

Design for the Environment is now called Safer Choice.

From the introduction of their very first product back in 1959, Rich DeVos and Jay Van Andel established Amway as a committed environmental steward. Liquid Organic Cleaner, or L.O.C.®, represented one of the first biodegradable and environmentally conscious cleaning products of its kind—long before such concerns were on the radar of most companies, large or small.

That initial dedication to the environment steadily developed into a cornerstone of our corporate philosophy. Today, Amway stands as a global leader in the health, beauty and home categories. Whether responding to evolving consumer demands or reacting to new scientific findings, we have always sought out new and innovative ways to stay on the leading edge of positive environmental action—it's in our DNA.

Amway and the EPA

In 2008, Amway began its partnership with the U.S. Environmental Protection Agency (EPA) through their Design for the Environment (DfE) program. The EPA's DfE designation required participating companies to meet or exceed stringent standards for:

- Safer chemical ingredients
- Performance
- Packaging
- Ingredient disclosure
- VOCs (Volatile Organic Compounds)

DfE Becomes Safer Choice

In February 2015, the EPA's Design for the Environment (DfE) designation became Safer Choice.

A new name—but the same program, same exacting standards, and same dedication to our planet and its citizens. So, why the re-design?



The Safer Choice logo helps consumers quickly identify products with safer chemical ingredients and more responsible environmental packaging, without sacrificing performance.





Environmental Responsibility... It's in our DNA

It's the EPA's intention that this new identity:

- Better conveys the scientific rigor behind the human health and environmental benefits.
- Has a more modern look that will be easier to display on a range of products and materials.
- Will increase consumer and industrial recognition of EPA Safer Choice products.
- Encourages increased participation leading to safer and more innovative product development.

More about Safer Choice

The EPA Safer Choice program partners with a broad range of stakeholders to advance environmental protection. The Safer Choice program enables companies to make informed product substitutions—transitioning from chemicals of concern to safer chemicals.

Products recognized by the Safer Choice program contain safer chemical ingredients. The scientific review team screens each ingredient for potential human health and environmental effects and allows only ingredients that the EPA has determined pose the least concern among chemicals in their class.

It is fundamentally different from other eco labels in that it's principally focused on safer chemicals. It's about science, not marketing.

With over 40 years of EPA experience and research behind it—evaluating chemical characteristics and their effects on human health and the environment—the Safer Choice logo allows consumers to quickly identify and choose products that are safer for them and their families and can help protect the environment.

Why is the Safer Choice Designation Critical for the Amway Home™ Brand?

Although it's not a product endorsement, it does set us apart from other "green" home care products. Resource intensive, time consuming and expensive, it's certainly not easy—but it's the right thing to do.

Amway: The Safer Choice

The work that Amway is doing in conjunction with the Environmental Protection Agency is not just about identifying what's wrong. It's about what we can do to make things better, with safer chemical production and packaging alternatives.

Environmental responsibility is not a story with a beginning and an end. It is all about continuous improvement. At Amway, home care scientists are always working toward a greener, smarter and ultimately better solution—without sacrificing Amway Home™ product quality or performance.

We're making the Safer Choice for you, your family, our community and the environment.