



# BODY, SKIN, HAIR & BEAUTY CARE

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product certification criteria

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# WELCOME.

The following information is used as a baseline metric to include (but not limited to) the following parameters.

There may be other ingredients/materials that would not be acceptable; those would be determined once your recipe/formula/ingredient information is reviewed.



### **Plant-Based**

Must be derived from plants except for toxic plants such as poison ivy.

### **Vegan**

Must not contain any animal or insect elements (e.g. beef, fish, fowl, crickets), or animal byproducts (including dyes and flours from insects), eggs or egg byproducts, milk or milk byproducts, wax, honey or honey bee products, or be clarified, filtered, or finished with any animal products or techniques that utilize animal products or byproducts.

### **Cruelty-Free**

Must not be tested on animals or contain any animal hair, wool, skin, or feathers.

### **Organic**

Must come from plants grown without artificial pesticides and fertilizers.

### **GMO-Free**

Must not contain any GMO ingredients or come from seeds that have been genetically engineered.

### **Chemical-Free**

Must not contain harmful or toxic chemicals. Please review list of toxins for more information.

### **Additive-Free**

Must not contain harmful or toxic additives. Please review list of toxins for more information.

### **Colorant-Free**

Must not contain any dye, pigment, or substance that imparts color unless from plant origin.

### **Metal-Free**

Must not contain any of the following:  
aluminum, copper, mercury, and any soft or heavy metals

### **Toxin-Free**

Must not include any of the listed substances from the Toxic Ingredient list



# GET CERTIFIED TODAY.

To learn more about the certification process or start a product evaluation, please submit an [application form](#) or email us at [certification@wfpb.org](mailto:certification@wfpb.org).

Our team is ready to answer any questions you may have and provide help and materials to assist you in the process.





WFPB.ORG is the Whole Food, Plant-based initiative that empowers conscious and comprehensive health for humans and planet through a plant-based lifestyle.