”

— GQ | September 2021

True Botanicals

The wellness industry is coming for your mattress

Are mattresses toxic? And does that matter?

By Adam Wicker | Feb 24, 2021, 10:00am EST

“I’m particularly passionate about bedding,” says Amy Ziff, founder and executive director of Made Safe, a nonprofit that certifies consumer products it deems safe for humans and the environment. “When you sleep, that is the time when your body is detoxing. And it’s doing important repair and rejuvenation work. It’s really important, if people are going to make an effort to clean up their living space, to pay attention to what they’re sleeping on.”
SPECIAL THANKS

to these foundations, corporations and individuals

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Susan & David Rockefeller  
Klausner Family Foundation  
American Endowment Foundation  
Sheppard Mullin

PATRONS
Mr. & Mrs. Blair Peterson  
Rachel Ash  
Heather White Strategies  
The Blackbaud Giving Fund  
BakerHostetler

MADE SAFE COMPANY SUPPORTERS
AH! YES  
Annmarie Skin Care  
Anumati Skincare  
Avocado Green Mattress  
Babo Botanicals  
Betterair  
Branch Basics  
Brentwood Home  
Buhbli Organics  
Caboo  
Caldera + Lab  
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SPECIAL THANKS TO OUR ADVISORS