

Because more and more people want green products, conventional, not-so-green companies try to deceive us. But you can avoid greenwashed products.

## Shampoo



Greenwashed!

Not only is **Organix Shampoo** (owned by Vogue International) not in any way organic, but it's also chock-full of ingredients that may actually be toxic. Some of their products include:

- Cocamide DEA, a possible human carcinogen and skin allergen.
- DMDM Hydantoin, a preservative likely to release formaldehyde, a probable human carcinogen.
- “Parfum,” or “fragrance.” By law, a body care company can hide hundreds of chemicals in its proprietary fragrance blend, lumping them under the word “fragrance” or “parfum” in the ingredients list. Are they toxic or not? We’ll never know....

And don't be fooled by the leaf icon on the back of its bottles with the words “Earth Friendly, Packaging, Environmental” surrounding it. When we asked a company representative what kind of label it was, she responded, “The seal used on products is not from a third party. This seal was created by our brand and is only used internally.”

That likely means the seal is meaningless. Certifications are increasingly used to indicate high environmental standards, so it's not surprising that a phony-green brand like Organix would attempt to mimic the look of a legitimate seal.

Don't give Organix your money!

**Max Green Alchemy** is labeled organic, but the difference between it and Organix is that it knows how to back that claim up.

- Max Green Alchemy is a Green America certified green business (see p. 8).
- It doesn't test on animals. It's products are certified by the Coalition For Consumer Information On Cosmetics (the Leaping Bunny certification).
- All products are certified vegan by Vegan Action.
- Many of the ingredients are certified organic.
- No mystery ingredients in this shampoo. Max Green discloses all ingredients, including those in its plant-based fragrances.
- None of its ingredients are considered high hazards to human health by experts like the scientists behind CosmeticDatabase.org.

Buy your personal care products from green businesses in the “Body, Health, and Personal Care” categories, starting on p. 62.