

I have used Avalon Organics lotions, shampoos, etc., and found out that they not only contain chemicals that produce 1,4 dioxane but also other carcinogenic chemicals, among them endocrine disruptors and reproductive toxicity. This is an absolute DISGRACE. These companies should be ashamed of themselves and imprisoned.

Maggie, NJ

Because of my health, it is necessary for me to stay healthy by using non-toxic products that are non-carcinogenic, non-allergenic, and non-immune suppressive. I generally feel that anything that goes onto my body which can enter through the skin should be organic and chemical-free to avoid causing liver damage from the toxicity and to avoid environmental neuro-toxins, estrogens, etc. This is as important as what you put into your body even though main stream products do not carry such healthy organic ingredients and when they do they often fudge on the word "organic" by having a few organic ingredients and then many non-organic toxic ingredients. This has to stop so that consumers are not misled by false advertising. Consumers who don't know may be unknowingly buying something they think is good for them when in fact it is not. People with cancer, for instance, may go organic to avoid the excess burden of toxins on their body so their body can detoxify and start to heal itself. If your product is mislabeled, it not only hurts the ignorant, it also hurts those who are fighting for their very life. You should not put sheep's clothing on a wolf. Stop mislabeling your products.

Joyce, IN

I've been buying Jason products because they are more affordable than other products which do not contain parabens or sodium lauryl/laureth sulfates. Little did I know that Jason uses another harmful chemical, Ethylene Oxide, which generates the carcinogen 1,4-Dioxane as a byproduct. I am so disappointed! How can such products be labeled "organic"?

Scottie, MD

When I realized I have an extremely allergic and sensitive immune system, a friend recommended trying Avalon Products, which are sold as "organic."

I purchased Avalon Rosemary Shampoo, which made my scalp burn. Then I tried their Avalon Skin Moisturizing Cream, only used it one time and it burned my cheek.

I was not aware that these were not true organic products. I did email their company and was advised to take back the products for a full refund.

June, MD

I am disabled with MCS and rely on proper labeling of products for my health and safety. THESE COMPANIES DO NOT HAVE MY PERMISSION TO PLAY WITH MY HEALTH!

B., HI

How shocking it was to read that a number of "organic" products in my house are actually as toxic as similar conventional items. The intent in buying these products is to reduce my exposure to carcinogens, as I am a member of the Board of Directors for a national cancer awareness group. It is absolutely shameful for corporations to take an individual's right to decide from them via misleading product labeling. These companies need to be held liable for their actions.

L., CA

As an ecologist and long-term advocate of organic products, I am deeply disturbed by the myriad companies falsely labeling their products as "organic" when they obviously do not meet the generally accepted meaning of this term.

In a time when so many people are interested in removing toxic chemicals from our bodies and our environment, it is disgusting that those companies that we are relying upon to help with this cause are the very ones who have embarked upon a misleading campaign to grossly capitalize on the green movement.

Shame on them and the companies that support them in their campaign of deception.

We need honest dependable companies to lead a confused public towards a greener future.

I ask that all who are in a position to affect this change join me in cry for accountability and integrity, for ourselves, our planet, and our future.

Sincerely, Mark, CA

I have been "duped" several times now with products being labeled as "organic", when they were not. Several members of my family have severe allergies, and are affected by chemical ingredients, which I try to avoid purchasing. I am furious that the government and big business are taking away our freedom of choice and our right to chemical-free products, and deliberately hiding unwanted ingredients in the products we must and/or prefer to use. It's not only dishonest and greedy, it can be life-threatening in allergy situations.

Judy, PA

I have a chronic disabling immune deficiency disease. I rely on organic body care products & home care items to keep me healthier than I might otherwise be. I am alarmed to learn that the products I've been relying on like various Kiss My Face products are not organic after all. Please do what you can to eliminate 1,4-Dioxane from all products or label them as carcinogenic. Be honest with consumers -- we demand it for our well-being and for the well-being of our planet. And we will be more constant as consumers when you show that you can be honest with us.

Marirose, NH

I have used several bath products that have been labeled as organic - Nature's Gate Shampoo, Kiss My Face products. I live in a very rural area and shop at a chain store that does promote "green" products. The area I live in has a extremely high rate of cancer and autism rates - well above the national rates. I am trying to limit exposure to contaminants and promote a better earth for those who will be here well beyond me... I am not able to afford shipping to order products online and cannot afford to travel to the bigger suburban area that has more of a selection. I am very frustrated that the selection of products that I have to choose from that are labeled organic - I often look and spend several minutes trying to figure out which is better - but all have huge list of ingredients that I cannot pronounce. I often leave the store frustrated and have to compromise my family's choice to be organic in bath products due to misleading labels and availability.

Melissa, NY

I returned a three-pack of Nature's Gate Neroli, Orange and Chocolate Mint Liquid Soap to amazon.com because this "organic" product formulation contained endocrine-disrupting parabens - this was a couple of years ago. The current formulation doesn't have parabens but it still has butylene glycol which has been tested as a suspected carcinogen and phenoxyethanol, a possible neurotoxicant.

Charleen, CA

I'm deeply disappointed in hearing that several brands I've used, with the thought that they were 100% organic, were not. I had been glad that "organic" skin care products were available not only at my local co-op but also at my grocery store. It is sad to learn that certain brands that seemed to be making an honest living providing very high quality skin care products are, in fact, just doing a great marketing job in making us believe their products contain organic and "natural" ingredients. Instead, we are probably getting some of the same unacceptable ingredients that would be found in cheaper non-organic synthetic products. So, in essence, I'm paying more for products that are aren't really better for me. Until action is taken to remedy this by the companies that have been producing these so-called "organic" skin care products, I will stop using products by Avalon "Organics", Jason "Pure, Natural & Organic", Nature's Gate "Organics". These are brands that I've used in the past with the idea that they contained no synthetic ingredients.

Angela, KY

I remember buying some Jason's products and Nature's Gate and some of the other named companies passing themselves off as organic and you know: just a little of these 'fake' products and as a consumer I can tell right away. And of course I bring the product back to the store. I don't sit and suffer and waste my money.

But listen: you people need to get HONEST and STRAIGHT. Why do you think we are having a financial crisis? Greed. Cheating. Have to 'steal' to make a profit.

Clean up your act. Confront your misdeeds and get back on track. You will sleep better, have better lives when you are awake.

Leslie, CA

A note to Kiss My Face, I do not appreciate you deceiving the public and me that you are selling a organic and natural product that does not have and harmful ingredients. I use your products and I am very disappointed. Natures Gate, I am also disappointed in your company, I also use your toothpaste and other products. Very disappointed in your deception. Shame on you!

Marguerite, NC

One hour ago I was giving my children a bath, with filtered water. As I washed their hair (with Nature's Gate Organics Shampoo) I was thinking about how lucky I was to be able to buy natural and organic products for them. How lucky I was to be able to shield them from the harsh carcinogenic chemicals that are in so many personal care products.

Then I put my children to bed and checked my email and read the Organic Consumers Association (OCA) Newsletter.

Well I have to hand it to you. Your company has just taught me a lesson that I knew but grew complacent about. Most Big Corporations are full of green wash. Happy to promote an image of organic, reap the profits, sell out their customers and make a buck. Boy you people sure fooled me.

Needles to say when I read the OCA's report I felt angry, lied to, cheated and generally bent out of shape. I have been buying your hair care products for years and was happy to switch over to your organic line when it came out. In a perfect world you all would owe me several thousand dollars in product - purchased under false pretenses. As it is your lying and cheating will be left to your conscience. But for obvious reasons I don't think that you will lose any sleep.

You have however lost a customer. And believe me I like to talk so with any luck I will cause you to lose a few more in the coming days.

Sincerely, Kim, CA

P.S. Please look for a box containing two brand new gallons of shampoo I recently purchased. I would feel guilty putting it in our land fill with it being so chemical laden and all. The least you can do is dispose of it for me. This way I'll have a little satisfaction instead of the frustration and anger I feel right now.

I have been recently diagnosed with cancer. I have bought organic for the last 5 years. I do not like paying a higher price for something and then finding out it is not organic. I think this is fraud. I want truly organic products not something that comes close.

Maridy, WA

I bought these green-washed non-organic personal care products thinking they were "organic" and that the extra money I was spending was justified. My family is on a very tight budget and we do our best to buy organic products because we feel the added price is worth it. You have misled us with your fraudulent labeling and we are very disappointed. Never again will we buy any personal care product if we don't know what every single ingredient is because your insincerity has taken us down the path of distrust. I am especially infuriated being that I am 7 months pregnant and thought I was doing right by my unborn baby. Shame on you - I hope you can sleep at night. Sincerely,
Lorena, AZ

As a nursing/pregnant mother, I of course want to use only the purest products for me and my family. I would be willing to pay a little bit more for better quality products. The worse part is though that, as a consumer, we think products out there are "safe," and then later we found they're not. Very unsettling and unnerving. It disgusts me that people try to use cheap items to make products and then mislabel them for something else.

Leigh, TX

Most body care products on the shelf are fill with toxins and chemicals I do not want for my family, friends or patients. I try to explain how the ingredients listed is not natural and organic. Most people do not understand, it took me months to research these products and it is unacceptable to continue to mislead and poison the public. The population is becoming more sick every year, and I have to believe it is a direct result of chemicals and toxins in our food, water, household products, body care products, vaccines etc. We have to fix this, our children depend on us. Want to solve the health care crisis? Clean up the poisons and chemicals we are eating, breathing and slathering on our bodies!!! I am a chiropractor in MI, and have done hours of research on these subjects, and know for sure this is no joke. I have rid my environment of these products and I no longer suffer with eczema and asthma, think of all the children who are suffering... do something!!!

Thea, Chiropractor, MI

What???? I hunted and hunted for products that worked for me and that were chemical free. I especially trusted Jason and Avalon as most of my products are theirs. I even spend the 6 bucks on toothpaste and now I find that I was lied to. You guys can shut your doors cause I am sure I won't be the only one who will never buy your products again. I will find a company that I can trust cause they are out there, it's just companies like you that make it hard for the good guy.

I don't care that my products are pretty much new, I will send them back to you as i wouldn't even put your garbage in my can.

Sheralee, SK

TO JASON - I have bought your toothpaste thinking I was obtaining all organic and au naturale - in fact I have a stock pile of this item under my bathroom cabinet- I am not a happy consumer will not buy again.

Marjorie, CO

To Kiss My Face:

I have just begun to purchase your deodorant thinking that it would be pure, natural and organic. To my dismay, this is not the true fact. Have I been misled?? A waste of my hard earned money!

Marjorie, CO

It's frustrating that a company would consider itself natural, and yet the products still contain parabens as preservatives. What I really want to happen is for companies to remove ingredients from their products that have carcinogenic and teratogenic links. Please make the products safe for us and our children! It's getting difficult to find truly safe, well formulated skin care, cosmetics, and personal care products.

Christine, PA

Almost fell for it! I was looking to purchase a natural alternative to petrochemical laden shaving creams for my fiance. Fortunately I read the label on the Kiss My Face version and discovered it contains polyethylene glycol! I put it back and purchased some aloe vera gel that my fiance says works just great on his sensitive skin!

Valerie, NS

I am against non-organic companies using the organic name, and falsely using an organic label. The organic organizations have members; have ethical/moral philosophies, regulations, and controls, laws that organic farmers and companies must abide by. The organized bodies of members of the organic communities deserve to be respected. Those who buy the organic name embrace their philosophies and way of life. Legally it is a formalized legal body, and the companies that falsely use their name without permission are committing a crime. I support the organic bodies such as OCA, their philosophies of respect for nature are my philosophies, and ECOCERT does not represent my beliefs.

Kat, NY

I love the Jason products and I'm really upset to hear that they may contain carcinogens. I am writing Jason to ask them to clean up their act and make their products truly organic.

Golbin, NJ

As a person with Multiple Chemical Sensitivities, correct labeling is VERY important to me and to my health!

Deborah, OR

For the past few years I have been working on providing my family a chemical free, truly organic lifestyle. One day I just decided to chuck everything in our house that I couldn't

pronounce and couldn't get straight talk about what the ingredient list really meant. I am now expecting a baby and am proud to say that Dr. Bonner's is the only product line I feel I can trust. I am so angry that so many baby products that claim to be organic really are not at all. It is so dishonest to lead people into thinking that their product delivers an empty promise. I tell everyone that I can that they need to scrutinize each label not trust the front packaging that does such a wonderful job of luring you in to a false sense of security. Avalon, Nature's Gate, California Baby, Earth's Best, Nature's Baby - it's all the same - NOT REALLY ORGANIC.

I can't stress how offended I am with the green washing of Giovanni hair care products and Avalon facial care. I would go out of my way to the local organic store just to buy these products at almost twice the price, I even told my friends about how great they were. Now, not only do I look like a hypocrite after telling people to put down their Herbal Essences and grab a bottle of Giovanni to support the cause, I have stuffed hundreds of dollars into the pockets of two companies that don't deserve to charge the prices they have! these products if not for being mislabeled organic would be in the no-name bargain bin of your local big name grocery store. It's totally outrageous that these companies can mislead people the way they do and this is their very intention, and now I refuse to be taken for a ride again. You better believe I'm going to read the label ... if I can't pronounce it, I won't buy it.

Cleopatra, AB

Since being diagnosed with AML, a life threatening cancer requiring a stem cell transplant, It has become necessary to be very careful about avoiding infections. Hence, I have been watching my body care products and depend on natural and organic care products to avoid the possibility of death due to infection from body care products containing conventional or petrochemical materials. I am truly concerned about false labeling of "organic" any certifier green-washing non-organic personal care products. Please consider consumers, such as myself, that depend on corporations committed to honest labeling in the best interest of their consumers, rather than the dollar.

Robert, CA

I was very upset to find that these organic products were mislabeled, especially after spending so much money to ensure I was buying the best. The company I supported the most was Avalon, for shampoo, but also bought Jason shampoos.

Stella, VA

The deception that these companies have given the public definitely warrants judicial intervention with strict penalties. I, personally, go out of my way to ensure that I am buying organic products and I am willing to pay extra knowing that I am using products that are truly natural. I have bought products from Desert Essence, Jason, Nature's Gate and Kiss My Face and to know that I have been given false information and basically tricked into buying their products is a total breach of consumer trust. Shame on these companies and shame on Ecocert!

Nova, AB

I feel betrayed.

I am very chemically sensitive. I have tried brands like Jason's, Kiss My Face, and Aubrey's, all labeled as organic. Every time I have had to stop using the product because of sensitivity problems. I don't have much money either, so having to purchase these products at higher prices than other products because of their claim of being organic.

The fact that mislabeled products can demand a higher prices makes the practice particularly disgusting.

Wilma, CA

I was extremely disappointed to read about the misleading information concerning supposed organic personal care products. Being a consumer of Desert Essence products (and paying a lot of money for them) I am very frustrated and angry with this company, as well as the others.

Agatha, PA

My family has been using JASON satin wash for quite a while now. We are infuriated to find out a product we trusted is in fact not actually safe.

Amanda, CA

The label "organic" has to mean that every ingredient is non-toxic to humans and comes from natural sustainable practices. An ingredient derived from coal should not be considered organic since the coal industry is injurious to the environment, as people of West Virginia are well aware of.

Dean, IL

I have many, many allergies and as such cannot risk my health on products whose labels are inaccurate or misleading. I need to know ALL ingredients contained in a product.

Karen, IN

I do not agree with cosmetic, body and personal care product companies being allowed to label their products as "organic" when they only contain a squirt of organic citrus juice and the remainder of the ingredients contain parabens and SLS. If your label says organic, then mean it. Enough is enough. Quit attempting to broaden your consumer base by using fancy words. Your fancy-word-reading consumers are educated and we won't stand for it!

Sabrina, NJ

I am very disappointed to learn that Giovanni products are not organic. I wish they would

reformulate their hair care line.

C., CA

I have been using Jason and Kiss My Face products for years and am absolutely outraged! I am going to stop using these products immediately and pray that no harm has been done. These companies need to make a full public disclosure immediately. Attempts to sweep the problem under the rug will not work ultimately, and these companies will go out of business, if they don't admit there is a problem and correct it.

Kevin, IL

As a consumer and organic farmer, labeling integrity is of utmost importance to me and my family. We live in a county that should be providing accurate not misleading labeling leadership. Get to work!

Lauren, OR

My cousin, Tami and I feel so strongly about 'organic' that we started our own organic personal care products business... We researched several competitors and were shocked to learn the truth behind their 'organic' statements, either stated or implied. It is imperative that we, as consumers, are told the truth behind packaging and contents of products. And as suppliers of products, we would never provide a client something we did not believe to be organic and healthy!

Suzy, FL

I am trying to take an active role in choosing healthy cosmetics. I now read all labels with a careful eye. It really annoys me that chemicals like 1,4 dioxane aren't listed on a product's ingredients list. I think it's very sneaky that certain brands contain this chemical and claim to be healthy and safe for consumers. I will not purchase Giovanni products anymore because of this.

Francesca, NY

Dear Natures Gate Company:

After learning that your products are not truly organic, I will never buy them again. Your deceit is disgusting and unforgivable.

Amy, NY

I buy Natures Gate products. I buy these thinking I can at least trust SOMEONE, especially a known "organic" business. I feel betrayed and disgusted by this. These businesses need to remember why they are creating organic products - the number one reason should NOT be for profits, it should be because they are responsible and actually CARE about the earth and everything here.

SALIANE, AZ

I have a Ph.D. in chemistry and I have been concerned for decades about abuse of the term "organic." We have enough abuse by the media and confusion among the general public. Corporations must remain accountable for increasing the confusion.

KEVIN, NY

Ecocert, you should be deeply ashamed of your actions. You don't gain anything by misleading the public. I will continue to be vigilant and will not purchase any products that have certified by your company. The truth is always revealed in the end so it's always wiser to be sincere and truthful in your business practices.

Innocentia, VA

I am so pissed off and mad that there are products out in the stores that say Organic but in reality they are not. I used to be those people who had to buy my things and go and not caring what I put in my body. until I started to research more on household products, body, dental and food. I am disgusted that I probably bought one of these so called expensive "Organic" products for my children, my husband and me. These products need to be banned and come down from shelves ASAP. My mother was diagnosed with breast cancer when I was 12 years old. Now I am 25 years old and she is healthy but still. Who knows what we put in our bodies that can give us so many diseases.

Natalie, WA

I am a years-long fan of Giovanni shampoo & conditioner, and have turned on friends and family to this product, recommending it highly. Now recent testing indicates that a sample of Giovanni products contain toxic levels of 1,4 Dioxane.

I spend a lot of money on this product, in trust that I am using a truly organic brand. Now I must stop until Giovanni reformulates to HUMAN SAFE standards.

I am deeply concerned about the health of the planet, and my own health. I am shocked to see the names of so many products that I thought I could trust, and that I have spent significant amounts on, listed. This needs to be very public information, and as a consumer I will be spreading the word.

Marisa, CA

I'm extremely disappointed in Avalon "Organic" products, a product which I have spent my hard earned money on and trusted to be what it's label claims--ORGANIC. I can get the same amount of carcinogen laden shampoo for \$4 at Target, but I opted to spend a whopping \$13 per bottle (I purchase the large pump bottle of shampoo AND conditioner) because I thought I was doing something good for myself and the environment. This sort of false advertising is unacceptable, and measures must be taken to prevent this sort of

thing from happening. I will no longer support Avalon Organics, they've taken enough of my money already, and obviously have little to no morals left in their money-hungry souls.

Lori, CA

I have bought several products from a company named Avalon Organics. I assumed that their product was, well, organic. So I'm surprised to see that not only is the product not organic, but it's full of potentially cancer-causing chemicals.

This must be changed immediately. Companies like Avalon should not be able to have "organic" in their name unless they really sell organic products. It is mislabeling, and fraudulent.

Gregory, CA

I would just like to say that I am so disappointed. I live in a little town in Nevada...I drive 60 miles every two weeks into Las Vegas to buy my groceries and natural personal products, because we do not have access to those (organic foods and products) things where I live. It costs me a small fortune to do this, but I do it because it is the right thing to do for myself and my family. What a disappointment to find that not only have I been paying up to 7-8 times more for some of these products, but to find out that they, too...just like stuff I could buy at WALMART...are harmful to myself and my small children.

Shame on these companies for misleading people who are trying so SO SO hard to do the right thing with our health...and the health of those we love. There is no reason to have chemicals in your products that you KNOW are harmful.

Let me tell you that my mom has cancer. My sister has had cancer twice, and she is only 38. My grandma died of cancer, as did my grandpa and my uncle, just recently. Please take chemicals out of your products that you KNOW CAUSE these kinds of diseases. It's horrible. My mom is battling lymphoma right now. I have her eating healthy organic foods, and have convinced her to use "natural" cleaners for her home, and also for herself. Now I find some of the things I told her would be better for her battle with lymphoma...aren't. It's sickening.

Robyn, NV

Certifying products as "organic" when they contain conventional and/or petrochemical ingredients is green-washing. Green-washing is contemptible. Green-washing is not only contemptible, is is immoral.

I will buy no products certified by Ecocert or any other company that engages in contemptible practices such as green-washing.

Paul, CA

I have very long hair and I have probably bought 20 bottles of Avalon shampoos and conditioners in the last year. I am very upset to learn that I didn't buy a safe product.

Elizabeth, TX

I am very disturbed to learn that both my years of trust and my wallet have been violated by untruthful organic labeling claims of 'organic' manufacturer! As a former health co-op store manager and 25-year organic consumer, this is very upsetting.

Joy, NJ