



[epa.gov/saferchoice](http://epa.gov/saferchoice)

# EPA's Safer Choice Program

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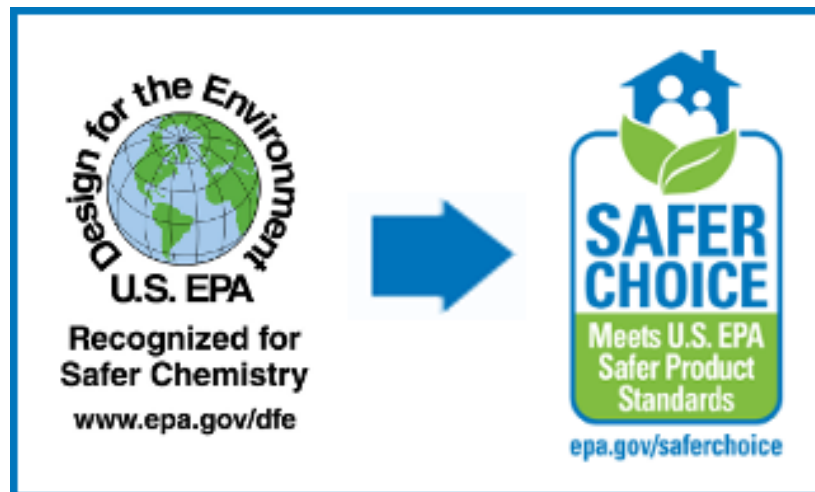
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# DfE IS NOW SAFER CHOICE

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



Same program ...  
new name and logo

# A FAMILY OF LABELS



Optional Label for  
Industrial &  
Institutional Use



Fragrance-Free Label

# WHAT DOES THE SAFER CHOICE LABEL MEAN?

- Verification by a trusted government agency that products contain only safer chemical ingredients and that they are:
  - Safer for people, families, pets, and the environment
  - Safer for workers and work places
  - Works well
- An appealing label that consumers can trust
  - Facilitates rapid decision-making





# SAFER CHOICE PRODUCTS

[www2.epa.gov/saferchoice/products](http://www2.epa.gov/saferchoice/products)

- List of Safer Choice-labeled products
  - Updated every two weeks
  - More than **2,000** listed products
    - About **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 PRODUCTS (CONT...)

## Facility Cleaning

- All-Purpose Cleaners Appliance Cleaners & Rinse Aids
- Automatic Dishwasher Products
- Carpet Cleaners & Floor Care Products
- Degreasers
- Dish Detergents & Soaps
- Granite/Stone/Wood/Leather Cleaners
- Medical Device 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

## Personal Care

- Hand Soaps
- *Shampoos*
- *Conditioners*
- *Lotions*
- *Others?*

## Automotive & Outdoor

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



# EO 13693 INCLUDES SAFER CHOICE

## Section 3(i)(ii)(C)

(i) promote sustainable acquisition and procurement by ensuring that each of the following environmental performance and sustainability factors are included to the maximum extent practicable for all applicable procurements in the planning, award, and execution phases of the acquisition by:

...

(ii) purchasing sustainable products and services identified by EPA programs including:

(A) Significant New Alternative Policy (SNAP) chemicals or other alternatives to ozone-depleting substances and high global warming potential hydrofluorocarbons, where feasible, as identified by SNAP;

(B) WaterSense certified products and services (water efficient products);

(C) Safer Choice labeled products (chemically intensive products that contain safer ingredients); and

(D) SmartWay Transport partners and SmartWay products (fuel efficient products and services);





# WHAT'S BEHIND THE LABEL?

To use the label products must:

- Meet the Safer Choice Standards
  - 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

# EARLY RESPONSE TO NEW SAFER CHOICE LABEL

- *Consumer Reports (May 2015):*
  - Consumer Reports dedicated a full page the Safer Choice label, explaining “why we like the label”
- *Recent Partner Survey:*
  - Majority of consumers surveyed responded that the new label would be a compelling reason for them to try a product





# QUESTIONS?

[www.epa.gov/saferchoice](http://www.epa.gov/saferchoice)

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