

# Shop Natural

Why choose NPA Certified Natural Products for your store?

## Industry Asked, NPA Answered

The Natural Products Association worked with industry experts to develop the NPA Natural Standard—guidelines consumers can rely on to determine whether a product is truly natural.

You now have a standard for natural personal care and home care products and the ability to provide more information to better educate your customers.

## Defining Natural

All products that are labeled or branded “Natural” under the NPA Standard must

- Be made with 95% or more natural ingredients, excluding water.
- Ingredients that come from, or are made from, a renewable resource found in nature.
- No petroleum compounds.
- No animal testing except when required by law.

## The NPA Natural Standard

### Allowed ingredients:

- Ingredients that come from, or are made from, a renewable resource found in nature.
- Flora, Fauna, Mineral.

### Prohibited ingredients:

- Ingredients that have suspected human health risks.
- Ingredients identified as hazardous waste, or by-products of which could become hazardous waste.
- Animal-based materials where the animal is harmed, and by-products of animal renderings.
- Environmentally persistent, bioaccumulative, or toxic compounds.
- Ingredients that incorporate synthetic silicone, synthetic polymers and glycols, petroleum compounds, ethoxylated ingredients, carcinogens, mutagens, reproductive toxicants, or endocrine disruptors.
- Examples: synthetic fragrances, chemical sunscreens, parabens, phthalates, petrolatum/mineral oil/paraffin, formaldehyde donors, or ethanolamines (MEA/DEA/TEA).



### The Natural Standard for Personal Care Products

The Standard encompasses all cosmetic personal care products regulated and defined by the FDA.



### The Natural Standard for Home Care Products

The Standard encompasses home care products, including laundry, dish, hard surface cleaners, and air care products.

For more specific details of each standard, visit

[www.TheNaturalSeal.org](http://www.TheNaturalSeal.org)



# Your guide to buying NPA Certified Natural Products

## **Aussan Natural**

All Purpose Cleaner, Boat Bilge Cleaner, Boat Odor Eliminator, Boat Wash Concentrate, Car Wash Concentrate, Pet All Purpose Cleaner, Cat and Dog Odor Eliminators, Floor Cleaner Concentrate, Nursery All Purpose Cleaner, Nursery Odor Eliminator, Shoe Odor Eliminator, Fresh Fruit and Vegetable Wash, Oven & BBQ Grill Cleaner, Truck Wash Concentrate, Wheel Cleaner, Sport Equipment Odor Eliminator, and more.

## **Belcam, Inc.**

Bath Therapy Naturals Baby Wash & Shampoo, Inichi Spa Bath Salts, Massage Oils, and Body Scrub

## **Bioelements**

All Things Pure Cleansers, Eye Oils, Moisturizer, Scrubs

## **Boom, Inc.**

Wholearth Perfumed Hand Cream, Body Mist, and Room Spray

## **Burt's Bees**

Beeswax Lip Balms, Baby Bee Products, Mama Bee Belly Butter, Leg and Foot Crème, Almond Milk Hand Cream, Aloe & Witch Hazel Hand Sanitizer, Bug Bite Relief, Lemon Butter Cuticle Cream, Natural Acne Solutions Acne Treatment, Natural Skin Care for Men Deodorant, Naturally Ageless Night Crème, Smoothing Eye Crème, Res-Q Ointment, Peppermint Foot Cream, Perfumes, Lip Shimmers in a variety of flavors, and more.

## **CARA B Naturally**

Body Lotion, Moisturizing Hair Mist, Shampoo / Body wash

## **Comvita**

Olive White Brightening Line, Daily Moisturizer, Body Wash, Firming Eye Gel, Toner, Serum, Hydrating Mask, Hand & Nail Cream, Lip Treatment,

Exfoliants, and Night Lotion

## **Desert Essence**

Baby Natural All Surface Cleaner

## **H2O+**

Sea Pure Products: Deep Moisturizing Cream, Facial Cleanser, Finishing Body Silk, Gentle Refining Polish, Hydrating Lotion SPF 20, Perfecting Eye Cream, Renewing Prep Tonic, Replenishing Body Cream, Soothing Body Soap

## **Hand in Hand Soap**

Triple Milled Shea Butter Soap - Orange Blossom

## **J.R. Watkins**

Body Oils, Hand & Body Lotions, Hand & Cuticle Salves in a variety of scents, also Calming Bath Soak, Menthol Camphor Vapor Rub, Rejuvenating Foot Cream, Shea Butter Body Cream, White Cream Liniment, All Purpose Cleaners, Tub and Tile Cleaner, and Window Cleaners

## **Meld Labs**

Fei'd Facial Care

## **Miessence**

Green Cleaning Superconcentrate

## **Molly Mutt, LLC**

Dog Bed Freshener, Dog Coat Conditioner, Wash Dog Shampoo, Puppy Shampoo

## **MOM Enterprises, Inc.**

Baby's Bliss Diaper Cream, Baby's Bliss Nipple Cream

## **My Dentist's Choice**

Tooth Tissues Dental Wipes for Babies and Toddlers

## **Botanique by Himalaya Herbal Healthcare**

Nourishing Face Moisturizing Lotion or Night Cream, Hydrating or Invigorating Face Wash, Purifying or Refreshing Cleansing Bars, Rejuvenating Massage Oil, Revitalizing Hand & Body Lotion, Soothing Lotus Flower Lip Care,

Stress Massage Oil, U-Knead-It Organic Soothing Balm

## **RAW Health International**

RAW Heat, RAW Ice

## **Safety 1st**

Bubble Bath, Daily Moisture Lotion, Diaper Rash Cream, Intensive Moisture Cream, Shampoo & Body Wash

## **Schon Skin Labs**

Acne Erasure Facial Care

## **Smith & Vandiver**

Aromatherapaees Products:

Moisturizing All Over Balm – Nourishing or Refreshing, Fizzical Therapy Effervescents, Hydrating Skin Spritzer, Immune Boost Effervescents, Revitalizing Shea & Sugar Body Scrub, Sleepy Time Effervescents, Soothing Massage Oil Neroli & Lavender, Stress Relief Effervescents, Uplifting Body Moisture

## **Sula Beauty**

Pure & Good products: Lotions, Hand Soaps, Hand Soap & Lotions, Hand Crèmes

## **True Natural Cosmetics**

SPF 20 All Natural Daily Moisturizer, SPF 40 Active All Natural Sunscreen, All Natural Self Tanner

## **Universal Companies**

Purr-Ssage products: Skin Nourish Massage Lotion, Massage Crème, Massage Oil, Massage Oil hydro-dispersible, Ultra-Glide Crème Lotion

## **W.S. Badger Company**

SPF 15 Sunscreen, SPF 30+ Sunscreen, SPF 30+ Baby Sunscreen, SPF 30+ Anti-Bug Sunscreen, SPF 30+ Sunscreen All Season Face Stick, SPF 15 Unscented Lip Balm Stick

## **Xango**

Glimpse products: Creamy Cleanser, Gel Cleanser, Toner

List current as of November 15, 2011.

For the entire list of certified products and SKUs, please visit

[www.TheNaturalSeal.org](http://www.TheNaturalSeal.org)

