



EWG VERIFIED™

A MARK YOU CAN TRUST

We started EWG VERIFIED™ to drive the creation of safer products. We know there are companies concerned about increases in allergies, infertility, cancer rates and many other health problems. EWG VERIFIED aims to be the gold standard in the health and wellness space as a not-for-profit, third-party standard. Notably, all EWG VERIFIED products automatically qualify for **Amazon's Climate Pledge Friendly badge**.

Eligible Product Categories

- ✓ Personal Care Products
- ✓ Cleaning Products
- ✓ Diapers

Minimum Criteria

- ✓ Avoids EWG's ingredients of concern
- ✓ Full ingredient transparency

Application Process

STEP 1: Review the full criteria and unacceptable and restricted ingredient lists

STEP 2: Download and complete the required documents

- Disclosure Agreement
- Product Ingredient Spreadsheet
- FIFRA Affidavit (*for cleaning products only*)

STEP 3: Read our Safety Substantiation Notice

STEP 4: Complete the application online by filling in all required information and uploading completed documents and PDFs of product labels

Costs

There are two fees associated with the EWG VERIFIED™ program, the **product evaluation fee**, and the **annual licensing fee**. The annual licensing fee is a sliding scale, based on the number of products submitted to the program and the annual company revenue.

Revenue generated by the EWG VERIFIED licensing program helps to support the assessment process necessary to **determine whether products meet EWG's health standards** and ensures that EWG can continue its critical research and distribute it to consumers and beyond.

Find out more at
[ewg.org/ewgverified](https://www.ewg.org/ewgverified)

