

From: Jeremiah.McElwee@wholefoods.com
June 08, 2010
Subject: ACTION: Organic Label Claims on
Personal Care products in Whole Foods Market



Greetings Vendor Partners,

It is with great excitement that I am sharing with you our official company policy & associated actions via our Quality Standards team related to Organic Personal Care:

Whole Foods Market's policy on the use of the word "organic" on personal care products

We believe that the "organic" claim used on personal care products should have very similar meaning to the "organic" claim used on food products, which is currently regulated by the USDA's National Organic Program. Our shoppers do not expect the definition of "organic" to change substantially between the food and the non-food aisles of our stores. Accordingly, the following requirements apply to all personal care products which use the word "organic" in any way on the product label.

Scope: This policy applies to all cosmetic and personal care products sold at Whole Foods Market.

Timeline: We expect all products sold in our stores to be in full compliance by June 1, 2011. We expect each of our suppliers who are making an "organic" claim to submit their plans for compliance to us by August 1, 2010.

Please Note: Products for which "organic" is included as part of the brand name must be certified to the USDA NOP or NSF 305 standards.

Requirements & Examples:

1. Products making an "Organic" product claim Examples: "Organic Jojoba Shampoo," "Organic Sea Mineral Body Wash" Certification requirement: Must be certified to the USDA's National Organic Program standard for organic (95%) products. Documentation required: Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate must name the specific products being evaluated.
2. Products making a "Made with Organic _____" claim Examples: "Made with organic oils," "Made with organic essential oils and botanical ingredients." Certification requirement: Must be certified to the USDA's National Organic Program standard for Made With Organic (70%) products. Documentation required: Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate must name the specific products being evaluated.

3. Products making a "Contains Organic _____" claim Examples: "Contains organic oils," "Contains organic aloe and rosemary." Certification requirement: Must be certified to the NSF/ANSI 305 Organic Personal Care Standard. Documentation required: Suppliers must present certification documentation demonstrating current compliance with the NSF/ANSI 305 standard.
4. Products listing an organic ingredient in the "Ingredients:" listing Example: "Ingredients: WATER, ALOE BARBADENSIS LEAF JUICE (ORGANIC ALOE VERA).," Certification requirement: Organic ingredient must be certified to the USDA NOP standard. Documentation required: Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate(s) must name the specific ingredient(s) being evaluated.

As noted above, we expect all products sold in our Stores to be compliant with these guidelines but June 1st, 2011. If you have additional questions or need further information please contact myself or Joe Dickson (joe.dickson@wholefoods.com) in our Quality Standards department.

Thanks for your continued support of Whole Foods Market, Jeremiah

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