



A PRACTICAL PRODUCT-SELECTION GUIDE

Cleaner Choices for Your Home & Personal Care Routine

A calm, practical way to compare household cleaners, skin care, hair care, and makeup - without trying to replace everything at once.

START WITH WHAT MATTERS MOST

Prioritize products you use often, inhale, spray into the air, or leave on your skin. Make one realistic change at a time.

A simple three-step approach

1

Pause before replacing everything.

If a product is working well and is not causing a problem, you do not need to throw it away today. Start when it is time to repurchase.

2

Prioritize higher-contact products.

Begin with items used daily, sprayed into the air, used around children or pets, or left on the skin for many hours.

3

Compare products in the same category.

Compare an all-purpose cleaner with another all-purpose cleaner, or one foundation with another. Choose the best fit for your needs, budget, and sensitivities.

Household products: where to begin

BEST FIRST CHECK**Look for EPA Safer Choice**

EPA reviews every ingredient in certified products and also evaluates performance, pH, packaging, and VOC limits. Use the EPA product search for the exact product.

IF FRAGRANCE BOTHERS YOU**Look for the fragrance-free label**

EPA offers a separate Fragrance-Free Safer Choice label. For cosmetics, check the current ingredient list and your own history of irritation or allergy.

Product	A lower-exposure direction
Air freshener	Try ventilation, odor-source removal, or a fragrance-free alternative before adding scent.
All-purpose cleaner	Choose a certified product when possible and use only the amount directed on the label.
Laundry	Consider fragrance-free detergent and skip scent boosters if fragrance is a concern.



CHOOSING A PRODUCT TOOL

EPA Safer Choice, EWG & Think Dirty

All three can support informed choices, but they work differently and their ratings and labels do not mean the same thing.

EPA Safer Choice

Government product certification

BEST FOR

Household cleaners, laundry products, and other eligible chemical products.

HOW IT WORKS

EPA reviews the complete formula and every ingredient. It also considers performance, pH, VOC limits, packaging, and ingredient disclosure.

WHAT YOU SEE

A pass-or-fail certification seal - not a numerical score. Certified products are subject to continuing oversight and audits.

SHOPPING EXPERIENCE

Look for the seal on the package or search the official EPA database for the exact product.

EWG

Consumer databases + EWG VERIFIED

BEST FOR

Personal care, makeup, and comparisons; EWG also includes household cleaners and foods.

HOW IT WORKS

EWG database scores or grades draw on disclosed ingredients and available research. The score reflects ingredient concerns and data availability.

IMPORTANT DISTINCTION

An EWG database rating is not the same as EWG VERIFIED. The VERIFIED mark is a separate program using EWG's strictest criteria.

SHOPPING EXPERIENCE

The Healthy Living app makes it easy to scan and search. It uses a 1-10 rating (1 is best); some web guide pages use letter grades.

How to use them together

1

Shopping for a household cleaner?

Start with EPA Safer Choice, then check EWG. Favor EWG VERIFIED or a Healthy Living score of 1-2 (A/B on the web guide). For disinfectants, look for DfE.

2

Shopping for makeup or personal care?

Use EWG Skin Deep or Think Dirty to scan and compare. Favor EWG VERIFIED or an EWG score of 1-2. In Think Dirty, lower scores indicate fewer flagged concerns.

3

Before making the final choice

Match the exact formula, check fragrance and allergens, follow label directions, and consider your own sensitivities.

KEEP THIS IN MIND

A missing seal or database listing does not automatically mean a product is unsafe.

Regular Safer Choice products may contain approved fragrance; look for the separate Fragrance-Free label if needed.

No certification or score guarantees that a product will not irritate you or trigger an allergy.

Sources and product tools

[EPA Safer Choice](#) | [EPA product search](#) | [EWG Healthy Cleaning](#) | [EWG Skin Deep](#) | [Think Dirty methodology](#)

For general wellness education only. Ratings and certifications are decision aids, not guarantees of safety.

Follow product-label directions, never mix cleaning products, and seek help for concerning exposures or reactions.