

Sustainable Living Guide

FEBRUARY | SUSTAINABLE LABELING



Shopping more sustainably—whether for cleaning products, clothing, food, home furnishings or other goods—is a meaningful way to reduce individual environmental impact.

That being said, navigating the broad landscape of “eco-friendly” products can be a challenge. While companies frequently make environmental claims, their product labels often contain misleading terms and false statements about sustainability.



WHAT IS SUSTAINABLE LABELING?

Eco-labels set minimum environmental and health standards, verifying products that meet the criteria. They're designed to inform consumers, brands and manufacturers that labeled products are more environmentally friendly than most.

A sustainability label focuses on characteristics like responsible sourcing of raw materials, a product's carbon footprint, compostability, recyclability and so on.

MAKING INFORMED, SUSTAINABLE CHOICES

Greenwashing is a marketing tactic aimed at making brands appear more sustainable than they are. Mindful purchasing habits can help us ensure that we're purchasing from brands that support our values.

Brands striving for sustainable practices are open about their environmental impacts, aim for transparent supply chains and seek accreditation from reputable third parties.



POTENTIALLY MISLEADING CLAIMS:

- 100% Natural, Green, Eco, Bio
- “Certified non-toxic” is not regulated by any organization or the government.
- “All-natural,” “non-toxic” and “chemical-free” aren't defined or regulated.
- Biodegradable labels could either refer to the product or the packaging.
- “Free of [insert ingredient]”
- Hormone-Free
- No Artificial Ingredients

THERE ARE HUNDREDS OF ETHICAL AND SUSTAINABLE LABELS. HERE ARE A FEW TO LEARN AND LOOK FOR:

