

## "Organic" Products - Example of a Shampoo

	NON ORGANIC	70% ORGANIC	95% ORGANIC	ALL ORGANIC
Claims/Seals	According to USDA labeling, if a product contains less than 70% organic ingredients, it cannot display "organic" anywhere on the product. It can display "specific ingredients" that are USDA certified as being organically produced.	If a product contains at least 70% organic ingredients, it may make a "made with organic ingredients" claim. It can list up to 3 organic food groups (i.e. organic lavender, organic rosemary). It will get no USDA seal on the label and must display the certifying agent's name and address.	A product may be "certified organic" if it contains >95% organically produced chemicals (excluding water and salt). The remaining 5% must come from the NOP (National Organic Program) list of allowable substances.	Must contain 100% plant derived materials, excluding water and salt.
Ingredients	Deionized Water	Deionized Water	Deionized Water	Deionized Water
	Sodium Laureth Sulfate (60% active)	Decyl Glucoside	Decyl Glucoside	57.0%
	Sodium Laureth Sulfate	Cocamidopropyl Betaine	Cocamidopropyl Betaine	Decyl Glucoside
	Cocamidopropyl Betaine	Cocamide MEA	Aloe Leaf Extract	Aloe Leaf Extract
	Cocamide DEA	Acrylates Copolymer	Chamomile Extract	Chamomile Extract
	Acrylates Copolymer	Triethanolamine	Phenoxyethanol/Benzoic Acid	Phenoxyethanol/Benzoic Acid
	Triethanolamine	Fragrance	Limonene	Limonene
	Fragrance	DMDM Hydantonin	Linalool	Linalool
	Sodium Chloride	Sodium Chloride	Sodium Chloride	Sodium Chloride