

# INGREDIENTS WE NEVER USE

When you reach for a Modere clean label alternative, you may reduce your exposure to the worrisome chemicals and compounds that surround you every day. You begin to transform your home into a haven for your family's health. You make a choice to live clean.

**With a product from Modere, what we leave out is as important as what we include. These major ingredient categories constitute thousands of controversial chemicals and compounds we refuse to include in our products:**

CONTROVERSIAL CATEGORIES		
<b>FORMALDEHYDE RELEASERS</b> (Including DMDM Hydantoin & diazolidinyl urea)	<b>PEGS</b> (Polyethylene glycol, ingredients that contain PEG)	<b>ETHANOLAMINE COMPOUNDS</b> (Including TEA, DEA)
<b>FLUORIDE-BASED INGREDIENTS</b>	<b>ALUMINUM-BASED ANTIPERSPIRANTS</b>	<b>PARABENS</b>
<b>ARTIFICIAL COLORS* &amp; ARTIFICIAL FLAVORS</b>	<b>PHTHALATES</b>	
ADDITIONAL COMMON INGREDIENTS WE AVOID		
<b>BHA</b>	<b>BHT</b>	<b>TRICLOSAN</b>
<b>SLS</b>	<b>SLES</b>	<b>PROPYLENE GLYCOL</b>
<b>MINERAL OIL</b>	<b>PETROLATUM</b>	

*\*except for use in color cosmetics*

## HOW DO WE MAKE CLEAN LABEL PRODUCTS?

By staying up to date with the latest scientific trends through consistent collaboration with our Scientific Board—our exclusive group of scientific and medical professionals, and industry visionaries.

And then there's our Perfect 10 philosophy that inspires us to certify the highest-quality ingredients, develop innovative, safe, effective formulas and, as always, manufacture with care.

The result? Cutting-edge formulations, including some that have earned the EPA Safer Choice label as well as those that are NSF certified, EWG VERIFIED™, and even confirmed gray water safe.

## TO LIVE CLEAN IS A DAILY CHOICE.

We've made this possible by formulating, manufacturing and packaging products that respect both your health and the environment. It's a choice we are proud to make day in and day out. No exceptions.