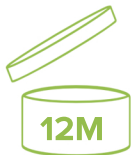


# HOW TO READ PRODUCT LABELS

ingredients | expiration dates | environmental & animal testing standards



Depicts the time period the product is good once opened. The number inside the jar indicates the specific number of months.



Product lifespan is less than 30 months and will have a "best before" date. The EU requires either the PAO or BBE. The US only requires expiration dates on OTC products like sunscreen.



Symbol required by the EU for products produced or sold in Europe. The small "e" guarantees the amount of product in the packaging is correct.



Insert with in-depth additional information and language from other countries if sold Internationally.



Confirms the packaging is recyclable.



Informs the consumer that the paper used in the packaging did not harm the forest.



The product passed a stringent accreditation by the USDA to be deemed 95% organic.



Product contains 70% organic ingredients and follows manufacturing and processing guidelines.



Internationally recognized leaping bunny indicates the product has not been tested on animals.



Whole Foods Market identified over 400 ingredients considered unacceptable. The vetting process requires strict standards for quality sourcing, environmental impact, results and safety and minimal processing.



Criteria requires full label disclosure, that the brands follow label requirements and do not contain any restricted ingredients from all US and International governing boards.



Non-GMO is a non-profit organization committed to preserving and building sources of non-GMO (Genetically Modified Organisms) products.



Gluten-Free provides certification services to producers of gluten-free products using quality assessment and control measures throughout