



BODY, SKIN, HAIR & BEAUTY CARE

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 elements (beef, fish, fowl), or animal by-products (including dyes from insects), eggs or egg products, milk or milk products, honey or honey bee products, or be clarified or finished with any animal products.

Organic

Must come from plants grown without artificial pesticides and fertilizers.

Cruelty-Free

Must not be tested on animals

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

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 [inquiry form](#) or email us at certification@wfpb.org.

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





WFPB.ORG is an independent, non-partisan, non-profit organization that empowers sustainable health for humans and planet through a plant-based lifestyle.

POWERING A SUSTAINABLE HUMANITY™