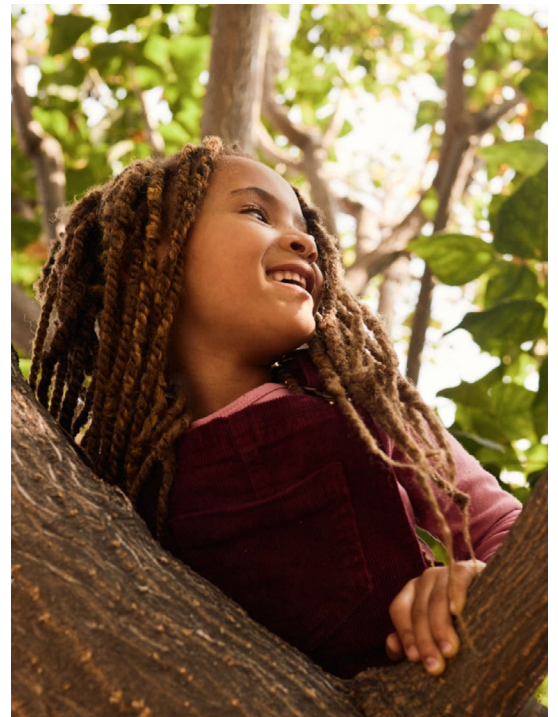


# 2025 Impact Report

## Protecting Human + Ecosystem Health

**MADEWORKS Intelligence™** (formerly MadeSafe.org) has been driving marketplace change since 2015. We are helping build the bridge to a safer, more sustainable future for all.





## Message from Board President ALEXANDRA FORBES KERRY

Dear Friends,

We are excited to share the continued evolution of **MADEWORKS™**. As the need for trusted scientific guidance continues to grow, our commitment to clear standards, rigorous research, and healthier products remains stronger than ever.

Last year, we shared that **MADE SAFE®** began as a mission-driven organization offering certification and a trusted seal for products **Made With Safe Ingredients®**. Since then, the organization has evolved into a broader ecosystem under **MADEWORKS**, helping distinguish our scientific and standards work through the nonprofit **MADEWORKS Intelligence** from the services and certification platform offered through **MADEWORKS**.

What began as a single certification seal has evolved into an integrated system of tools, standards, and science-based services designed to help move the marketplace away from toxic chemicals and toward products that better protect human and environmental health.

### **Why This Work Matters**

At a time when national safeguards waver and governmental oversight retreats, protecting human health from harmful chemicals requires decisive action grounded in science, conviction, and care. At its core, the organization exists to make science accessible, transform hope into measurable progress, and provide clarity when policy falls short.

Amid the overwhelming volume of information and growing uncertainty around federal regulations, families are left anxious and in need of clear guidance.

Few anticipated the many rollbacks implemented by the EPA in 2025—an agency designed to endure across administrations with a core mission of protecting human health and the environment. In the past year, the EPA has scaled back tracking and disclosure of “forever chemicals” such as Per- and polyfluoroalkyl substances (PFAS), and proposed weaker rules. Major programs like Energy Star, the U.S. EPA-run program that certifies energy-efficient products, homes, and buildings, has been eliminated. And the cuts continue.

### **A Personal Mandate**

Growing up in a family where environmental responsibility, public service, and long-term stewardship were dinner-table constants, I didn’t always buy in—sometimes rebelling against the weight of it all, doubting that chemical threats in our everyday “stuff” were that dire. But the birth of my two daughters sharpened my eyes. I now see that the health of our homes and the health of our planet are inseparable.

Now leading the nonprofit, I carry vigilance into our work—making our science matter, guarding its heritage fiercely and making sure it’s action-oriented—rooted in the belief that everyone deserves products that do no harm. We obsess over details because real families, like the one I grew up in, deserve products that support rather than sabotage their future.

### **Small Acts Build Lasting Change**

**MADEWORKS Intelligence** does not engage in partisan debates. This is not political. It is personal. The standards are built on a simple but transformative idea: products should be safe for human health and ecosystems from the beginning, not merely made a little less harmful through minor adjustments. In effect, certification becomes a system of safeguards built not from the top down, but from the bottom up, through science, transparency, and collective will.

As oversight at the federal level recedes, our organization is investing in education—helping people understand which chemical classes are of greatest concern, how to read labels with discernment, and how to make practical changes that reduce exposures in daily life.

In this shifting landscape, we step forward as a trusted line of protection. Our standards offer a clear, science-backed safeguard, while our work to raise public awareness pushes companies to recognize that safer materials are not just possible, but essential to earning and maintaining consumer trust.

### **Our Shared Path Forward**

I’ve learned that real, systemic change starts in communities where context, accountability, and courage live. In 2026, we’re leaning into that energy as we deepen chemical reviews, expand education, and strengthen the collective that drives meaningful progress. The power of our community, and our brands, lies in our shared ability to turn hope into action.

Together, we are building a marketplace where safety is the standard, not the exception. Your support fuels this unstoppable momentum—certifying safer products, educating families, and proving that collective will outpaces any regulatory retreat. Join us in 2026: demand better, choose wiser, and protect the future we all deserve.

Amy Ziff remains at the heart of this movement—her founder’s vision and voice continue to shape the expansion of our work and the rigor of all we create. Amy’s vision doesn’t just ground our organization—it drives it. She continues to lead the scientific foundation behind our seals and programs, ensuring that all our efforts stay true to their purpose.

Yours,  
Alexandra Forbes Kerry



## A Note from MADE SAFE's Founder AMY ZIFF

What set 2025 apart from previous years was how deeply we repositioned our work. We welcomed new partners in Alexandra Kerry and Julien Dobbs-Higginson to take over Board leadership. We redoubled our focus and commitment to eliminating harmful chemicals. Our new vision will help strengthen our organization for the years ahead.

In 2025, we took a step back to ask ourselves who we are and who we want to be.

What we found was energizing: we are so much more than the **MADE SAFE** seal. We are experts in ecosystem science dedicated to promoting safer chemistries. We are a science-based organization driven by a simple but powerful mission—to help create products for a safe and sustainable future. When we distill it down, our work is about informing the transformation of how things are made. We create change by driving forward on research and substance intelligence through the Ecosystem Approach, the **MADE Banned List™** and the standards we create.

To better communicate that work, we knew it was time for a brand recalibration and rebalancing. We want our communications to reflect the integrity of our uncompromising work on substances and standards we produce.

At the core of every decision is our commitment to protect what matters most: our science. We strengthened the organization to ensure that science will continue without corporate influence, and we made the important move to separate our NGO from the service work we perform.

These changes ensure that our **MADE certifications and programs** continue to operate with integrity and independence from outside influence. And as always, science remains at the heart of what we do. We'll continue building on our knowledge—expanding our data collection on substances and how they behave within our bodies and our environment—so that our work can drive even greater impact.

I'm incredibly proud of how this repositioning sets the stage for what's next. It has given us space to grow, to deepen our scientific leadership, and to expand our impact across additional industries.

To our partners, brands, and supporters—thank you. You've stood with us through every chapter, and your trust fuels our momentum into the future.

I invite you to read the rest of our report to see all we established and accomplished in 2025. I hope you will continue to join us as we usher in our new name as **MADEWORKS Intelligence**.

Sincerely yours,  
Amy Ziff

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MADEWORKS™

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MADEWORKS™  
Intelligence

After a decade in operation, the team behind MADE SAFE worked tirelessly to bring about a new brand vision to carry our work forward for decades to come. While the decisions were made in 2025, we will be rolling these changes out through the end of 2026.

In 2025, we proudly introduced **MADEWORKS**. This is an integrated platform dedicated to eliminating harmful chemicals from the products that shape our daily lives. After months of development and planning, we officially transitioned the services offered from **MADE SAFE** into two entities: **MADEWORKS Intelligence** (formerly [MadeSafe.org](https://www.MadeSafe.org)) to house our science, research and advocacy efforts and, most importantly, our standards creation and upkeep. Going forward, **MADEWORKS** provides the services and programs that bring this science into practice, including the **MADE SAFE** and **MADE WISE** certification programs.

Executing this split reflects a desire to maintain the scientific integrity, research and information in the nonprofit. **MADEWORKS Intelligence** will continue to maintain the substance database, rigorous certification standards, and material research that form the foundation of our ecosystem science. These pieces will always be maintained and preserved in the NGO, a full 501(c)(3), separate from the services now offered by **MADEWORKS**.

# THE EVOLUTION

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With this powerful evolution of our work, we step into the future with the new look and feel for the **MADE** standards including:

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**MADE WISE Certified™**, a new certification that helps to eliminate over 15,000 harmful chemicals from consumer goods, driving transparency and accelerating the shift to safer, more sustainable production. Unlike vague “clean” or “green” claims, **MADE WISE Certified** sets a science-based standard that exceeds US and EU regulations and requires full ingredient transparency, beginning with the categories of cosmetics, personal care, formulated pet products, and supplements. [Read the standard here.](#)

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**MADE SAFE**, our original certification program, is the only certification uncompromising in its commitment to both human and ecosystem health, with a rigorous, science-based process that evaluates every known ingredient and input for safety. [Read the standard here.](#)

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## **MADE SAFE For Pregnancy**

**MADE SAFE FOR PREGNANCY™** which reviews substances to determine if they are known to be hazardous to pregnant individuals. [Read the standard here.](#)

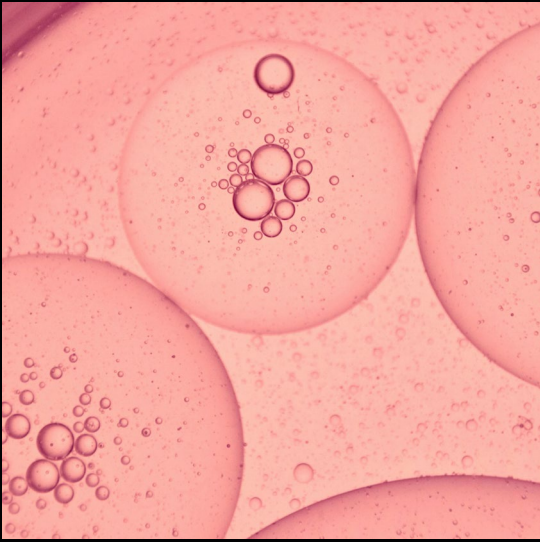
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## **MADE Banned List**

The **MADE Banned List™** of more than 15,000 harmful substances. This list gives companies a way to self-direct their products to an elevated yet achievable goal. [Read the standard here.](#)

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# 2025 BY THE NUMBERS



91

Screenings performed

80

New ingredients researched

43

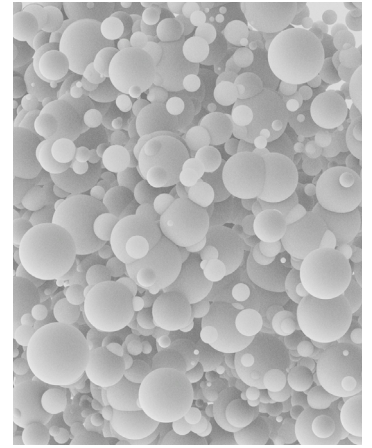
Substances re-evaluated,  
updated or data gaps resolved

## Element Swaps - Measuring Reformulation and Impact

Across all **MADE SAFE Certified** products in 2025, 23% of elements were swapped to meet certification criteria—demonstrating how brands actively reformulate to align with rigorous health and environmental standards.

When isolating products from newly certified companies, the rate of element swaps rises to 37%, underscoring the program's role in helping emerging partners transition toward safer formulations.

By tracking individual ingredient changes during reformulation, we can better quantify the tangible impact of certification.



# STANDARDS AND GUIDANCE

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## Standards & Updates published

Published **MADE WISE** standard 2025 version

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**MADE Banned List** 2025 updated

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Updated **MADE SAFE** standard to 2025 version

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## New guidance was created for:

**MADE WISE Supplements**

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**MADE SAFE Flavor + Fragrance**

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**MADE SAFE for Furniture**

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**MADE SAFE for Pregnancy**

This process is an additional screening after undergoing **MADE SAFE** certification, whereby products can undergo further screening to confirm they are not made with ingredients that are known or suspected to be harmful to pregnant individuals. [Read the standard here.](#)

# NEW AND IMPROVED BANNED LIST

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## We expanded the MADE Banned List to 15,000+ Chemicals

This year we significantly expanded the MADE Banned List, evolving it from the former Red List of 6,500 to over 15,000 of the most harmful substances known and used in a range of consumer products.

Going forward, all products certified through **MADE WISE** and/or **MADE SAFE** will be screened against this list.

This expansion makes an already comprehensive list even more powerful to work toward the elimination of the most harmful substances in consumer products.

The **MADE Banned List** is nearly five times the size of the European Union's list of restricted substances, and hundreds of times larger than the combined lists of substances restricted by the U.S. Food & Drug Administration and the EPA.

The list covers known substances of harm across dozens of categories, including carcinogens, endocrine disruptors, neurotoxicants, PFAS compounds, heavy metals, high-risk pesticides, phthalates, parabens, and more. The determinations behind each inclusion are grounded in science from government agencies, scientific organizations, and subject-area experts, and draw on authoritative hazard lists from around the world.

Learn more about the **MADE Banned List** [online](#).

# INTELLIGENCE PUBLISHED

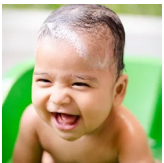
## 2025 MADEWORKS Intelligence reporting in Consumer Reports

Our research was shared with Consumer Reports, an organization whose mission aligns with our own commitment to safer products and a more transparent marketplace.



### Baby Lotion

[Read more](#)



### Baby Shampoos

[Read more](#)



### Baby Wipes

[Read more](#)



### Diaper Rash Cream

[Read more](#)

## Published On

### Chemical Profiles

**Quaternary Ammonium Compounds** [Read more](#)

**Ethylene Oxide** [Read more](#)

### Product Profiles Published

**Hair Dye** [Read more](#)

**Body Wash** [Read more](#)

**Period Products** [Read more](#)

**Wipes** [Read more](#)

**Mattresses** [Read more](#)

**Sunscreen** [Read more](#)

**Bug Repellent** [Read more](#)

**Fragrances** [Read more](#)

**Candles** [Read more](#)

# MADEWORKS INTELLIGENCE SCIENTIFIC ADVISORS

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Our work is strengthened by the expertise, insight, and ongoing support of this extraordinary group of scientific advisors.

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NMD

Naturopathic Physician,  
Researcher, and Natural  
Products Scientist



**Sydney Cook**

Standards Panel  
for MADE SAFE



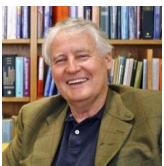
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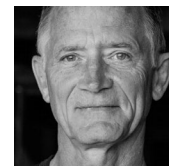
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**John Warner**

President, Chief Technology  
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Warner Babcock Institute for  
Green Chemistry

## **2025 Experts Advising Change**

Thank you to all of our advisors for their ongoing support of and active participation in this important work.

## **2025 Expressing Our Gratitude: Donors**

We are grateful to the donors, philanthropists, foundations, and organizations that continue to support our work. Their generous contributions enable us to drive meaningful change in the marketplace. Together, we are committed to eliminating harmful chemicals and creating a safe, sustainable future for everyone.