

CERTIFIABLY GREEN CLEAN™

APPROVAL PROCESS FOR GREEN PRODUCTS



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Certifiably Green Clean

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Certifiably Green Clean Verification

Certifiably Green Clean is an independent, national organization providing education and certification for environmentally-friendly products and services. What sets our program apart from other certification programs is the core issues of public fairness and accurate representations. In other words, this program looks at the public promotion of the product or service. In particular, the primary issue is that the environmental, Green, or sustainable claims are supported and accurate.

In an effort to clarify the issue of Green, we do not equate this concept with environmentalism. Environmentalism is a concern for the planet as a whole, but Green (properly defined) is a more correct reference to the health impact. It has only secondary application to the other issues of environmentalism. The **Four Corners of Environmentalism** are:

- 1- **Pollution:** Pollution may be seen in water, land, air, and other ecosystems.
- 2- **Sustainability:** This is the concern for the use of natural resources such as energy, water, land, forest, animals, or minerals. The goal is to avoid exhaustion and waste of all resources necessary to our way of life.
- 3- **Health/Green:** Green, in its best sense, refers to the health of living things, and especially man.
- 4- **Conservation:** Addresses the potential loss of any natural resource like the Brazilian rainforest, whale population, or the wildlife and wildlands of the world.

Many companies make claims for their products, and in an age of immense latitude, the question is whether the claims are fair to the buying public. You may suggest that this is the job of the Federal Trade Commission, but the FTC deals mostly with abuses rather than filings for new products. Therefore, the Certifiably Green Clean program examines the representations of the company and evidence of well-grounded statements concerning the product or service.

Certifiably Green Clean[®] is a federal trademark on the primary registry, and the use of the trademark is limited to the terms of Certifiably Green Clean declarations, and any licensing agreement that may be in effect.

Verification of services or products are by request and according to the standards established by Certifiably Green Clean. All verifications are accomplished through licensing agreements which are a year in duration with the opportunity to continue the license from year to year with annual review by the Certifiably Green Clean program.

OUTLINE OF CERTIFICATION PROCESS

- 1- Certification
- 2- Licensing
- 3- Compliance
- 4- Limitations of License
- 5- Disclaimer of Liability
- 6- Non-Disclosure Agreements
- 7- Referenced Resources
- 8- Certification Considerations
 - a. Toxic Compounds
 - b. Carcinogens, Mutagens, Tetragons, and Hormone Disruptors
 - c. Chemical Reactions
 - d. pH Levels
 - e. Flammability
 - f. Skin and Eye Irritation
 - g. Biodegradability
 - h. Eutrophication and Disposal
 - i. Volatile Organic Compounds
- 9- Cost of Certification
- 10-Application
- 11- Use of the Seal

1- Certification by Green Clean Institute

Certification is accomplished in three stages. The first of which is an application and declaration of necessary information by the firm seeking the Certified Green Clean (CGI) trademark licensing. Secondly, our representatives will seek to validate the claims of the product. Thirdly, verification will be offered per the most appropriate category.

It should be understood that we expect fair and full disclosure in the process, and we will provide privacy and non-disclosure of non-public information. Please examine the Certification Considerations before making the application since this program will also conduct necessary tests to validate all representation. We give attention to EPA, OSHA, ISO, NIH, CERLA, SARA when determining the certification status of any service or product, however, our certification does not depend on approvals by any of these organizations.

2- Certification Report

Upon completion of testing, research, and/or supplied information, a detailed report will be issued to the applicant for the service or product in review. This report is the foundation of our research and validation of the reason for Green certification. This report includes a Declaration of Certification, Certifiably Green Clean verified document, and a multi-page report of our findings.

3- Licensing

Our certification comes in the form of a licensing agreement for a prescribed period of time (typically one year), that is based upon a review of the service or product offering. This includes the right to use the trademark logo of Certifiably Green Clean[®] on websites, labeling and advertising according to any allowances or restriction imposed by the Certifiably Green Clean[®] program.

4- Compliance

Firms seeking to obtain certification and licensing right shall comply with all the restrictions imposed. They shall not change the service or product ingredients without being required to resubmit through the certification process again. Most normal modifications are approved with only a notice to Certifiably Green Clean[®], but substantial changes may require a more considered review.

Inhalation LC	20,000 ppm of vapor or 500/mg/L of mist, dust or fumes
Dermal LD	2,000 mg/kg

These toxicity tests follow the Organization for Economic Development (OECD) Guidelines for the Testing of Chemicals including Acute Oral Toxicity Testing, Acute Inhalation Toxicity Testing, and Acute Dermal Toxicity Testing. Such data is available through the Hazardous Substance Data Bank (HSDB) per ingredients used in the service or product.

- b. Carcinogens, Mutagens, Tetratogens, and Hormone Disruptors
- c. Chemical Reactions
- d. pH Levels
- e. Flammability
- f. Skin and Eye Irritation
- g. Biodegradability
- h. Eutrophication and Disposal
- i. Volatile Organic Compounds

10- Cost of Certification

Fees for certification is 695.00 per product reviewed. \$595 each for three of more products, and \$495 each for more than six products. Contact our offices for clarification on pricing.

11- Application

Application shall be made with the attached form along with payment of the full fee. This is not a rubber stamp program. If we find that we cannot verify your product or service to our standards, we will refund the fee in full. Attach all supportive information to the application along with any advertising listing the virtues of the service or product.

12- Use of the Seal

Use of the Certifiably Green Clean[®] logo/seal is permitted on all labeling, website advertising, television, radio and printed advertising for the

product(s) shown in the application. Any similar product that is under another label must be included in the agreement.

We care about the people who trust in our seal. You will find that our seal is carefully administrated and other services or products are subject to similar scrutiny and review. Our goal is to provide an affordable independent certification program that consistently stands for healthy services or products for the people who use them.

If the terms of certification and licensing are acceptable, you may wish to submit an application. There is no promise of certification since the reviews of the service or product must be done without prior agreement. However, if a firm wishes to receive a preliminary determination, contact our office at (815) 609-4546 for consultation.



Certiably Green Clean Verified

Product or Service Certification Application



Company Name: _____

Contact Person: _____

Contact Phone: _____

Contact Email: _____

Address: _____

City: _____ St: _____ Zip: _____

Website: www. _____

Product/Service:

Name: _____

Type of Product/Service: _____

Claims of your product:

Non-Toxic

Biodegradable

Organic

Non-Allergenic

Other: _____

Requesting Status

- VGI Verification per product \$695.00
- CGI Verification per product (3 or more) \$595.00
- CGI Verification per product (4 or more) \$495.00

Note that Certifiably Green Clean will issue a full report on all approved products or services substantiating the findings of certification. CGI levels are at the sole discretion of the Certifiably Green Clean terms.

- Ingredients and advertising claims attached to this application
- Other supportive paperwork attached to support Green claims

Payment Required is with application per product or service

Full payment of the certification fee is due and payable upon acceptance of the certification offer. Refund is only allowed if Certifiably Green Certified does not agree to verify the product or service. Payment of the application fee does not guarantee certification or determination of GCI status (Verified). The seal being offered does not change. All certifications will show the standard "Certifiably Green Clean™" seal. Certifiably Green Clean will maintain a webpage for public access that will show all approved product with their category.

Use of the seal is intended for packaging/labeling, website display, standard advertising. It may not be extended to other variations of the service or product, other company products, or third parties not owned by the applicant company or part of their distribution network.

I ACCEPT THE TERMS of this application as shown herein. These terms will be supported and formally stated in the LICENSING AGREEMENT that will be provided upon approval of certification of the product or service.

Signed: _____ Date: _____

For (Company): _____

in check Credit Card (Included with Application)

VISA, MasterCard, AMEX, Discover

Card Number: _____

Exp Date: _____ Sec Code: _____

I AUTHORIZE PAYMENT of the \$_____ fee (non-refundable) with this application:

Signed: _____ Date: _____

FAX TO: 866-869-1680

Mail to: Certifiably Green Clean, 2885 Sanford Ave, #18504 Grandville, MI 49418