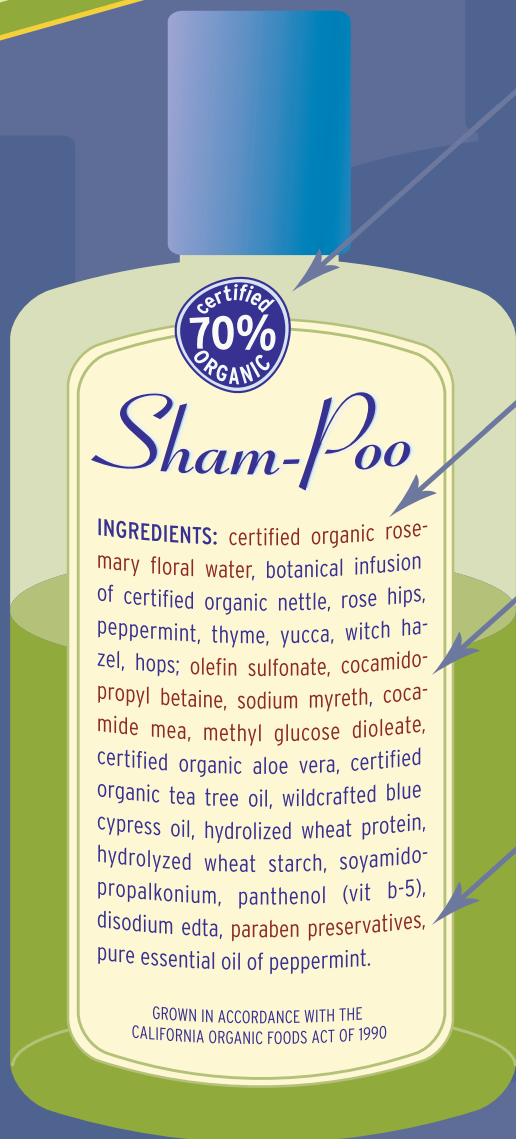




Help Us Protect Organic Consumers from **LABEL FRAUD**



IS YOUR SHAMPOO REALLY 70% ORGANIC?

Floral Water

Floral waters (or hydrosols) are the water by-product of essential oil distillation after all the essential oil has been removed, and are basically a complicated way of making tea. Companies mislead consumers by listing floral waters and botanical water extracts and infusions first, burying the synthetic surfactant ingredients that in fact make up the core of the product further down. The substantial amount of non-agricultural water (i.e. not coming from the plant itself) in "floral waters" is deceptively counted as "organic", which is forbidden under the National Organic Program. This scheme artificially inflates the organic content in order to make a deceptive "70% organic" claim.

Core Ingredients

The core ingredients include synthetic surfactants in part or wholly derived from petroleum, such as olefin sulfonate, cocamidopropyl betaine, sodium myreth sulfate, as well as paraben preservatives. Surfactants like Sodium Myreth Sulfate (and any other surfactant with "-eth" in its name) are ethoxylated with ethylene oxide from petroleum and contain traces of 1,4 dioxane, a toxic, carcinogenic substance.

Organic body care should mean:

- ✓ Certified organic materials only to make cleansing and conditioning ingredients
- ✓ No petroleum derivatives
- ✓ Simple and ecological manufacturing processes
- ✓ Non-agricultural water is not used to inflate the percentage of organic content

Join the Coming Clean Campaign and help the Organic Consumers Association stop unscrupulous body care industry reps from pressuring the USDA's National Organic Program and the Organic Trade Association into accepting these misleading practices in the national organic standards.



www.organicconsumers.org/bodycare