



MADE SAFE



certifying that products are Made With Safe Ingredients™

Mission: Make it easy for people to find and buy safe products and to provide a roadmap for brands to make safe products.

MADE SAFE™ SCREENS  **INGREDIENTS FOR KNOWN:**



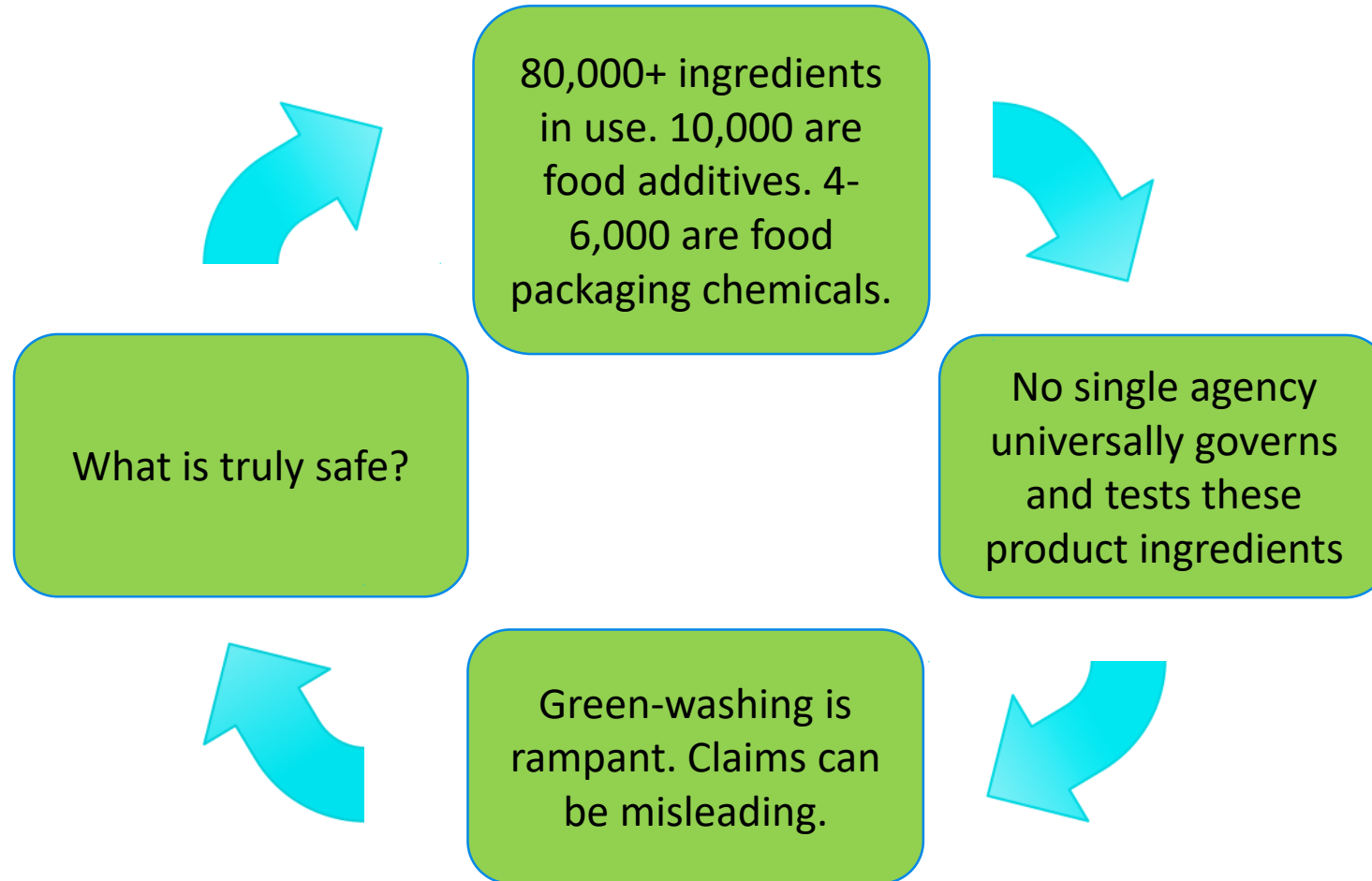
- ✓ BEHAVIORAL TOXINS
- ✓ CARCINOGENS
- ✓ DEVELOPMENTAL TOXINS
- ✓ ENDOCRINE DISRUPTORS
- ✓ FIRE RETARDANTS
- ✓ GMOs
- ✓ HEAVY METALS
- ✓ NEUROTOXINS
- ✓ PESTICIDES
- ✓ REPRODUCTIVE TOXINS
- ✓ TOXIC SOLVENTS
- ✓ HARMFUL VOCs



It is imperative to follow manufacturer guidelines for use of certified products.

The Problem: Constant Chemical Confusion

People know the USDA certified organic symbol is a safe choice for food but what about packaging?



There hasn't been a trusted 3rd party seal or symbol for products made with safe ingredients.

Eco, Green, Healthy, Organic The True Question Is...



Is it Safe??????



Human Health Assurances Are Where It's At

- **Health** Is a key concern for consumers who cited that especially for products that are ingested or used close to the body
- Consumers want to know what's inside their food (90% in US)
- What's in your food is a much deeper story than the seed that was sewn or the way it was grown...
- The chemicals used in packaging can migrate into food with significant consequences.
- Consumers are confused about legislation. More transparency is needed.



Consumer Confidence In Food Supply Is Eroding

Consumer
Confidence rated
at 78% in 2012

By 2015
confidence
dropped to 61%

#1 concern is now
the chemicals in
our food supply.



Ingredient Diligence Performed By Made Safe:

- Listed Ingredients – found on label.
- Sub-ingredients – ingredients within the Listed Ingredients, not on label.
- Secret Ingredients - Ingredients that come in through a back door as part of fragrance, inactive ingredients, or trade secrets and aren't revealed.
- Invisible Ingredients – Ingredients that form, react, or leach in package. May also arrive through supply chain contamination. These include Non-Intentionally Added Substances (NIAS).



Listen Up...Consumers Are Talking Trust

Moms control 85% of the wallet. They want safe products that promote health & won't cause disease.

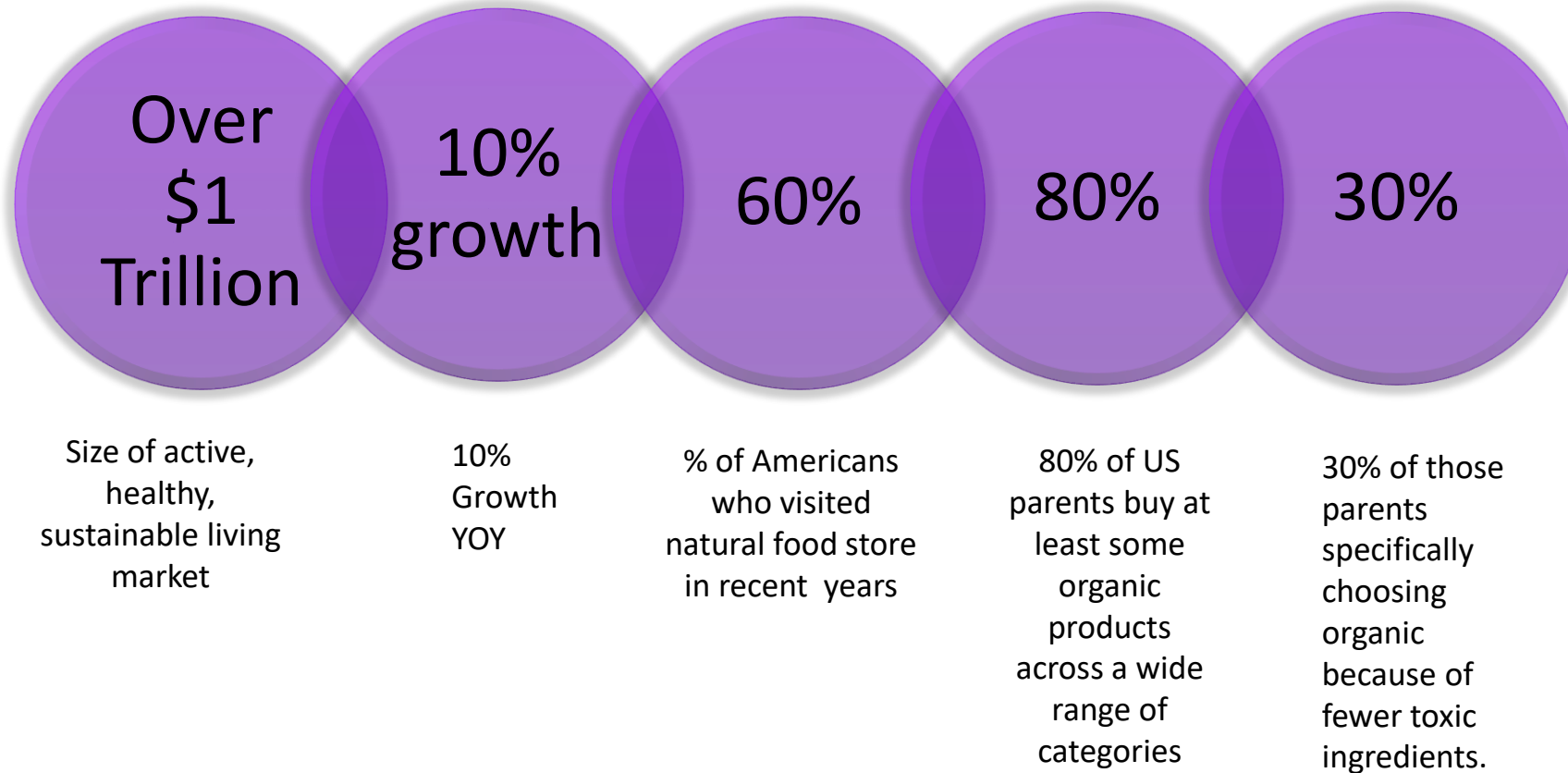
Sally Grimes, President of Tyson Foods: "We just follow the consumer."

Beth Ford Land O' Lakes COO
"Millennials are making decisions about their food based on the values of the company."

Hint water CEO Kara Goldin
"Purchasers want to know everything from where is the food coming from, to what are you going to do with that plastic bottle afterwards."



It's Smart Because It's Profitable



We Are Increasingly Unhealthy

- Parents are the raising the first generation of children who aren't as healthy as they are.
- At the current rate of growth the cost of managing chronic diseases will cripple societies
- The US currently spends \$750 billion to manage chronic diseases.
- All of these chronic diseases are known to be spurred, at least partially, by things in our environment.

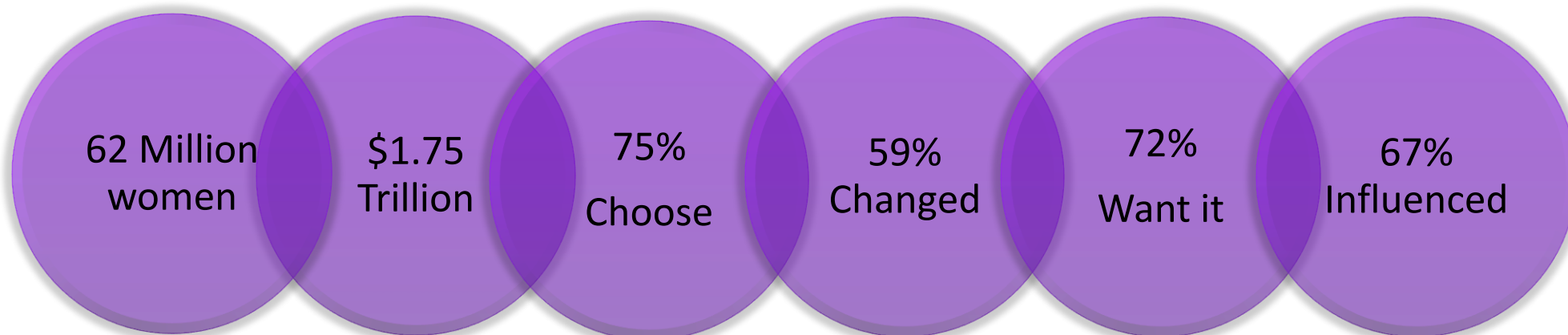
Every year, the U.S. spends:

Autism	\$268 B
Asthma	\$56 B
Obesity	\$190 B
Food Allergies	\$25 B
ADHD	\$100 B
Autoimmune	\$100 B

3/4 Trillion*



Consumers Say Packaging Matters



Defined as women who want to know their products don't contain and/or aren't contaminated by toxic chemicals.

Size of market spend controlled by Eco-Aware Moms.

Choosing responsibly packaged products is important and lead by example.

Changed what they bought because of the packaging.

Specify importance that food and beverages are packaged responsibly.


Packaging's health influences what they buy.

Building Brands To Win

- Use full transparency, Independent, 3rd party vetting
- (Re)Build consumer trust
- Take the opportunity to make a business advantage



Thank you.



**Certifying products are made with safe ingredients
for people and the environment.**

www.madesafe.org

Amy Ziff

amy@makesafe.org