

MADE WISE Certification Standard

Version 1.4 (2026)

MADEWORKS™
Intelligence

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Until now, there hasn't been a single, consistent approach- or definition of "green"- for companies to follow in the climate-friendly space. As a result, generic terms like "clean," "eco," and "natural," along with broad "free from" claims, have proliferated. This has confused the marketplace and made it harder to focus on eliminating truly harmful chemistries, creating challenges for both companies and consumers.

By achieving MADE WISE Certification, companies demonstrate a commitment to help eliminate the use of 15,000 of the most harmful chemicals on the MADE Banned List as intentionally added ingredients in certified products. This supports green companies in moving in a reasonable, measured way toward removing the worst chemicals from products- even in the absence of legislation.

This standard sets clear, science-based requirements for what it means to meet MADE WISE Certification, helping reduce confusion from vague "green" claims and creating a consistent baseline for brands and shoppers. The MADE WISE Certification is designed to become a leading benchmark for "green" in the marketplace.

MADE WISE Certification is a bold and urgent step toward cleaner air, water, and soil- and toward addressing chemical burdens that unfairly impact front and fenceline communities. It is designed to hasten the elimination of the worst chemicals in everyday products while creating a shared standard for eco-products.

MADE WISE Certification Scope

The following product categories are within the scope of MADE WISE Certification under version 1.3:

- 1. Baby & Child**
 - a. Diaper cream**
 - b. Personal care**
- 2. Cleaning + Laundry Products (formulated)**
- 3. Cosmetics**
- 4. Hand Sanitizer**
- 5. Home Fragrance**
 - a. Candles**
 - b. Room spray**
 - c. Air fresheners**
- 6. Insect Repellent**
- 7. Oral Care**
- 8. Perfume**
- 9. Personal Care**
 - a. Skincare**
 - b. Bath & body products**
 - c. Hair care**
- 10. Pet Care (formulated)**
- 11. Remedies / Wellness**
- 12. Sexual + Intimate Health Products (formulated)**
- 13. Sunscreen**
- 14. Supplements**

The following product categories are outside of the scope for MADE WISE Certification under version 1.3, though may be areas of expansion for the future:

- 1. Apparel**
- 2. Bedding + Linens**
- 3. Building Materials**
- 4. Cookware**
- 5. Diapers**
- 6. Food**
- 7. Food Contact Goods**
- 8. Furniture**
- 9. Mattresses, Pillows + Toppers**
- 10. Medications and Medical Products (exceptions: OTC acne care, sunscreen)**
- 11. Period Care**
- 12. Wipes**

Definition of Terms

Added ingredient: Added ingredients are ingredients intentionally added to a formulation. Many of these ingredients are disclosed on the label, but not all are disclosed. This is because proprietary information (like fragrances and flavors) and ingredients at concentrations below INCI disclosure labeling requirements are not required to be included on labels. For this reason, MADEWORKS does not rely on INCI product labels for screening, but rather submitted reported ingredients from companies seeking certification and composition disclosures from ingredient suppliers and manufacturers.

Reported ingredients/materials/substances: Companies must submit all known ingredients, materials, and substances in each product undergoing certification for review. In addition to companies' submission forms containing self-reported substances, MADE WISE Certification also requires composition disclosures from ingredient/material manufacturers and suppliers to bolster the accuracy of companies' substance submissions to MADEWORKS. What is not reported, disclosed or found in the screening process cannot be screened.

MADE WISE Certification Overview

The MADE WISE Certification program is an independent third-party review designed to eliminate 15,000 of some of the most harmful chemicals from consumer goods, driving transparency and accelerating the shift to safer, more sustainable production. Unlike vague “clean” or “green” claims, MADE WISE sets a science-based standard that exceeds both the US and EU regulations.

Earning the MADE WISE Certification means a company proactively avoids more than 15,000 harmful chemicals as intentionally added ingredients, including:

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

Note: Some substances may have category specific allowances or technically unavoidable content, in which case either additional testing, threshold requirements, or other specifications may apply.

Participating in the MADE WISE program demonstrates a company’s commitment towards transforming how products are made for a safer and more sustainable future. By minimizing the intentional use of harmful chemicals, we can decrease demand and ultimately reduce their prevalence in the marketplace. When all companies adopt the MADE WISE Certification as a starting commitment to sustainability, we will have cleaner air, water, and soil – for everyone.

The MADE WISE Screening Process

- 1. Company Signs Agreement:** Company signs screening agreement and Non-Disclosure Agreement to begin work. This provides confidentiality during the screening process; MADEWORKS understands that the substance information submitted is sensitive, confidential, and sometimes proprietary in nature.
- 2. Company Submits Ingredients/Materials:** To help establish product transparency, companies are responsible for submitting all known substances added to a product, including fragrances and flavors, for review.
- 3. The MADE WISE Screen:** Reported substances are first screened against the MADE Banned List. This list is a compilation of dozens of authoritative lists from around the world. The lists cover a wide array of toxicity endpoints that include both human health and environmental health. While the sources that comprise the entirety of the list are proprietary, some example sources are listed below:
 - Agency for Toxic Substances and Disease Registry (ATSDR) Substance Priority List
 - California Proposition 65
 - chemsec SIN List
 - Environment Canada Persistence, Bioaccumulation and Inherent Toxicity
 - European Chemicals Agency (ECHA) Cosmetic Products Regulation, Annex II - Prohibited Substances
 - European Chemicals Agency (ECHA) Endocrine Disruptor Assessment List
 - European Union European Commission Carcinogenic, Mutagenic Or Toxic for Reproduction (CMR) Substances
 - European Union European Commission Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) Substances of Very High Concern (SVHC)
 - European Union European Commission Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) Annex XVII
 - Health Canada Cosmetic Ingredient Hotlist

- International Agency for Research on Cancer (IARC) Monographs on the Identification of Carcinogenic Hazards to Humans
- Pesticide Action Network International List of Highly Hazardous Pesticides
- Silent Spring Institute Mammary Carcinogens List
- State of Washington Department of Ecology Chemicals of High Concern to Children (CHCC)
- Stockholm Convention on Persistent Organic Pollutants (POPS)
- U.S. Food & Drug Administration (FDA) Prohibited & Restricted Ingredients in Cosmetics

If a substance is found on the MADE Banned List, it is typically not eligible for certification. If a substance is not found on the MADE Banned List, it progresses and undergoes additional screening in the subsequent review steps (below). Restricted substances are held to applicable standards. Restrictions may include concentration limits, testing requirements, contamination specifications, etc. Some substances may have category specific allowances or technically unavoidable content, in which case either additional testing, threshold requirements, or other conditions may apply.

- 4. Substance-Specific Requirements:** Reported ingredients must meet substance-specific requirements. Substance-specific requirements are determined based on the unique characteristics of a specific substance. For example, these characteristics may include: manufacturing processes, raw materials, contamination risks, and more.

Companies must provide documentation for each ingredient demonstrating compliance with requirements.

- **Complete composition declaration:** Required for all ingredients and materials. Documentation that accounts for the entire composition of an ingredient or material, including sub-ingredients and carriers. This document should explicitly list each sub-ingredient or verify the substance is only one single substance or material.
- **Extraction method documentation:** Required for select ingredients and materials, including botanicals. Documentation must disclose all extraction method(s) used in manufacturing.
- **Non-nanomaterial documentation:** Required for select ingredients and materials. Documentation that demonstrates that the material in question is not a nanomaterial. Lab testing must demonstrate that the material's primary particle size is larger than 100 nanometers.
- **Final product pH:** Required for select ingredients and materials. Documentation disclosing the final pH of the product undergoing screening.

- **Other documentation:** Additional documentation may be required on a case-by-case basis.

5. Animal Welfare Requirements: Companies must provide documentation for each product demonstrating compliance with the following requirements.

Humane Treatment of Animals: MADE WISE Certification requires that animals are not subjected to abuse, neglect, or inhumane conditions. For certified products made exclusively with vegan inputs, the company attests that no animal-derived ingredients or materials are intentionally added. For certified products containing animal-derived ingredients or materials, the company attests that it has actively verified compliance with relevant suppliers for the specific certified product to confirm that animals are not caused unnecessary pain, suffering, or injury, and that applicable animal welfare laws and humane handling practices are followed in facilities and operations in which they are raised and/or slaughtered.

Minimization of Animal Testing: MADE WISE Certification minimizes animal testing through company verification and supplier compliance. The company attests that supplier due diligence has been conducted for the ingredients and materials used in the certified product to verify that, wherever possible, scientifically satisfactory methods or testing strategies not entailing the use of live animals are used instead of animal testing, and that suppliers rely on existing data and established safety profiles whenever available.

6. Final Report: The company undergoing screening is issued a final report containing results on the product's approval for MADE WISE Certification.

For products not eligible for MADE WISE Certification, the final report will contain feedback on which ingredients are not permitted in the program. Companies can then reformulate and resubmit for rescreening. Companies may reformulate on their own or may contract with our Transformation Partners Program for bespoke reformulation guidance and assistance. In special cases, companies may also be granted Provisional Use of the Seal contingent on Phase Outs or changes in ingredient suppliers.

For products that pass all screenings and meet all applicable certification requirements, the MADE WISE seal is awarded.

Disclosure: We require full disclosure of all intentionally added ingredients to MADEWORKS as part of our screening process. Without full disclosure, we cannot make a determination on the substances' eligibilities for certification. Documentation that accounts for the entirety of every intentionally added ingredient is required. For more information, see the Substance-Specific Requirements section above.

Confidentiality: We understand that companies rely on confidential business information and trade secrets for protection. That is why MADEWORKS can work with contract manufacturers, fragrance houses, or other third-party entities under NDA to protect this sensitive information. We do not typically require disclosure of ingredient concentrations to us; rather, we require a comprehensive list of all ingredients that are used in the relevant formulation. We also require relevant substance-specific documentation (see above) as part of our vetting process. We have successfully worked with numerous third parties in the past in a way that both protects intellectual property and allows us the visibility we need to conduct our comprehensive screening. We welcome the opportunity to discuss our confidentiality practices.

Package Labeling Requirements

Fragrance & Flavor Disclosure

“Fragrance”, “Flavor”, “Parfum” “eau de toilette”, “natural flavor”, “artificial flavor” and other similar terms on ingredient labels are umbrella terms for trade secret formulations that can contain many ingredients. Companies are legally allowed to withhold disclosure of these formulations because they are deemed trade secrets by the U.S. Food and Drug Administration, which exempts them from listing on product packaging.

To bolster transparency and empower consumers to make the best possible decisions for themselves and their families, fragrance and flavor formulations within MADE WISE Certified products must be disclosed. Companies are required to disclose fragrance and flavor ingredients occurring at or more than 100 parts per million.

There are numerous options for disclosure to meet this requirement:

- **Disclosure on the product’s packaging:** The fragrance is disclosed on the packaging of the product in question. This option is preferred and recommended.
- **Disclosure on the product’s webpage:** The fragrance is disclosed on the designated webpage for the product in question. This option is not recommended but is considered acceptable.
- **Disclosure of fragrance/flavor ingredients in a master list on the company’s webpage:** All fragrance/flavor ingredients within certified product(s) sold by the company are disclosed in a single, easily accessible master list on the company’s webpage. The company does not need to denote which component is contained within each specific product. This option is not preferred or recommended.

Companies undergoing MADE WISE Certification of a product containing fragrance and/or flavor must demonstrate compliance with disclosure requirements to be granted use of the seal. Failure to comply with disclosure requirements results in MADEWORKS’ refusal to grant MADE WISE Certification. Any company with product(s) found to be out of compliance with this requirement must remedy the issue immediately; if action is not taken, MADEWORKS will begin the Decertification process (below).

Use of the MADE WISE Seal & Packaging

Proper Seal Use:

The MADE WISE Certification seal must be used precisely as provided to a company who has achieved certification and strictly in accordance with any usage guidelines provided by MADEWORKS. The MADE WISE seal may not be modified or edited, except for color selection for packaging and marketing. Only products that have earned MADE WISE Certification or Provisional Use of the Seal may wear the MADE WISE seal. Companies achieving MADE WISE Certification or Provisional Use of the Seal are solely responsible to ensure that product labeling, marketing, and advertising of certified products is truthful and not deceptive to consumers.

If a MADE WISE Certified product is no longer in compliance with certification standards, the product in question undergoes the process of Decertification. In these instances, the company must immediately cease all use of the MADE WISE Certification seal, among other Decertification requirements.

Provisional Use of the Seal and Phase Outs:

Provisional Use of the Seal may be granted to product(s) that have not yet met all certification requirements, contingent on bespoke criteria being met by a discrete deadline set forth by MADE WISE. In instances of Provisional Use of the Seal, companies may use the seal on packaging and in advertising and may market the product as MADE WISE Certified.

Granting Provisional Use of the Seal is up to MADEWORKS' discretion alone and may only be granted in certain instances. For example, Provisional Use of the Seal may be granted contingent upon an agreed upon Phase Out of an ineligible ingredient, change in ingredient sourcing, and/or completion of screening of specific substances. Phase Outs are instances in which a grace period is offered to a company in which a specific ingredient or material must be removed or swapped from the formula undergoing certification. During the Phase Out period, if all other MADE WISE Certification requirements are met, the product is eligible for Provisional Use of the Seal.

Most ineligible substances do not qualify for a Phase Out. Phase Outs may be considered only when:

- the concern is not a high-priority hazard issue,
- an immediate compliant substitute is not feasible, and
- a clear, time-bound plan is in place to remove or replace the substance.

Substances linked to high-priority hazards, or situations that do not meet Provisional Use requirements, are not eligible for Phase Outs.

Provisional Use of the Seal requirements must be met by the deadline set forth by MADEWORKS and companies must agree to all terms of Provisional Use of the Seal. Failure to meet the deadline or to comply with the requirements results in Decertification of the product in question.

Packaging:

Use of the seal on packaging must be submitted for approval by the MADEWORKS team before use. Additionally, companies must follow the most up-to-date International Nomenclature for Cosmetics Ingredients (INCI) labeling requirements for applicable product categories as well as keep a commitment to ingredient transparency (outlined above).

Maintaining Certification

In addition to our screening process, substance determinations and certified products are reviewed annually through two mechanisms: Annual Product Compliance and the MADE Banned List Amendment Process.

MADE Banned List Amendment Process:

Each year in Q3 and Q4, substances requiring reassessment will be gathered and reviewed by the MADEWORKS Science & Research Team. After completing the reassessment, if any determinations are changed (meaning a designation changes from permitted to restricted, or vice versa), an amendment will be made to the MADE Banned List powered by MADEWORKS. All companies working with MADEWORKS will be notified of all new MADE Banned List Amendments once they are finalized in Q1. At that time, all companies using newly prohibited Amended Substances have until the end of Q1 of the next year to reformulate and remove the ingredient, unless otherwise specified. Some substances may be given longer phase-out periods. All companies using substances with updated documentation or use case requirements must furnish documentation as soon as possible; the final deadline is 3 months from the date of notification.

Annual Product Compliance:

Certified products are reviewed each year beginning in Q2 to ensure that they comply with MADE WISE standards in terms of transparency, labeling, seal usage, formulation changes, animal welfare attestations, and applicable phase-out of substances as a result of the MADE Banned List Amendment Process from the previous year. In addition to Annual Product Compliance, our team will review a product at any point in the year when companies inform us that changes in formulation or supply chain have or will occur. MADEWORKS can, at any time, require additional substance or product documentation or testing, including where concern over contamination exists. (All tests are done at the certified company's expense.)

Ad Hoc Compliance Process Details

MADE WISE Certified products are certified “as-is” at the time of certification, in regard to the ingredients/materials and their sources that are currently in use when the product was granted use of the seal. If any changes are made to the formulation – including source additions, source changes, ingredient/material additions, or ingredient/material deletions – MADEWORKS must be informed immediately and updates must be approved by MADEWORKS before changes are made to the formulation.

Ingredients and materials within MADE WISE Certified products are approved on a source-by-source basis. This means that in order to change or add an ingredient/material source, the substance from a new source must be approved before it can be used in MADE WISE certified products.

If a company is found to be out of compliance by utilizing ingredients or sources that are not reported and MADE WISE approved, MADEWORKS will first work with the company to determine if the new ingredient/material or source can be approved for use. If it cannot be approved for use, the company will be given the opportunity to remove or swap the substance for a compliant substance.

If the company cannot or will not remove or swap the substance in question, MADEWORKS will begin the process of Decertification. Note that screening fees apply for Ad Hoc Compliance screenings.

Random and Systematic Product Testing:

MADEWORKS reserves the right to select products randomly or systematically to undergo testing. MADEWORKS may elect to randomly choose products for testing to ensure that products are compliant with various criteria. MADEWORKS also reserves the right to systematically test products or require testing of products, when there is concern that specific criteria are not being met.

MADE WISE Program Claims & Legal Disclaimer

The MADE WISE Certification process screens products against our database of 15,000+ substances flagged for safety concerns, select regulatory restrictions, and/or manufacturing quality issues. This certification confirms ingredient transparency and adherence to MADE WISE screening standards but does not evaluate or endorse health benefits, therapeutic effects, or product efficacy. Please refer to the MADE WISE Seal Use Guidelines for more information on accepted claims, trademark compliance, seal use and terminology.

This document is a publication of MADEWORKS. Although thorough, MADE WISE Certification Standards and Guidelines may have additional requirements where determined necessary due to new findings.

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.