



EPA's Safer Choice Program



epa.gov/saferchoice

Outline



- Safer Choice program
- Safer Choice label
- Program participants
- Consumer awareness
- Product types
- Safer Chemical Ingredients List

Safer Choice Program



- Encourages green chemistry
 - consumers & purchasers
 - product manufacturers
 - chemical manufacturers
 - retailers
- Focus on chemical ingredients
 - With provisions for performance, packaging, and ingredient disclosure
- Verifies and reviews all ingredients up the supply chain
- Leverages EPA's expertise in evaluating chemicals



What Does the Safer Choice Label Mean?



- Verification by a trusted federal agency that products contain only chemical ingredients meeting Safer Choice criteria.
- Appealing label that customers understand.
 - Facilitates rapid decision-making





Program Participants

- **Chemical Manufacturers**
 - AkzoNobel, BASF, Dow, Eastman, Milliken, Novozymes, Stepan
- **Product Manufacturers**
 - BISSELL, Clorox, Ecolab, GOJO, Proctor & Gamble, RB, WD-40, Berkley Green, Clean Control, Earth Friendly Products, Honest Company, Jelmar (CLR), Seventh Generation, State Industrial, Wexford Labs
- **Retailers**
 - Albertsons/Safeway, Amazon, Brandless, Costco, Home Depot, Office Depot/Office Max, Sears, Staples, Target, Walmart, Wegmans
- **Health & Environmental Advocacy Groups**
 - EDF, NRDC, Safer Chemicals Healthy Families, Breast Cancer Prevention Partners, Center for Environmental Health

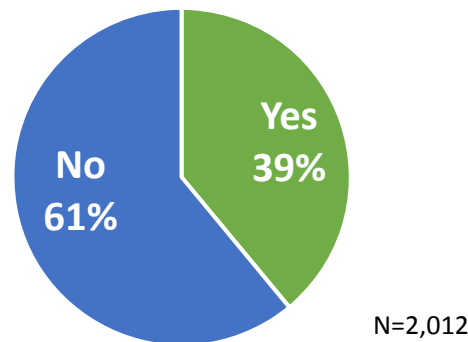
Survey of Consumer Awareness



In a survey of 2,000+ adult U.S. residents in March 2018:

- 39% of consumers reported familiarity with the program.

Are you familiar with a labeling program implemented by EPA that enables consumers to select products...safer for people, families, and pets?



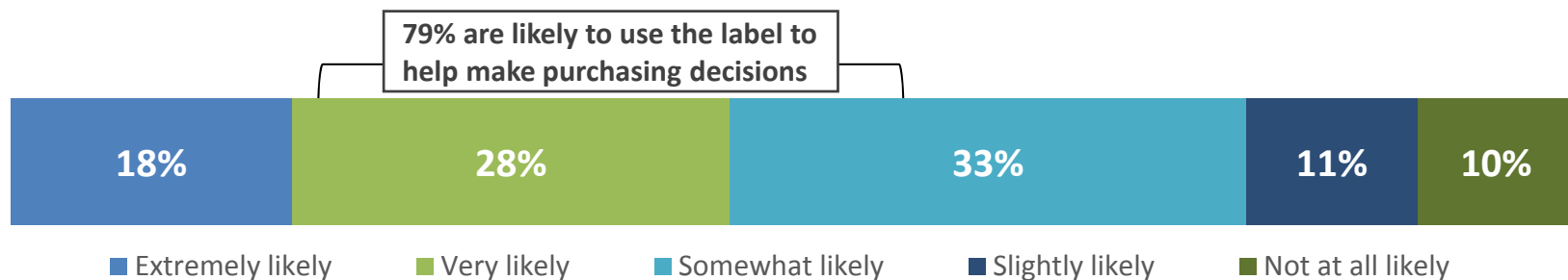
- 38% of consumers say they have seen the Safer Choice label on store shelves.

Consumer Desire to use Safer Choice



- **79%** of consumers... responded that they would use the Safer Choice label to inform purchasing decisions.
 - **85%** of parents...
 - **81%** of millennials...

Figure 7. Based on what you now know about the labeling program, how likely are you to use the EPA's Safer Choice visual mark to help you select a product to purchase?



Safer Choice-Certified Products



www.epa.gov/saferchoice/products

- About 2,000 certified products from 500 partners
 - ~ **700** Retail
 - **>1,300** Industrial & Institutional





Safer Choice Product Types

■ Household & 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
- Kitchen/Countertop Cleaners
- Laundry Detergents, Fabric Softeners & Pre-Treaters
- Odor Removers
- Pet Care Products
- Toilet Bowl Cleaners
- Tub/Tile Cleaners
- Window/Glass Cleaners

■ Health & Beauty

- Hand Soaps

■ Automotive & Outdoor

- Aircraft Cleaning Products
- Athletic Field Paint
- Car Care Products
- Deicers
- Dust Control Products
- HVAC Maintenance
- Marine/RV Cleaners
- Outdoor Furniture Cleaners
- Parts Washers



Safer Choice Product Finder

<https://www.epa.gov/saferchoice/products>

Search Products that Meet the Safer Choice Standard

EN ESPAÑOL

Looking for safer cleaning and other products? Use the search box below to find products that meet the Safer Choice Standard.

Search bar

Search Products

Product or Company Name (Optional)

Home or Business Use (Optional)

Show only:

Fragrance-free products¹

Products with outdoor uses²

Dish Soaps

Filter by product category

Filter for fragrance-free and direct release products

Note: in the product listing, the notation ("‡") means that the partner company is overdue for their yearly partnership review with Safer Choice.

Show entries Previous 2 3 4 5 6 Next

Product Name	Company	Sector	Type
Enviro Emerald Suds	20/20 Chemical Company	Business	Dish Soaps
Earth Force Ltd Emerald Gold	ABC Compounding Co., Inc.	Business	Dish Soaps

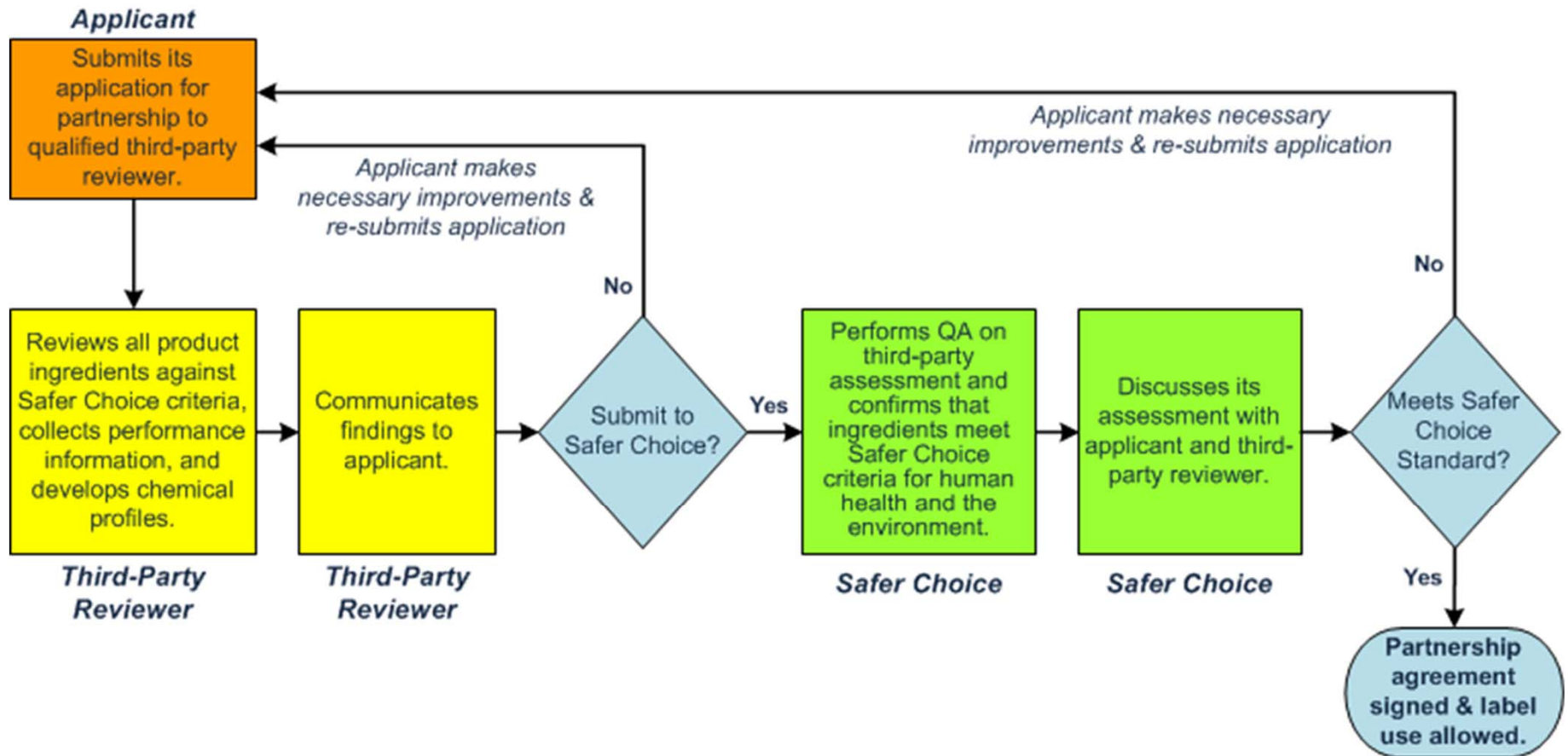
The Standard Behind the Safer Choice Label



<http://www.epa.gov/saferchoice/standard>

- To use the label products must:
 - Meet the Safer Choice Standard
 - Be covered under a Partnership Agreement between the manufacturer and EPA
 - Renewed every 3 years
 - Undergo annual audits
- Developed through multi-stakeholder process
- Supplemented with thresholds from GHS to provide transparency

Safer Choice Product Review Process



Safer Chemical Ingredients List (SCIL)



www.epa.gov/saferchoice/safer-ingredients

- Living list of **900+** safer chemicals that meet EPA's Safer Chemical Criteria arranged by functional use.
- How industry uses SCIL
 - Identifying chemicals for use in Safer Choice-certified products
 - Responding to retailer and consumer demand for safer chemistry in a range of products beyond those carrying the Safer Choice label



Safer Chemical Ingredients List (SCIL)

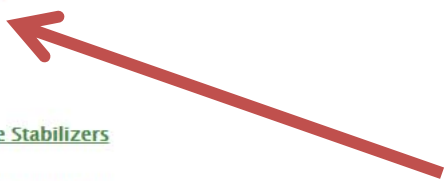
Safer Chemical Ingredients List

- The listed chemicals are safer alternatives, grouped by their [functional-use class](#).[†]
- Chemicals are marked as a [green circle](#), [green half-circle](#), [yellow triangle](#), or [grey square](#).[‡]
- This list includes many of the chemicals evaluated through the Safer Choice Program. It does not include confidential chemicals. There may be chemicals not included in this list that are also safer.
- Some of the listed chemicals may not be on the [TSCA inventory](#) and therefore may not be authorized/allowed for TSCA uses. Those considering TSCA uses for these chemicals should first determine whether such use is authorized. Chemicals not listed on the TSCA inventory are indicated as such in a pop-up box that appears upon clicking the hyperlinked CAS RN in the table below.

◆ Please Select: [All Functional Use Classes](#)

◆ or Select a Functional Use Class:

- [Antimicrobial Actives](#)
- [Chelating Agents](#)
- [Colorants](#)
- [Defoamers](#)
- [Emollients](#)
- [Enzymes and Enzyme Stabilizers](#)
- [Fragrances](#)
- [Oxidants and Oxidant Stabilizers](#)
- [Polymers](#)
- [Preservatives and Antioxidants](#)
- [Processing Aids and Additives](#)
- [Skin Conditioning Agents](#)
- [Solvents](#)



www.epa.gov/saferchoice/safer-ingredients

- Chemicals searchable by Name and CAS RN

Clear Options

Chelating Agents

Note: When a functional use category is selected, the search above will only apply to the chemicals assigned to this functional use. To select a different functional use, please [scroll up](#).

Show 25 entries

Code	Common Name	CAS Registry Number	Functional Use
	2-Butenedioic acid (2Z)-, ammonium salt (1:?), homopolymer, hydrolyzed, sodium salts	181828-06-8	Chelating Agents
	Alanine, N,N-bis(carboxymethyl)-, sodium salt (1:3)	164462-16-2	Chelating Agents
	Aspartic acid, N-(1,2-dicarboxyethyl)-, tetrasodium salt	144538-83-0	Chelating Agents
	Citric acid, anhydrous	77-92-9	Antimicrobial Actives; Chelating Agents; Processing Aids and Additives
	D-Gluconic acid	526-95-4	Chelating Agents; Processing Aids and Additives

Safer Chemical Ingredients List



- **953** chemicals & **1023** listings on SCIL as of September 2018

By functional ingredient classes:

- Antimicrobial Actives (7)
- Chelating Agents (23)
- Colorants (44)
- Defoamers (11)
- Emollients (26)
- Enzymes & Enzyme Stabilizers (32)
- Fragrances (147)
- Oxidant & Oxidant Stabilizers (20)
- Polymers (61)
- Preservatives & Antioxidants (39)
- Processing Aids & Additives (160)
- Skin Conditioning Agents (46)
- Solvents (72)
- Specialized Industrial Chemicals (14)
- Surfactants (297)
- Uncategorized (24)



Considerations for Identifying Low Priority Substances under TSCA

- TSCA requires that EPA designate 20 High and 20 Low Priority Substances by December 2019
- SCIL is a starting point; a subset of stakeholders supported the idea at a public meeting and in ensuing comment.
- Practical and useful:
 - Used in products with high consumer exposure
 - Includes high-production volume chemicals
- During prioritization, EPA will consider:
 - Potentially exposed or susceptible subpopulations (e.g., workers and children)
 - Storage near significant sources of drinking water
 - Information on all conditions of use
 - Exposure potential based on conditions of use
 - Volume or significant changes in the volume of the chemical

Thank you!



Questions?

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