

Pregnancy Extension for MADE SAFE Certified

Products Not Known or Suspected to be Harmful to Pregnant Individuals

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MADEWORKS™
Intelligence

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The Pregnancy Safe designation is an add-on certification available to products that are already certified through MADE SAFE. It provides an extra layer of scrutiny by identifying whether any ingredient in a product is known or suspected to pose a risk to pregnant individuals- either through potential harm to maternal health or fetal development.

This certification was developed to address the unique concerns that arise during pregnancy, when individuals may be more vulnerable to certain chemical exposures. To earn this label, products must undergo a second round of ingredient screening. This review assesses each ingredient through the lens of pregnancy safety- considering toxicants linked to reproductive and developmental harm, hormonal disruption, or other prenatal risks. Where evidence is lacking or uncertain, MADE SAFE applies the Precautionary Principle, and such substances are typically not permitted.

The result is a trusted marker for consumers- signaling that the product has not only passed MADE SAFE's comprehensive screening but has also been reviewed for additional safety concerns specific to pregnancy. It's a meaningful tool for helping individuals make informed decisions during one of life's most important and sensitive stage.

What the Pregnancy Safe Label Guarantees

A product carrying the Pregnancy Safe label has:

- Passed full MADE SAFE Certification, meaning it has been screened against more than 15,000 harmful substances and passed our Ecosystem Approach process
- Undergone an additional layer of review for potential risks to pregnant individuals
- Been found to contain no ingredients known or suspected to negatively affect maternal or fetal health when used as directed
- This designation is based on scientific evidence, expert consultation, and application of the Precautionary Principle in cases of uncertain.

The Pregnancy Review Process

1. **Products must be MADE SAFE Certified or must be undergoing MADE SAFE Certification:**

Products are not eligible for pregnancy review without MADE SAFE Certification. Achieving certification ensures that the product contains ingredients that meet MADE SAFE's rigorous standards for health and sustainability.

2. **MADE Substance Database Screen:** Each ingredient/material is run through the MADE Substance Database to determine if it has previously been reviewed for suitability for pregnant individuals. If the substance has already been reviewed, the determination on file regarding eligibility for use in certified products is communicated to the company.

3. **Pregnancy Review:** If a substance has not been previously reviewed, it is assessed for suitability for pregnant individuals. This approach is used to assess individual ingredients/materials to determine whether they are known or suspected to cause adverse effects in pregnant individuals. The assessment can be completed by answering the following general questions:

- Is the substance known to cause or linked to adverse health effects in pregnant individuals, affecting maternal health?
- Is the substance known to cause or linked to adverse health effects in pregnant individuals, affecting fetal health, development or viability?
- Is this substance suspected to be linked to adverse health effects in pregnant individuals, affecting maternal health?
- Is the substance suspected to be linked to adverse health effects in pregnant individuals, affecting fetal health, development or viability?

Typically, if the answer to any of the questions above is "yes" when the product is used according to manufacturer instructions, the substance is generally not suitable for use by pregnant individuals.

If the substance is not explicitly known or suspected to be linked to adverse effects in pregnant individuals, the substance is deemed suitable for use by pregnant individuals.

Ingredients or Materials in Question: When an ingredient's safety during pregnancy is unclear, MADE SAFE consults with toxicologists, herbalists, and subject-matter experts. If safety cannot be confirmed, the Precautionary Principle is applied and the substance is typically not permitted.

Documentation for Certification + Substance-Specific Requirements: Some ingredients may require substance-specific documentation, such as manufacturing details, contaminant data, or final product concentration—especially for botanicals. These requirements are shared with companies during the review process.

Final Reporting + Review Statement

After all ingredients in a given product have been reviewed, a final report is issued. If no ingredients in the product are known or suspected to be hazardous to pregnant individuals, a statement of review is issued demonstrating compliance. Companies may publish this statement, present it to retailers, or furnish it for other purposes as needed.

MADEWORKS Intelligence™ (formerly MadeSafe.org) has been driving marketplace change since 2015. We are building a bridge to a safer, more sustainable future for all. Using the Ecosystem Approach, MADEWORKS Intelligence generates insights that support better product development and advance systemic change. By bringing together science, industry leadership, and informed consumer choice, we help turn meaningful information into action, transforming the marketplace for a healthier world.