

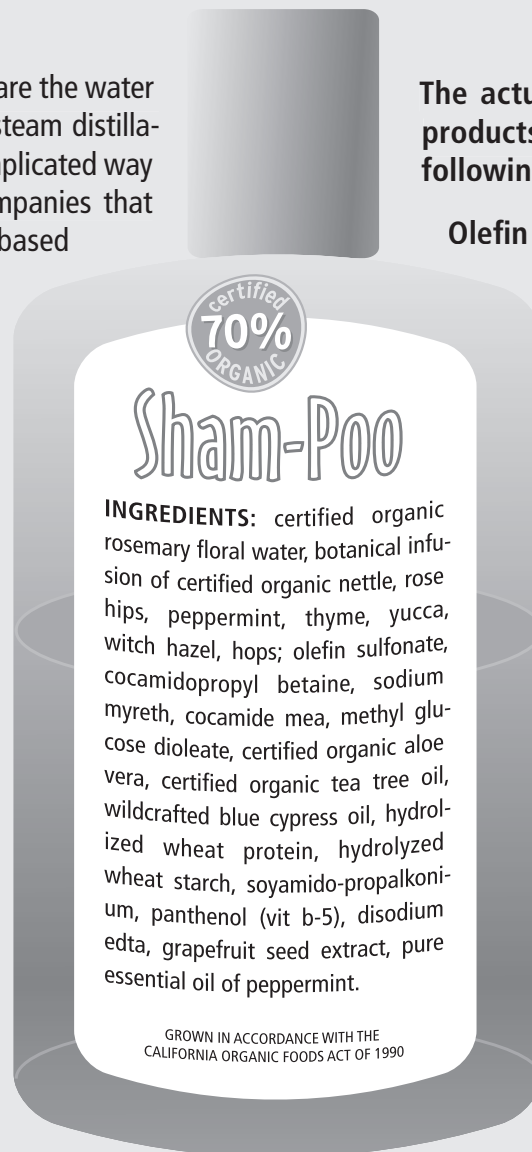
DON'T WATER DOWN ORGANIC STANDARDS FOR BODY CARE!

What is the Problem:

A number of body care product companies are counting non-agricultural water as organic to green-wash their products and make organic label claims, even though their formulations are in fact largely composed of the same conventional synthetic cleansers, conditioners and preservatives found in mainstream products. This fraud is destroying the integrity and strength of the organic program.

Floral Water:

Floral waters (or hydrosols) are the water by-product of essential oil steam distillation, and are basically a complicated way of making tea. Various companies that make body care products based on synthetic surfactants front-load their ingredients' list with floral waters and water extracts/infusions. They do this to minimize the impact of the names of the synthetic surfactants that actually make up the product, which are buried many ingredients down the list. A recent variation of this tactic among certain body care companies is to use "organic" floral waters and water extracts. These are hollowly claimed to be key functional organic component(s) of the product, but are in fact inconsequential and insignificant.



The actual core ingredients in these products are often one or more of the following:

Olefin Sulfonate is a completely petroleum derived surfactant that has no place in an organic product.

Cocoamidopropyl Betaine uses a petroleum intermediate in building the surfactant.

Ethoxylated surfactants like **Sodium Myreth Sulfate** use petroleum derived ethylene oxide to ethoxylate alcohol sulfates which can produce 1,4 dioxin, a toxic material, in trace quantities.

The **Paraben preservatives** utilized extensively are also manufactured from petroleum-derived materials.

What is the Solution?

Bodycare ingredients and products should only be considered organic if:

Certified organic agricultural feed-stocks are utilized exclusively, versus petroleum or conventional vegetable feed-stocks, in the manufacture of the key ingredients.

Manufacture of such ingredients is reasonably simple and ecological.

The toxicity of each ingredient is minimal.

Non-agricultural water is not counted in any form as contributing to organic content.

