



FROM START TO FINISH



EWG VERIFIED® Product Evaluation



STEP

ONE

Preparation

Prepare for submission and review
EWG VERIFIED process and criteria:
ewg.org/ewgverified



STEP

TWO

Application (ewg.org/ewgverified)

Application includes:

- Submitting products, formulation details, ingredient label and other required documentation.
- Signing a disclosure agreement and affidavit.



STEP

FOUR

Determining product eligibility

1. If product has no ingredients on EWG's restricted or unacceptable lists, the review and contracting phases are expedited.
2. If EWG flags any ingredients that are on our "restricted list" product moves to safety substantiation phase (see step 5)
3. If product has an ingredient with no safety data, EWG may pause review to do a safety toxicity assessment of ingredient*
4. EWG flags an unacceptable ingredient (product is rejected)**
5. Check product hazard rating



STEP

THREE

Product undergoes ingredient screening

We screen for:

Human health concerns like

- Cancer
- Reproductive and developmental toxicity
- Endocrine disruption
- Allergies and immunotoxicity
- Organ system toxicity
- Mutations
- Cellular and biochemical changes
- Occupational hazards

Ecotoxicity concerns like

- Bioaccumulation and persistence
- Aquatic toxicity



STEP

FIVE

Submission of substantiation documentation (if required)

Depending on the ingredient and the type of product EWG could require technical documentation, safety data, or additional testing data.



STEP

SIX

Final review

After review and acceptance of any safety documents, EWG will request to see final packaging to confirm the ingredient label matches the ingredients in the original formulation and to approve online marketing.



STEP

EIGHT

Marketing of EWG Verified® products

Company connects with the EWG marketing team to develop brand announcement and other strategic communication efforts.



STEP

SEVEN

Licensing agreement

Product moves to contracting and is given the EWG VERIFIED green light.

* Note: If a product has any ingredients for which EWG has no or low toxicity data, we have the right to review its toxicology before moving on to the next phase. Our staff includes expert toxicologists and chemical engineers who will review the toxicology and safety assessment and add this information to our program. In this way, we are helping educate other companies and suppliers about our findings for future innovations.

** If a product does not meet EWG VERIFIED criteria, EWG can work with the company to help them reformulate and better understand our process and criteria. Please visit <https://www.ewg.org/ewgverified/how-we-work-with-companies.php> to find out more about how we work with companies.