

MADE SAFE[®]

2024 Impact Report



—PHOTO CREDIT, IRVINGTON WOODS PROJECT, IRVINGTONNY.GOV/667/THE-IRVINGTON-WOODS



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2024 Message from Founder Amy Ziff

APRIL 2025

This month marks MADE SAFE®'s tenth year of certifying products in the marketplace. It has been an incredible decade of progress, learning, and advocating. Over the last 10 years, we have built a highly impactful seal that is changing how products are made and fostering a safe and sustainable future.

We've proven that MADE SAFE is a meaningful certification with the unique power to transform products to be made with safe ingredients that won't harm humans or the ecosystem. We've proven that products carrying our seal don't have to sacrifice performance for purity. We've proven, above all else, that it's possible to make products that don't compromise human health or this planet we call home.

But we didn't stop there. We also inspired thousands of consumers to shop more consciously, to care about ingredients, and to learn where ingredients of harm are found so they may do better. We defined what it means for a product to be *Made With Safe Ingredients™*. Manufacturers are striving to create better products because we exist.

And yet, amidst all of this success, I still feel the imperative to do more, to go faster, to help provide guidance in a world where the U.S. isn't even a top leader in important conversations around chemicals, climate, and sustainability.

I've spent the past year in conversation with our advisors, other partners and stakeholders, and asked how we can enter this new decade with even more impact.

With our 10-year anniversary, and this 2024 Impact Report, I am thrilled to share our new partnership with the Wise Group Inc, a new venture in the healthy home / healthy living arena—a business started by the husband-and-wife team Alexandra Kerry and Julien Dobbs-Higginson.

Their for-profit model can serve as a complement to MADE SAFE.

(cont. on page 3)



2024

Message from Founder Amy Ziff (*cont.*)



Over the past several years, as our working relationship developed and grew, we realized that in partnership we could help each other reach our closely connected goals more quickly. As a result, Alexandra and Julien have joined the MADE SAFE governance board. And this year, the Wise Group will assume the assets of MADE SAFE in order to bring us greater visibility, impact, and reach.

In terms of process, there won't be any direct changes to the organization; our science and research will always be our guiding principle. But, behind the scenes, we expect this to enhance and elevate our work, to deliver more ROI for participating brands, and to have greater reach with our advocacy. In light of the political climate and the stripping of the federal workforce, it is more important than ever that MADE SAFE's science helps companies navigate their way to "go green."

That is why we are launching an aptly-named Wise List Certification program this year. This initiative is the starting point of the MADE SAFE program. It's a commitment to removing and avoiding more than 15,000 of the most harmful chemicals in use today. The list is gargantuan.

But it's also an imperative stepping stone to creating safer and more sustainable products. We must get industry to move away from PFAS, high-risk pesticides, plasticizing chemicals like phthalates, and preservatives like parabens and harmful quaternary ingredients. By adhering to this list, we can help companies that want to participate in the green space with a meaningful certification.

I am excited to move forward and meet 2025 with this powerful team and new partnership, and invite you to join us with a [donation](#) to support our work. Read on for more about our accomplishments in 2024.

All my very best,

Amy Ziff



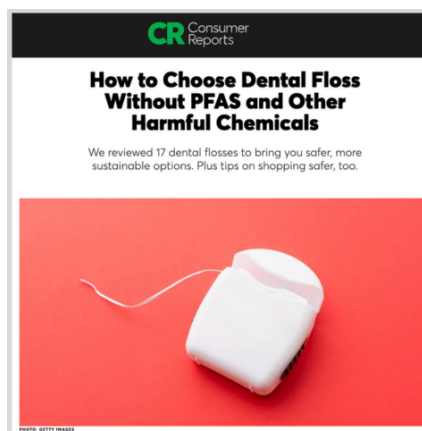
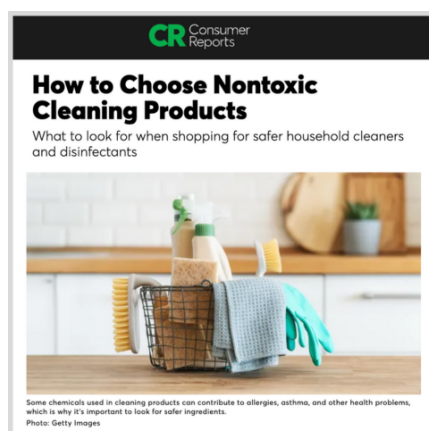
In light of the political climate and the stripping of the federal workforce, it is more important than ever that MADE SAFE's science helps companies navigate their way to "go green."





2024 Publishing in Consumer Reports

In 2024, we continued our partnership with **Consumer Reports** [CR], producing an invaluable educational resource and spreading the importance of MADE SAFE's Ecosystem Approach to a broad audience. Topics covered this year include [cleaning products](#), [cookware](#), [dental floss](#), [baby lotion](#), and [kids' toothpaste](#).



To investigate, Consumer Reports partnered with MADE SAFE, a nonprofit organization that certifies products as safer and more sustainable.

—CONSUMER REPORTS, 2024



2024 Introduction: A note from Alex Kerry

I am Alexandra Kerry. I grew up in a family where I was taught that you can change the world if you work hard, do research, and commit to change. I've been a successful entrepreneur in media and consulting for startups and Fortune 100 companies, raising more than \$8 million for a female-led film fund.

When I had my first child, I quickly became aware of the chemicals in our homes that can negatively impact our health and the well-being of our families. I was astonished to find that the government didn't have protections from these harmful chemicals and the marketplace was a white space. So I began to study and investigate the opportunity to create a destination for homewares and smart lifestyle information to help people live healthier lives.

Now, I am living through the aftermath of the LA fires, re-settling and considering the consequences of this event on our health in acute and long-term ways including the impacts on human health, air, water, and soil. The science behind MADE SAFE and the rigors of the Ecosystem Approach seem ever prescient and important.

I am looking forward to the work with the MADE SAFE community of businesses, advisors, and donors in the months and years ahead.

Alex



—PHOTO CREDIT, DÔEN, SHOPDOEN.COM

2024

MADE SAFE
MADE WITH SAFE INGREDIENTS

Introducing the new Wise List Certification powered By MADE SAFE™



The new Wise List *powered by MADE SAFE™* certification establishes a definitive, transparent, and evidence-based standard backed by science from government agencies, scientific organizations and/or subject-area experts.

The Wise List *powered by MADE SAFE™* is designed to eliminate the most harmful chemicals from commerce for a safer and more sustainable world. The program drives marketplace transparency and helps expedite the change to more sustainable production practices and goods worldwide.

Earning the Wise List *powered by MADE SAFE™* certification means a company is avoiding more than 15,000 harmful chemicals. Participation helps to set a level playing field by creating a common baseline standard that should be met by all companies that aim to produce clean, green, or eco products.

With significant growth of consumer-packaged goods in the “green” sector, there is no singular approach or definition of “green.” As a result, generic terms like “clean,” “eco,” “natural,” and claims of “free from” have proliferated, confusing the marketplace and diminishing the chance to eliminate harmful substances. Nowhere is this truer than in the U.S., where chemical legislation lags behind use. Additionally, harmful chemistries are proliferating with the use of regrettable substitutions. This newest certification program aims to resolve this.

By reducing the intentional use of harmful chemicals, we can drive reductions in their use and lower demand for them around the world. The more companies that move away from these chemicals, the more likely it is for legislation to follow. Participating in the *Wise List powered by MADE SAFE™* is a bold step toward transforming how products are made for a safer and more sustainable future.

[Read more](#) about the Wise List certification.

What's on the Wise List *powered by MADE SAFE™*

The Wise List prohibits over 15,000 harmful substances including:

- Toxic antibacterials + antimicrobials
- Harmful artificial colors + dyes
- Bisphenols
- Carcinogens
- Endocrine disruptors
- Developmental and reproductive toxicants
- Neurotoxicants
- Formaldehyde releasers
- High-risk pesticides
- PCBs
- PFAS
- Paraffin oil, paraffin wax, petrolatum + liquid paraffinum ingredients
- Parabens
- Phthalates
- Harmful UV blockers + filters
- Harmful VOCs



2024 Highlights

6% Audience growth.

125 Newly Certified MADE SAFE products.

3,106 Elements screened.

2,805 MADE SAFE Certified products in the marketplace.

Have worked with **HUNDREDS** of companies for change.

MADE SAFE Donation 2024

In honor of all the people and companies we work with, we made a year-end donation to support the planting and growth of native tree species in the forest near the MADE SAFE office and its surrounding community. Our donation will provide cleaner air and support native species in Westchester County, New York.

Each year, we support ecosystem regeneration work and the Irvington Woods Project is a like-minded organization playing a role in this important, multifaceted work of caring for and protecting both our local ecosystems and the environment at-large.



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MADE SAFE

MADE WITH SAFE INGREDIENTS

2024 Companies Working for Change

Below are participating **companies with MADE SAFE Certified products**. We work with companies across the spectrum, from Fortune 500s to small innovative brands that are raising the bar on sustainability. We are proud of the important work these companies are doing to grow the demand for ecosystem-sound products and improve the outlook for human and environmental health. Each one is a part of deep and long-lasting systemic change.





2024 Experts Advising for Change

Thank you to our **Advisors** for their continued support of and participation in this important work.

Science Advisors



Birnur Aral, PhD
Health, Beauty & Environmental Sciences Lab Director, Good Housekeeping Institute



Michele Burkland, NMD
Naturopathic Physician, Researcher, and Natural Products Scientist



Terry Collins, PhD, Hon FRSNZ
Professor & Director, Institute for Green Science, Carnegie Mellon University



Sydney Cook
Standards Panel for MADE SAFE



Anne Marie Fine, NMD
Naturopathic Doctor, Researcher, Author & Speaker



Jeff Gearhart, MS
Research Director, Ecology Center / Healthystuff.org



Mark Hyman, MD
Functional Medicine Doctor & Bestselling Author



Deanna Minich, PhD, FACN, CNS
Author & Lifestyle Medicine / Detox Expert



Pete Myers, PhD
CEO / Chief Scientist, Environmental Health Science & Co-Founder, CHE



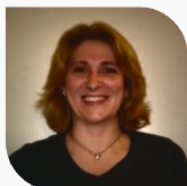
Michelle Perro, MD, DHM
Pediatrician, Integrative & Homeopathic Medicine, Exec. Dir., GMO Science & Author



Gunjan Purohit, PhD
Research Scientist (Nano), IITB-Monash Academy, Indian Institute of Technology, Mumbai, India



Sharima Rasanayagam, PhD
Director of Science, Breast Cancer Fund



Lisa Rodenburg, PhD
Professor, Rutgers University, Environmental Chemist & PCBs Expert



Maya Shetreat, MD
Pediatric Neurologist, Herbalist, Urban Farmer & Author



Laurel Standley, PhD
Environmental Chemist, Author & Wellness Instructor



Summer Streets, MS
Environmental Chemist & Research Scientist



Shanna Swan, PhD
Environmental & Reproductive Epidemiologist, Professor of Environmental Medicine & Public Health, Icahn School of Medicine, Mount Sinai



John Warner
President, Chief Technology Officer & Board of Directors, Warner Babcock Institute for Green Chemistry



2024 Experts Advising for Change

Thank you to our **Advisors** for their continued support of and participation in this important work.

Business Advisors



Friday Apaliski
Sustainability
Concierge /
Entrepreneur, Mom &
Community Advocate



**Rachel Paletsky
Ash**
Advocate for
Environmental
Health & Integrative
Healing



Kelly Burton
Head of
Sustainability &
Social Impact (Blue
Apron), Adjunct
Professor (Harvard
University)



**Robert
Candelino**
CEO, Radio Systems
Corp (PetSafe,
Invisible Fence,
Kurgo, Sport Dog,
Premier Pet)



Gianne Doherty
Wellness
Entrepreneur &
Community Builder



Jeff Glueck
CEO & Co-Founder,
Salvo Health



Karin Johnson
Lawyer, Mom &
Passionate
Environmental
Health Advocate



Paige Padgett
Sustainable Product
Consultant, Author &
Clean Beauty Pioneer



Rachael Pontillo
Holistic Skincare
Innovator, Author,
Educator & Board
Certified
International Health
Coach



Anne Robertson
Environmental
Philanthropist &
Entrepreneur



**Susan
Rockefeller**
Entrepreneur,
Conservationist,
Filmmaker & CEO /
Founder, Protect
What Is Precious



Mike Schade
Mind the Store
Campaign Director
for Safer Chemicals,
Healthy Families



Heather K. Terry
CPG Mentor, Angel
Investor, Author &
CEO / Co-Founder,
GoodSam Foods



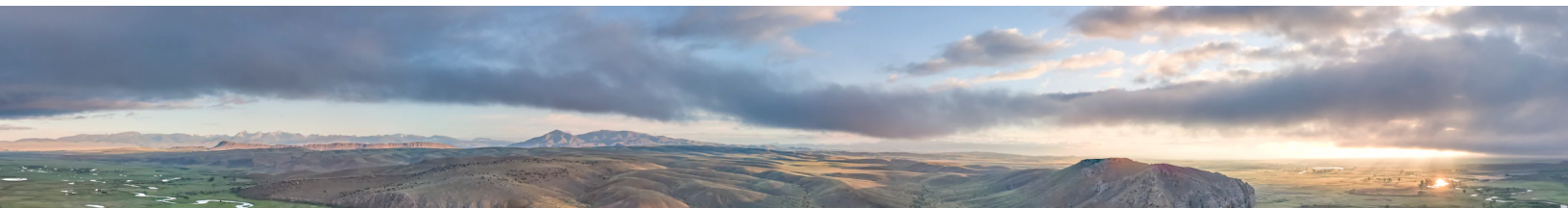
**Frank Van
Gansbeke**
Professor & Advisor,
Sustainable
Development



Heather White
Author, Founder /
CEO, One Green
Thing, Consultant,
Conservation &
Environmental Policy
Expert



2024 Expressing Our Gratitude: Donors



Our deep and sincere gratitude to the generous donors, philanthropists, foundations and organizations who support our game-changing programs. These funders make it possible for us to continue our mission of revolutionizing how consumer products are made, and thereby eliminating the use of harmful chemicals from the marketplace to ensure a safe and sustainable future for all.

- 1% for the Planet
- Alexandra Kerry
- American Endowment Foundation
- BakerHostetler
- The Blackbaud Giving Fund
- Mr. & Mrs. Blair Peterson
- David Thorne & the Thorne Family
- Ellen Lautenberg
- Ethan & Jamie Berg
- Heather White Strategies
- Jon Mullen / EcoStock
- Julien Dobbs-Higginson
- Kim Larson & Gary Knell
- Klausner Family Foundation
- Rachel Paletsky
- Schwab Charitable Foundation
- Sheppard Mullin
- Veronique Pittman