



February 7, 2025

TO: Lee Zeldin, Administrator, U.S. Environmental Protection Agency

CC: Lynn Dekleva, Deputy Assistant Administrator, Office of Chemical Safety and Pollution Prevention, U.S. Environmental Protection Agency; Nancy Beck, Senior Adviser, Office of Chemical Safety and Pollution Prevention, U.S. Environmental Protection Agency

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!

Logos at the bottom of the graphic include: American Sustainable Business Network, ISSA, INTERFAITH CENTER ON CORPORATE RESPONSIBILITY, CHANCE|chemistry, HOUSEHOLD & COMMERCIAL PRODUCTS ASSOCIATION, american cleaning institute®, and Alternative Fuels & Chemicals Coalition.

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 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.

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

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>

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.

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
AIEEn USA
ALASKA LONGLINE FISHERMEN'S ASSOCIATION
Alexandra Heller
Alliance for Sustainability
American Restroom Association
Ampersand Innovation
Arnold Sales
Arxada
AZENTIVE
BASEstud.io
BASF Corporation
Betco Corporation
Bio-Gist Ventures
Blatchford's Rug Cleaning
Bona
Boon For All-Ecco Bella
Boston Common Asset Management
BradyPLUS
Breast Cancer Prevention Partners
BRING
Building Professionals of Texas
BYK
CADEAUX du MONDE
CCI Efficiency Solutions
CHAORDIC GENDER MOONSHOT LLC
Chase Products Co.
ChemFORWARD
Church & Dwight Co, Inc
CLC
CLC Consulting LLC
CleaningCorrect, Inc.
Clearya
Colgate-Palmolive Company
Colonial Chemical, Inc.
Community and Worker Ownership Project
Congregation of St. Joseph
Conscious Living
CRC Industries, Inc.

Creative Products International, Inc.
Crescent Cleaning Company
Croda Inc
CT Sustainable Business Council
Detroit Community Wealth Fund
Eco Friendly Printer
EcoChemPro LLC
Ecoloxtech inc
ECOS
Eighty2degrees LLC
Eileen O'Neill Interiors LLC
Elite Facility Systems
Environmental & Public Health Consulting
EnvirOx llc
Essential Ingredients
EWES
Fiberactive Organics, L3C
Financial Alternatives
Forest Nation
Fourth Principle LLC
Franmar, Inc.
Genesis Biosciences
Givaudan Fragrances Corporation
Global Gates USA INC.
GNCORP
Goldman Associates
Green2Sustainable
GreenBlue
GreenGuard Commercial Cleaning, LLC
Greenhealth Approved
Hartz Mountain Corporation
Henkel Corporation
HigherRing
HJKessler Associates
Holyfield Cleaning Services
IFF
Illinois Green Business Association
Indow
IndSpyre Solutions, Inc.
Innovative Cleaning Services, LLC
Inolex
Inspections Too, Inc.
International Facility Management Association

Iowa-Des Moines Supply
Iva Kaufman Associates
Jelmar LLC - CLR Pro
JLFG Communications LLC
Jungbunzlauer Inc.
K Groening
Kikkoman Biochemifa Company
Kinpak LLC
KleenMark
Latino Farmers & Ranchers International, Inc.
Lemi Shine
Libby Sommer LLC
Lighthouse for the Blind and Visually Impaired
LITMAS Pty Ltd
Mark's Bookmark Bookseller
Maryknoll Sisters
Mason Chemical Company
McFadden and Associates, LLC
Mercaïn Group
Mercy Investment Services, Inc.
Michigan Sustainable Business Forum
Midlab Inc
mightyfirebreaker llc
Milliken & Company
MM Solar Advisory
Modular Concepts LLC
Moms for a Nontoxic New York (MNNY)
Murrells Inlet Seafood
Namu Baru Inc
National Stewardship Action Council
Native Green
Naturepedic Organic Mattresses
New Jersey Sustainable Business Council
Nouryon
Novonesis North America
NSF
Nuance Solutions LLC
Odor Supply House
One Step Closer
Optimal Cleaning Solutions
Pacific Northwest Pollution Prevention Resource Center
Parnassus Investments
Pennsylvania Sustainable Business Council
Perlman & Perlman

Phibro Animal Health Corp
Pilot Chemical Company
Possible Rochester | Possible Planet
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
Reynders, McVeigh Capital Management
Rockline Industries
Safer Chemistry Advisory LLC
Safer Chemistry Impact Fund
Safer Made
Safety and Health Technology Center, Taiwan
Scientific & Regulatory Consultants, Inc
Scott Echols Group LLC
Seattle City Light
Seventh Generation
Shell
Simple Green
Sisters of St. Francis of Philadelphia
Smart Sustain Transformation Consultancies L.L.C
SocialLab
Solar Design Associates, Inc.
SOLBERG MANUFACTURING INC.
Sozio Inc.
Spartan Chemical Company, Inc.
Spearpoint Strategies
Staples, Inc.
Steele environmental
Stratus Building Solutions
Sunshine
Sunshine Makers, Inc.
SureTec Innovations a Brady Plus Company
Sustainable Furnishings Council
Sustainable Home Interior Design
Sustainable Sources LLC

Sweet Natured Ltd.
Symrise Inc.
Tendaji LLC
The Ashkin Group LLC
The Basil Tree Inc
The Clorox Company
The Green Business Network at Green America
Tiburon Ventures, LLC
TimeWise Cleaning, Inc.
ToxServices LLC
Trillium Asset Management
Trinity Health
Two Guys Trading Co.
Unilever United States
United Service Companies
Values2Action LLC
Verde Clean, LLC
W.S. Badger Company, Inc
Wechem
West Allis-West Milwaukee School District
Wexford labs, inc.
WheelPad L3C
Wolf & Associates
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