



SUBJECT: Businesses Unite Behind EPA's Safer Choice Program

BUSINESSES UNITE BEHIND EPA'S SAFER CHOICE

Over 400 businesses count on the Safer Choice program with nearly 2,000 Safer Choice-certified products available

Support Safer Choice!

We, the undersigned businesses, organizations and investors, are writing to you to convey our united support for the [Environmental Protection Agency's \(EPA\) Safer Choice program](#).

As a voluntary partnership program, Safer Choice works collaboratively with the business community to move safer products and chemicals into the marketplace, creating an incentive for ongoing innovation.

Over 400 businesses count on the Safer Choice program and use its criteria to signal to consumers, commercial buyers, and government purchasers that products meet performance standards and are made with safer ingredients. The Safer Choice label on products reassures consumers who are increasingly concerned about ingredient safety. The label also helps U.S. companies win business in global markets. Nearly 2,000 Safer Choice-certified products are currently available, with partner companies selling products across North America, Europe, and China.¹ Businesses utilizing the Safer Choice program find the labeling program an efficient, effective, and trusted means of communicating with consumers and facilities seeking safer

¹ <https://www.epa.gov/saferchoice/products>

products.²

Additionally, the government has adopted the Safer Choice program as a requirement in purchasing criteria. Most recently, the fiscal year 2025 National Defense Authorization Act, which had bipartisan support, contained a requirement for the Department of Defense to purchase Safer Choice-certified cleaning products, to the maximum extent possible.³ The General Services Administration custodial specification also requires contractors to use cleaners certified to eco-labels, including Safer Choice.⁴ Further, states across the country have environmentally preferable purchasing requirements that ensure all cleaners, carpet, and floor care products on state contracts are certified by a recognized third-party certification such as Safer Choice. Accordingly, businesses increasingly rely on Safer Choice to gain government procurement contracts.

The Safer Choice program also supports the U.S. manufacturing industry, with a total production volume of 2.4 billion pounds of Safer Choice-certified products in 2024, representing a 150% growth since 2021.⁵ These products include laundry detergent, floor care, and dish and dishwasher soap which are essential to enabling people to live healthier and cleaner lives. Almost all of the Safer Choice-certified products are manufactured by U.S.-based companies – either headquartered in the U.S. or with a manufacturing site in the U.S. Some states, such as Colorado, produce nearly 700 million pounds of Safer Choice-certified products each year.

Another key advantage of the Safer Choice program is that it offers a scientifically robust, positive approach to safer chemistry, complementing federal, state, and retailer efforts to enhance product safety. For many businesses, a federal program such as Safer Choice that helps companies identify safer alternatives to use in their products is preferable to a patchwork of chemical restriction-based logo programs at the state or retail level. Imagine trying to formulate products to avoid the substances listed in the criteria for dozens of different programs with no guidance on what to use instead; this is extremely costly and burdensome for businesses.

² See, for example, <https://www.cloroxpro.com/resource-center/2024-clean-index/>

³ H.R.5009 - 118th Congress (2023-2024): the Servicemember Quality of Life Improvement and National Defense Authorization Act for Fiscal Year 2025, H.R.5009, 118th Cong. (2023), <https://www.congress.gov/bill/118th-congress/house-bill/5009>

⁴ FAR 23.108 - Required Environmental Protection Agency purchasing programs, <https://www.acquisition.gov/far/part-23>

⁵ <https://www.epa.gov/saferchoice/safer-choice-performance-measures>

A fifth advantage of the Safer Choice program is that it strikes a balance between protecting confidential business information and public disclosure. Industry must be confident that the trade secrets that make its products innovative, safe and effective are not undercut by poor-quality counterfeit products that do not effectively do the job, that can cost companies their reputation and significant financial resources, and most likely will lead to lost jobs. Safer Choice supports more rigor in product claims while protecting valuable trade secrets.

The organizations and companies below are all strong supporters of the EPA Safer Choice program. Some have participated in the rigorous application process and received approval to place the logo on their product labels, produce/sell ingredients on the Safer Choice Program's Safer Chemical Ingredient List (SCIL), or are retailers, investors and others that see the value of the program as part of their sustainability program.

The breadth of the industries represented by the signatories to this letter clearly highlights the widespread industry belief in the value and benefits associated with displaying the Safer Choice logo on a product label.

We believe that the Safer Choice program provides a unique value-added service to support product innovation while maintaining high standards for performance, health, and safety. This program is a good example of the business community working with the government to drive positive outcomes in the marketplace.

Sincerely,

American Sustainable Business Council
Household & Commercial Products Association
American Cleaning Institute
Change Chemistry
ISSA – the Worldwide Cleaning Industry Association
Interfaith Center for Corporate Responsibility
Alternative Fuels & Chemicals Coalition
22nd Century by Design Solutions Group
Adasina Social Capital
Adrian Dominican Sisters, Portfolio Advisory Board
AGRITITAN LLC
Aicello America Corp
ALASKA LONGLINE FISHERMEN'S ASSOCIATION
AIEn USA
Alexandra Heller
Alliance for Sustainability
Alternative Fuels & Chemicals Coalition (AFCC)
American Restroom Association
American Sustainable Business Council
Ampersand Innovation
Analysis of Motion

Ann M. Lazaroff, MA, LMHC
Arnold Sales
Arxada
Association for Farmers Rights Defense, AFRD
AZENTIVE
Barone International
BASEstud.io
BASF Corporation
Berryman Products, Inc.
Betco Corporation
Bio-Gist Ventures
BISSELL Homecare, Inc.
Blachman Consulting
Blatchford's Rug Cleaning
Bona
Boon For All-Ecco Bella
Boston Common Asset Management
BradyPLUS
Breast Cancer Prevention Partners
BRING
Building Professionals of Texas
Bunk House Inn
BYK
CADEAUX du MONDE
Carbon Manager LLC
Case Medical
CCI Efficiency Solutions
Centered Wealth
Chantilly Mediation and Facilitation
CHAORDIC GENDER MOONSHOT LLC
Chase Products Co.
ChemFORWARD
Chosen Futures
Church & Dwight Co, Inc
Citizen Group
CLC
CLC Consulting LLC
CleaningCorrect, Inc.
Clearya
Climate Positive Consulting
Climate Reality Project - Northern Colorado Chapter
Climate Transition Corporation
Clorox
COASAP

Cogent Consulting PBC
Colgate-Palmolive Company
Colonial Chemical, Inc.
Community and Worker Ownership Project
Confluent Energies, Inc.
Congregation of St. Joseph
Conscious Living
Corbion
Costa Pacific Communities
CRC Industries, Inc.
Creative Products International, Inc.
Crescent Cleaning Company
Croda Inc
CT Sustainable Business Council
Current-C Energy Systems, Inc.
Custom Compounders Inc
Detroit Community Wealth Fund
DSM-Firmenich
Eastern Time a Division of Sciens Building Solutions
Eco Friendly Printer
EcoChemPro LLC
Ecolab
Ecoloxtech inc
EcoPurchasing Consultants
ECOS
Eighty2degrees LLC
Eileen O'Neill Interiors LLC
Elite Facility Systems
Emerger Strategies
Environmental & Public Health Consulting
EnvirOx llc
Essential Ingredients
Everence and the Praxis Mutual Funds
EWES
Fiberactive Organics, L3C
Financial Alternatives
Florida for Good
Foodprint Group
Forest Nation
Fourth Principle LLC
Franmar, Inc.
Genesis Biosciences
Geosyntec Consultants Inc
Givaudan Fragrances Corporation

Global Cooling Productions
Global Gates USA INC.
GNCORP
Gods Natural Wonders
Goldman Associatee
Green Seal
Green2Sustainable
GreenBlue
GreenGuard Commercial Cleaning, LLC
Greenhealth Approved
Greenopia
Harkins Wealth Management
Hartz Mountain Corporation
Helen R. Walton Children's Enrichment Center
Henkel Corporation
HigherRing
HJKessler Associates
Holyfield Cleaning Services
HPD Collaborative
IFF
Illinois Green Business Association
Impax Asset Management LLC
Indow
IndSpyre Solutions, Inc.
Innovative Cleaning Services, LLC
Inolex
inShield Wiper, LLC
Inspections Too, Inc.
International Facility Management Association
International WELL Building Institute
Iowa-Des Moines Supply
Iva Kaufman Associates
Jelmar LLC - CLR Pro
JLFG Communications LLC
Jonas Philanthropies
Jungbunzlauer Inc.
Just in Time Direction, LLC
K Groening
Kikkoman Biochemifa Company
Kinpak LLC
KleenMark
LANXESS Corporation
Latino Farmers & Ranchers International, Inc.
Legacy Vacation Resorts

Lemi Shine
Libby Sommer LLC
Lighthouse for the Blind and Visually Impaired
LITMAS Pty Ltd
LolitaMoon Productions
Los Jardines Institute
Mane Inc.
Mark's Bookmark Bookseller
Maryknoll Sisters
Mason Chemical Company
McFadden and Associates, LLC
Mercairn Group
Mercy Investment Services, Inc.
MesoAm SDG17 Coalition Program
Michigan Sustainable Business Forum
Microbial Discovery Group
Midlab Inc
Mightyfirebreaker LLC
Milliken & Company
MM Solar Advisory
Modular Concepts LLC
Moms for a Nontoxic New York (MNNY)
Montfair Resort Farm
Murrells Inlet Seafood
Namu Baru Inc
National Stewardship Action Council
Native Green
Naturepedic Organic Mattresses
New Jersey Sustainable Business Council
North American Climate, Conservation and Environment(NACCE)
Nouryon
Novonesis North America
NSF
Nuance Solutions LLC
Odor Supply House
Ohio Sustainable Business Council
One Services Staffing LLC
One Step Closer
Optimal Cleaning Solutions
Pacific Northwest Pollution Prevention Resource Center
Parnassus Investments
Perlman & Perlman
Phibro Animal Health Corp
Pilot Chemical Company

Possible Rochester | Possible Planet, a 501c3 nonprofit
Presperse Corporation
Professional Body for Environmental Hygiene
Professional Disposables International
Project Clean
PROSOCO
Prosperity Works
Public Health
Pure Strategies, Inc.
PurposeBuilt Brands
RD Industries, Inc.
REACH24H USA, Inc.
Reckitt Benckiser LLC
RegenIOWA- FARM HERO MEDIA
Reynders, McVeigh Capital Management
Robertson Stephens
Rockline Industries
Safer Chemistry Advisory LLC
Safer Chemistry Impact Fund
Safer Made
Safety and Health Technology Center, Taiwan
Salt Palm Development
SC Small Business Chamber of Commerce
Scientific & Regulatory Consultants, Inc
Scott Echols Group LLC
Seaside Sustainability, Inc
Seattle City Light
Senior Express Transportation
Seventh Generation
Shannon Resources
Shell
Simple Green
Sisters of St. Francis of Philadelphia
Smart Sustain Transformation Consultancies L.L.C
sntHOME Interior Design
SocialLab
Solar Design Associates, Inc.
SOLBERG MANUFACTURING INC.
Solutex, Inc.
Solutions Through Dialogue, LLC
Sozio Inc.
Spartan Chemical Company, Inc.
Spearpoint Strategies
Staples, Inc.

Starbrite
steele environmental
Stepan Company
Stratus Building Solutions
Sunshine
Sunshine Makers, Inc.
SureTec Innovations a Brady Plus Company
Sustainable Business Council Corp
Sustainable Furnishings Council
Sustainable Home Interior Design
Sustainable Hudson Valley
Sustainable Sources LLC
Sweet Natured Ltd.
Symrise Inc.
Tai Chi 4 LIFE Cooperative
Tea-For-All (a d/b/a of JDM 711 LLP)
Temple Beth Shalom Social Justice & Community Action Coalition
Tendaji LLC
The Ashkin Group LLC
The Basil Tree Inc
The Green Business Network at Green America
Thor Specialties, Inc.
Tiburon Ventures, LLC
Tidal Vision Products, Inc.
TimeWise Cleaning, Inc.
ToxServices LLC
Trillium Asset Management
Trinity Health
Two Guys Trading Co.
Unilever United States
United Service Companies
Values2Action LLC
Vanderbilt/dba Greenvest
Verde Clean, LLC
W.S. Badger Company, Inc
Ware, LLC
Wechem
Welfare Society for Solar Development (WSD)
West Allis-West Milwaukee School District
Wexford Labs, Inc.
WheelPad L3C
Wolf & Associates
World Environmental Consulting
Yegane Pars Motor

You've Got Maids of Northern Virginia

For more information, please contact:

[David Levine](#) at the American Sustainable Business Network

[Michael Gruber](#) or [Molly Blessing](#) at the Household & Commercial Products Association [Blake](#)

[Nanney](#) at the American Cleaning Institute

[Joel Tickner](#) at Change Chemistry

[John Northdurft](#) at ISSA – The Worldwide Cleaning Industry Association [Josh Zinner](#) at the Interfaith Center for Corporate Responsibility

[Rina Singh](#) at the Alternative Fuels & Chemicals Coalition