



ELIGIBLE PRODUCT TYPES

- ✓ Cleaning Products
- ✓ Sanitary Paper Products
- ✓ Personal Care and Cosmetics
- ✓ Laundry Care Products
- ✓ Hand Care Products
- ✓ Floor Care Products
- ✓ Paint and Coating Products
- ✓ Printing and Writing Paper

MINIMUM CRITERIA

Formulated products (cleaning, hand care, personal care, paints, laundry care, floor care)

- Made with limited VOCs
- Free of carcinogens, mutagens, reproductive toxins
- Packaging is minimized or recyclable or contains recovered materials

Sanitary paper products (napkins, paper towels, bathroom tissue, facial tissue, placemats)

- Made with 100% recycled material
- Processed chlorine free
- Packaging is recyclable or contains recovered materials

PROCESS

1. Fill in the interest form [here](#). A member of Green Seal's Customer Success team will reach out to you with details (2-3 days)
2. Fill out your certification application, pay the fee, and send your formula information and Safety Data Sheets to your Green Seal Project Manager.
3. Your Green Seal Project Manager will review the information, schedule a manufacturing site visit, and work with you to resolve any issues with your performance testing, packaging, labels or other materials. (3-5 months)
4. When you've met all the requirements, your product will be certified and you can use the Green Seal Certified mark and Amazon Climate Pledge Friendly badge. Your product will be publicly listed in the Green Seal Certified Directory and your certification will stay active as long as you continue to meet the criteria, pay an annual licensing fee, and comply with periodic monitoring.

COST

Cost varies according to product type and other criteria, but typically ranges from \$5,000-\$8,000. Small businesses with under \$5 million annual revenue receive a 40% discount. Annual licensing fees are due on the first anniversary of certification and yearly thereafter. A customized quote can be obtained from the Customer Success team by contacting them [here](#) or emailing customersuccess@greenseal.org.

RESOURCES

- Learn about Green Seal's standards and find the standard criteria for your product category: <https://www.greenseal.org/green-seal-standards>
- See the 300+ companies that partner with Green Seal: <https://certified.greenseal.org/companies>
- View our Certified Product Directory with more than 1500+ products: <https://certified.greenseal.org/>
- Explore the certification process and benefits: <https://www.greenseal.org/certification>
- See our Impact Report to learn how brands are making an impact with their Green Seal-certified products: <https://impact.greenseal.org/>