

GREEN CLEAN INSTITUTE CERTIFIED

APPROVAL PROCESS FOR PRODUCTS, EQUIPMENT, SERVICES



Revised March, 2021

Green Clean Institute, Inc.
PO Box 810412, Boca Raton, FL 33481-

(815) 793-7043
www.GreenCleanInstitute.com

Green Clean Institute and Green Clean Institute Certified

Green Clean Institute, Inc is an independent, national organization providing education and certification for environmental issues at any level that has health impact on living beings. What sets our program apart from other certification programs is the key issue of healthy environment and the health impact on people and animals living and working in homes, schools, and business facilities.

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.

Therefore, while we must all consider the issues of pollution, sustainability, and conservationism, our primary goal is to ascertain the health impact of services and products that are used in the homes, schools, businesses, and public facilities in the United States and internationally.

Green Clean Institute Certified is offered for public use by approved organization that properly represent their product as a Green or healthy option.

Certification of services or products are by request and according to the standards established by the Green Clean Institute, Inc. All certifications 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 Green Clean Institute.

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OUTLINE OF CERTIFICATION PROCESS

- 1- Certification
- 2- Licensing
- 3- Compliance
- 4- Limitations of License
- 5- Disclaimer of Liability
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- 8- Certification Considerations
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 - b. Carcinogens, Mutagens, Tetragons, and Hormone Disruptors
 - c. Chemical Reactions
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 - 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 Green Clean Institute Certified (GCIC) mark licensing. Secondly, Green Clean Institute will seek to validate the claims of the product. Thirdly, certification 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 review, 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, Green Clean Institute Certified 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 Green Clean Institute Certified on websites, labeling and advertising according to any allowances or restriction imposed by the Green Clean Institute.

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 Green Clean Institute, but substantial changes may require a more considered review.

5- Limitations of License

Licensing of the trademark is not transferrable to any new firms, subsidiaries, or similar products by the company. The service or product is based on “One Product for One Company” unless provided for in the licensing agreement. This does not apply to the distribution of the service or product nationally or internationally as long as the “One Product for One Company” rule is observed. Therefore, a cleaning product distributed through a third party shall be able to represent the service or product similar to the licensing agreement of the licensed firm.

6- Disclaimer of Liability

Green Clean Institute does not assume or undertake to discharge any responsibility of the manufacturer or any other party. Licensor shall hold harmless Green Clean Institute, Inc for any claims that arise regarding the manufacture, application, or general use of the service or product. In other words, you or your firm must assume all liabilities, risks, and costs of litigation for your product or service.

7- Non-Disclosure Agreements

Green Clean Institute, Inc will not disclose any private information made available to the Green Clean Institute, Inc to other sources as long as the information is not available to the public through other sources. If necessary a non-disclosure agreement will be acceptable during application to insure the integrity of the product review.

8- Non-Exclusive Declaration

The Green Clean Institute is an education and certification organization. We do not provide for exclusivity in our certification program. In other words, it is possible that there may be another product or service applying for certification that one applicant may view as a competitor. It should be clearly understood that certification is based purely on the merits of the product or service and that these products or services are not adverse to environmental concerns in some demonstrable way.

9- Referenced Resources

ASTM: American Society for Testing and Materials

CPSC: Consumer Product Safety Commission

HSDB: Hazardous Substance Data Base

ISO: International Organization for Standardization

NIH: National Institute of Health

10- Certification Considerations

- a. Toxic Compounds: A product is considered unacceptable for certification if it is toxic to humans. The lethal dose criteria shall be:

| | |
|---------------|--|
| Oral LD | 5,00mg/kg |
| 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, Teratogens, 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

11- Cost of Certification

Fees for certification is \$1500 per product depending on the category of the product. In addition, if an independent lab report is requested or required, the cost of the lab report shall be the responsibility of the applicant. Annual renewals are 50% of initial charge.

12- Application

Application shall be made with the attached form along with payment of \$500 per product (non-refundable). Attach all supportive information to

the application along with any advertising listing the virtues of the service or product.

13- Use of the Seal

Use of the Green Clean Institute Certified logo/seal is permitted on all labeling, website advertising, television, radio and printed advertising for the product(s) shown in the application only as long as the certification is approved from year to year.

Do not use the seal on other non-reviewed products. We can accommodate for sizes, branding, and redistribution as long as notified of the extended use of the approved product. Any similar product that is under another label must be included in the agreement.

If the formula and company brand are the same, the seal may be applied to comparable products using various sizes, containers, or types of applications.

If the formula differs from the approved product, or the company brand is different, we treat these variances as a separate product and would be covered by a secondary fee.

We allow for another company sells your product using your brand or label, but may not relabel the product with our logo displayed for that brand.

Transparency in Scoring

Every Green product needs to be transparent in how it is represented to the public. We have made the system simple to understand, and simple to apply to nearly every type of product or service.

EP1.0 – Truth in Advertising (1-4 points)

The first four points are awarded based upon the following protocols. In this system, the greatest number of points is awarded for fairness and honesty in representations. Other points are applied for other environmental virtues.

1.1 – Labeling

1.1.1 Labeling is appropriate and representative of the product's true nature. No misleading or unsupported statements. No critical information is missing.

1.1.2 There are no crucial omissions in the labeling.

1.2 – Advertising: Marketing of the product or services follows the same criteria of 1.1.1. With allowance for promotional impact, the advertising is not misleading or over-exaggerated. Testimonials, proven labs results, and appropriate benefits are fairly presented.

1.3 – Transparency: The public has a means of reviewing product claims.

1.4 – Benefits: Claims for benefits are supported by objective evidence.

EP2.0 – Natural or Organic (1 point for 2.2-3, and 1 point for 2.4)

This is not the search for the perfect product, but a guideline for preferred products or services. As such, the goal is to heighten the value of preferred ingredients. 1 points can be awarded for 2.1, 2.2, or 2.3 collectively.

2.1 – Organic Ingredients: Organic ingredients refer to ingredients taken from nature or were once alive. Aloe from the aloe vera plant is an example, coconut oil, or essential oils are organic although not all organic ingredients are actually safe to use. Derivatives from natural product that are not highly reconstituted or processed would be in this category.

2.2 – Natural ingredients: Minerals are an example of a natural ingredient although we note not all natural ingredients are safe.

2.3 – Non-Toxic Ingredients: Certain ingredients like hydrogen peroxide are considered non-toxic. These ingredients are not all organic or natural, but present no overt or clear threat to the health of living things. and, 1 point can be awarded for...

2.4 – Biodegradable Ingredients: Biodegradable refers to the residual impact of the product after use. If the product is biodegradable, it breaks down to natural or inert elements in nature. This does not mean that it is a Green product since bleach will harmlessly degrade in nature as well.

EP3.0 – Recycled Content or Packaging (1 point)

3.1 – Recycled Content of Product: Is the product made from a recycled material in any way. The percentages considered are 10%-100% recycled content. Or....

3.2- Recycled Content of packaging: There is a value to the packaging of the product. The percentage considered 10% - 100% recycled content.

EP4.0 – Fragrance and Coloring (2 points)

4.1 - Artificial Fragrance: Green products will not use artificial fragrances, although there is allowance for naturally derived fragrances such as lemon, lime, floral, and similar scents from such ingredients as essential oils. 1 point awarded. And

4.2 – Artificial Coloring: Green products will not use artificial coloring, except as might be derived from a natural ingredient. This would not affect the color of the bottle or container being used. 1 point awarded.

EP5.0 – pH Range (1 point)

5.1 – pH of the product refers to the acid or alkaline character of the product in its normal (RTU) state. We award this point value when the product is no lower than 3 or higher than 10 on the pH scale using natural acids (like lemons, etc). pH may skew if the product is a concentrate. In such cases, we consider the recommended Ready to Use pH to be the one considered under this section, or ...

5.2 pH of the product is between 8 and 10. We award this point when the Ready to Use product is in the recommended range. Not added to 5.1.

EP6.0 – Known Dangerous Ingredients (1 point)

6.1 – EPA or OSHA Warnings

6.2 – NFPA – National Fire Protection Agency provides a chart measuring the Health danger, Flammability, Reactivity, or Clean Up concerns for an ingredient, product or compound.

6.2 – NIH – U. S. Department of Health

6.3 – CERLA

6.4 – SARA

EP7.0 - Concentrated and Source Reduction (1 point)

The product is offered in concentrated form or greatly reduces the need for comparative or similar products. Source reduction refers to the ability to get the same or better results with less use of a resource. Other than cost savings that may be realized, this point is awarded when the product

or service reduces the use of chemical or products in the normal cycle of application.

7.1 Concentrates refer to any product (provided as a product or used by a service) that comes in concentrated form rather than Ready to Use (RTU) products. Or....

7.2 Source Reduction is a comparative standard where there must be demonstrable reduction in product use compared to commonly used products used in the same application/job.

The Final Award

We will certify a product or service at a minimum of 5 points when there is no countervailing evidence (per EP6.0) that the product or service presents a health hazard to the user or public. The ability to earn a 10 point status is purely the result of objective performance.

You can literally determine your product or point score below by doing your own internal evaluation. Our review will be guided by the very same elements you see above.

10 points is the maximum, so there is room for a good score even if one or more of the elements are not found in your product or service. 12 points are provided in this assessment to allow for non-applicable areas in otherwise very Green or sustainable products or services. Minimum score must be 5 and scores can be reevaluated anytime throughout the year. Secondly, you can always improve your score by making adjustments to your product's advertising or composition. Obviously, no points are awarded or certification authorized until we have done our independent review.

| | | |
|--------|---|------------|
| __5__ | 1.0 - Truth in Advertising | (4 points) |
| __2__ | 2.0 – Natural, Organic or Biodegradable | (2 points) |
| __0__ | 3.0 - Recycled Content or Packaging | (1 point) |
| __2__ | 4.0 – Fragrance and Coloring | (2 point) |
| __0__ | 5.0 – pH Range | (1 point) |
| __1__ | 6.0 – Known Dangerous Ingredients | (1 point) |
| __0__ | 7.0 – Concentrates or Source Reduction | (1 point) |
| __10__ | Potential Score for Certification | |

The fee for the service is \$1500 per year. Your score is not influenced by the payment, and if your product or service is not approved at some level, all fees are returned. There is no desire to charge for a service your company cannot use.

For multiple products, a discount is available for multiple submissions; but each product will have an individual review according to the elements of this review.

The logo will be permitted to be used on the product, labeling, and advertisement as long as the products and promotion of the products are in harmony with the standards set forth in this overview.

The applicant will receive:

- 1- A Report from the Green Clean Institute that may be used to support the award of the certification.
- 2- A certificate from the Green Clean Institute for the product(s) or service(s)
- 3- Graphics of the Green Clean Institute certification that may be used on the product labeling, website, and marketing materials during the period of compliance with the Green Clean Institute requirements of this document or as amended from time to time.
- 4- Ability to market in tandem with the Green Clean Institute with pre-approval of such marketing project mutually reviewed and approved in advance of their use.

It may be necessary to physically see the product, or sample of the product. Firsthand experience helps us further confirm the claims of the product. The applicant may send any sample to our listed address. This should not slow down the certification review.

Along with the application, please forward all supporting documents, lab results, or similar documentation is required to prove claims. We do not test or conduct lab reviews. It is the duty of the applicant to substantiate product claims with credible proof.

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) 793-7043 for consultation.

Green Clean Institute Certified

Product or Service Certification Application



Company Name: _____

Contact Person: _____

Contact Phone: _____

Contact : _____

Address: _____

City: _____

Website: _____

Product/Service:

Claims of your product:

Non-Toxic - _____

Biodegradable - _____

Organic - _____

Non-Allergenic - _____

Other terms or attach brochure or advertising for this product.

Requesting Status

☐ Review and Certification annual fee \$1500

Note that Green Clean Institute, Inc will issue a full report on all approved products or services substantiating the findings of certification. GCI levels are at the sole discretion of the Green Clean Institute.

☒ Ingredients and advertising claims attached to this application

☒ Other supportive paperwork attached to support Green claims

Payment Required is \$500 with application per product or service

This is a non-refundable payment for the review of your product or service. Full payment of the certification fee is due and payable upon acceptance of the certification offer. Payment of the application fee does not guarantee certification or determination of GCI status (Green, Safe, Approved). The seal being offered does not change. All certifications will show the standard "Green Clean Institute Certified" seal. Green Clean Institute 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): _____

Payment of \$500 payable in ☐ check ☐ Credit Card (Included with Application)

☐ VISA, ☐ MasterCard, ☐ AMEX, ☐ Discover

Card Number: _____

Exp Date: _____ Sec Code: _____

I AUTHORIZE PAYMENT of the \$500 fee (non-refundable) with this application:

Signed: _____ Date: _____

Mail to: Green Clean Institute, Inc.
PO Box 810412, Boca Raton, FL 33481-0412

Or email to: office@gcicertified.com (815) 793-7043