



Nature's Promise **Edible Foods** are "free from" the following added artificial*, modified, or undesired ingredients.

A

Acesulfame-K (Acesulfame Potassium)
Acetylated Mono- and Diglycerides
Advantame
Aluminum Leavening Agents
Ammonium Chloride
Ammonium Sulfate
Antibiotics (meat/meat ingredients only)
Artificial Flavors
Artificial Smoke Flavoring
Aspartame
Azodicarbonamide

B

Benzoates
Benzoic Acid
Benzoyl Peroxide
Benzyl Alcohol
BHA/BHT (as an ingredient or in packaging material)
Bleached Flour
Blue 1
Blue 1 Lake
Blue 2
Blue 2 Lake
BPA (Bisphenol A) (in packaging material)
Bromated Flour (e.g. potassium bromate and calcium bromate)
Brominated Vegetable Oil (BVO)
Butylparaben

C

Calcium Bromate
Calcium Disodium EDTA
Calcium Peroxide
Calcium Propionate
Calcium Saccharin
Calcium Sorbate
Calcium Stearoyl Lactylate
Caprenin (Caprocapylophenin)
Caramel Color (Class I/Non-GMO source is acceptable)
Carbon Monoxide (used in processing)
Carboxymethylcellulose
Carmine
Certified Colors (e.g. blue 1)
Citrus Red 2
Cochineal Extract

D

DATEM (Diacetyl Tartaric Acid Esters of Mono- and Diglycerides)
Disodium Dihydrogen EDTA
Disodium Guanylate
Disodium Inosinate
Dodecyl Gallate

E

EDTA (Ethylenediamine Tetraacetic Acid)
Erythorbic Acid
Erythritol
Ethoxylated Mono- and Diglycerides
Ethoxyquin
Ethylparaben
Ethyl Vanillin

G

Genetically Modified or Engineered Ingredients (that do not occur naturally)**
Glucose-Fructose Syrup
Glycerol Ester of Gum Rosin
Glycerol Ester of Wood Rosin
Green 3
Green 3 Lake

H

Heptylparaben
High Fructose Corn Syrup (HFCS)
Hydrogenated Oils & Fats
Hydrogenated Starch Hydrolysates

I

Interesterified Fats
Iron Oxide (synthetically derived)
Irradiated Foods
Isomalt

L

Lactitol
Lactylated Mono- and Diglycerides
L-Cysteine (as an additive)

M

Maltitol
Maltitol Syrup
Mannitol

Methylcellulose

Methylene Chloride Methylparaben
Methyl Silicone Microparticulated
Whey Protein Modified Food Starch (chemically modified)
MSG (naturally occurring is acceptable)

N

Natamycin
Neotame
Nitrates/Nitrites (naturally occurring is acceptable)

O

Octyl Gallate
Orange B

P

Partially Hydrogenated Oils & Fats (e.g. partially hydrogenated soybean, cottonseed, palm oil)
Polydextrose
Polyglycerol Esters of Fatty Acids
Polypropylene Glycol
Polysorbate 60
Polysorbate 65
Polysorbate 80
Potassium Benzoate
Potassium Bisulfite
Potassium Bromate
Potassium Metabisulfite
Potassium Nitrate or Nitrite (naturally occurring is acceptable)
Potassium Propionate
Potassium Sorbate
Propionates
Propionic Acid
Propylene Glycol
Propyl Gallate
Propylparaben

R

rBST (rBGH – recombinant bovine growth hormone or other synthetic growth hormones)
Red 3
Red 40
Red 40 Lake

S

Saccharin
Sodium Aluminum Phosphate
Sodium Aluminum Sulfate
Sodium Benzoate
Sodium Bisulfite
Sodium Diacetate
Sodium Erythorbate
Sodium Glutamate (naturally occurring is acceptable)
Sodium Hexametaphosphate
Sodium Metabisulfite
Sodium Nitrate or Nitrite (naturally occurring is acceptable)
Sodium Propionate
Sodium Saccharin
Sodium Silicoaluminate
Sodium Sorbate
Sodium Stearoyl Lactylate
Sodium Sulfite
Sodium Tripolyphosphate
Sorbic Acid
Sorbitol
Sorbitol Syrup
Stannous Chloride
Succinic Acid
Sucralose
Sucroglycerides
Sucrose Fatty Acid Esters
Sulfur Dioxide
Synthetic Colors (FD&C and certified)
Synthetic Iron Oxide

T

TBHQ (Tertiary Butylhydroquinone)
Tetrasodium EDTA
Titanium Dioxide

V

Vanillin (synthetically derived)

X

Xylitol

Y

Yellow 5
Yellow 5 Lake
Yellow 6
Yellow 6 Lake

*Nature's Promise refers to "artificial" as ingredients that are synthetic, man-made, not found in nature, or intended to artificially preserve or enhance.

**Does not apply to single-ingredient/commodity meat/poultry/dairy or fish products.

Ingredients in incidental amounts used in fermentation or as processing aids present at insignificant levels, without any technical or functional effect, and are free from genetically modified material in a finished product, are not subject to this list.

Version 2.3 March, 2019 We reserve the right to change this list at any time.



CATEGORY SPECIFIC APPROACH

- All categories must meet “FREE FROM: ARTIFICIAL COLORS, ARTIFICIAL FLAVORS AND ARTIFICIAL PRESERVATIVES” criteria and cannot contain the ingredients in the “free from” list.
- “Category specific” criteria must also be met as outlined in each category below for food and non-food
- In categories where the overarching claim (NO: ARTIFICIAL COLORS, ARTIFICIAL FLAVORS AND ARTIFICIAL PRESERVATIVES) is truthful but not relevant, it may be replaced by prominent specific claims that are more applicable. Additional claims may be determined based on national brand targets. These claims may be called out on packaging as space is available and claim is relevant.

FOOD

Meat & Poultry products (as applicable based on product)

- Antibiotics never used
- No growth stimulants or added hormones⁽³⁾
- Fed an all vegetarian diet preferred - applies to poultry & beef
- Minimally processed
- No added ingredients (single ingredient meat & poultry products)
- No animal by-products in feed (pork products)⁽⁴⁾
- Eggs - Cage Free preferred, but not required if the eggs provide a specific nutritional benefit

Deli Meat & Poultry products (as applicable based on product)

- Antibiotics never used
- No growth stimulants or added hormones
- Fed an all vegetarian diet preferred - applies to poultry & beef
- Minimally processed
- No nitrates or nitrites added (except those naturally occurring)

Dairy Products (as applicable based on product)

- Antibiotics never used
- No growth stimulants or added hormones
- Fed an all vegetarian diet preferred

Seafood products (as applicable based on product)

- Antibiotics never used
- No chemical additives (as appropriate)

Produce products (as applicable based on product)

Meets USDA Organic Requirements - Free from criteria not applicable.

Statements in box reference what defines USDA Certified Organic and are asterisked to a statement located below the box "in compliance with the USDA National Organic Program."

⁽³⁾Hormones are not allowed in raising hogs or poultry. Therefore, the claim “no hormones added” cannot be used on the labels of pork or poultry unless it is followed by the statement that says, “Federal regulations prohibit the use of hormones”

⁽⁴⁾Animal by-products are any part of the animal that are not directly consumed by humans (fat, bones, gelatin).



Nature's Promise **Pet Foods** are "free from" corn, soy, wheat, animal by-products, synthetic colors/flavors, synthetic preservatives, and the following undesired ingredients.

A

- Animal Digest
- Animal Fat (unnamed sources)
- Animal Plasma
- Artificial Colors
- Artificial Flavors
- Artificial Preservatives

B

- Beef and Bone Meal
- Beef By-Products
- Beef By-Product Meal
- Beef Tallow
- Benzoic Acid
- Beta Carotene (as a colorant)
- BHA /BHT (as an ingredient or in packaging material)
- Blue 1
- Blue 1 Lake
- Blue 2
- Blue 2 Lake
- Bone Meal
- Bone Phosphate
- Brewers Condensed Solubles

C

- Calcium Propionate
- Calcium Sorbate
- Canthaxanthin
- Caramel Color
- Carboxymethylcellulose
- Cereal Food Fines
- Certified Colors
- Chicken By-Products
- Chicken By-Product Meal
- Chicken Liver Digest
- Chicken Liver Meal
- Corn
- Corn Bran
- Corn Cellulose
- Corn Distiller Grain
- Corn Flour
- Corn Germ Meal
- Corn Gluten Feed
- Corn Gluten Meal
- Corn Grits

- Corn Meal
- Corn Starch
- Corn Syrup

D

- Dehulled Soybean Meal
- Dextrose
- Digest of Chicken
- Digest of Salmon
- Disodium Guanylate
- Disodium Inosinate
- Dried Corn Syrup
- Durum Wheat

E

- Erythorbic Acid
- Ethoxyquin

F

- Fructooligosaccharides (Inulineand Chicory Root is acceptable)

G

- Gelatinized Wheat Starch
- Glucono-Delta-Lactone
- Glyceryl Monostearate
- Grain Fermentation Solubles
- Ground Corn
- Ground Wheat
- Ground Whole Grain Corn
- Ground Whole Wheat
- Ground Yellow Corn

H

- High Fructose Corn Syrup (HFCS)
- Hydrochloric acid
- Hydrogenated Oils & Fats
- Hydrogenated Starch
- Hydrolysates

I

- Irradiated Foods
- Iron Oxide (as a colorant)

M

- Maltodextrin

- Meat and Bone Meal
- Meat By-Products
- Methylcellulose
- Microcrystalline Cellulose
- Modified Corn Starch
- Modified Food Starch
- Mono- & Diglycerides
- Monosodium Glutamate

P

- Partially Hydrogenated Oils & Fats
- Peanut Hulls
- Pork and Bone Meal
- Potassium Sorbate
- Poultry and Pork Digest
- Poultry By-Product Meal
- Propionic Acid
- Propylene Glycol
- Propyl Gallate

R

- Red 3
- Red 40
- Red 40 Lake

S

- Saccharin
- Second Clear Flour
- Semolina
- Sodium Acid Pyrophosphate
- Sodium Bisulfite
- Sodium Erythorbate
- Sodium Hexametaphosphate
- Sodium Metabisulfite
- Sodium Nitrite
- Sodium Propionate
- Sodium Silicoaluminate
- Sodium Sorbate
- Sodium Tripolyphosphate
- Sorbic Acid
- Sorbitol
- Soy
- Soybean Germ Meal
- Soybean Hulls
- Soybean Meal
- Soybean Mill Run

- Soy Extracts
- Soy Flour
- Soy Grits
- Soy Isolate
- Soy Lecithin
- Soy Protein Concentrate
- Steamed Bone Meal
- Sulfur Dioxide
- Synthetic Colors

T

- TBHQ (Tertiary Butylhydroquinone)
- Tetrapotassium Pyrophosphate Textured Vegetable Protein Titanium Dioxide
- Turkey By-Product Meal

V

- Vegetable Hydrolyzed Protein
- Vital Wheat Gluten

W

- Wheat
- Wheat Bran
- Wheat Flour
- Wheat Germ
- Wheat Gluten
- Wheat Middlings
- Wheat Mill Run
- Wheat Protein Isolate
- Wheat Starch
- Whole Grain Corn
- Whole Grain Wheat
- Whole Wheat
- Whole Wheat Flour

Y

- Yellow 5
- Yellow 5 Lake
- Yellow 6
- Yellow 6 Lake

Z

- Zinc Propionate

All Nature's Promise 'Grain Free' foods are also "free from" grains, gluten, and fillers, such as:

B

- Barley
- Barley Flour
- Brewers Rice
- Brown Rice

C

- Cracked Barley
- Cracked Pearled Barley

D

- Defatted Rice Bran

- Dehulled Oats
- Dehulled Soybean Meal

G

- Ground Barley
- Ground Brown Rice
- Ground Millet
- Ground Oats
- Ground White Rice
- Ground Whole Grain Barley
- Ground Whole Grain Sorghum

M

- Malted Barley
- Malted Barley Flour
- Millet

O

- Oat Fiber
- Oat Grouts
- Oat Hulls
- Oat Meal
- Oats

R

- Rice Bran Rice Flour
- Rice Hulls
- Rice Mill By-Product
- Rice Starch

W

- White Rice
- Whole Grain Sorghum



Nature's Promise **Beauty & Personal Care** products are "free from" the following artificial*, modified, or undesired ingredients. They are also free from animal products and have not undergone any animal testing.

A

Animal Products or animal testing
Artificial* Fragrances

B

Benzalkonium Chloride
Benzene
Benzethonium Chloride
Benzoic Acid (as an additive)
Benzyl Alcohol
Benzyl Butyl Phthalate (BBP)
Bronidox (5-Bromo-5-Nitro-1,3 Dioxane)
Bronopol (2-Bromo-2-Nitro-1,3 Propanediol) Butylparaben

C

Calcium Disodium EDTA
Certified Colors/Dyes
Chloroxylenol
Coal Tar
Cocamide DEA
Cocamide MEA

D

DEA Compounds
DEA (Diethanolamine)
Diazolidinyl Urea

Dibutyl Phthalate (DBP)
Dicyclohexyl Phthalate (DCHP)
Diethanolamine (DEA)
Diethylhexyl Phthalate (DEHP)
Diethyl Phthalate (DEP)
Dihexyl phthalate (DnHP)
Diisobutyl Phthalate (DIBP)
Diisodecyl Phthalate (DIDP)
Diisononyl Phthalate (DINP)
Dimethyl Phthalate (DMP)
Dioctyl Phthalate (DNOP)
Dipentyl Phthalate (DPENP)
Disodium EDTA
DMDM Hydantoin

E

EDTA (Ethylenediamine Tetraacetic Acid)
Ethylparaben

F

Formaldehyde
Formaldehyde Carriers/Donors/Releasers

H

Heptylparaben
Hydroxymethylglycinate

I

Imidazolidinyl Urea
Isobutylparaben

L

Lauramide DEA
Lauramide MEA

M

MEA (Monoethanolamine)
Methylparaben
Microbeads
Mineral Oil
Monoethanolamine (MEA)

N

Nonylphenol Ethoxylates

O

Optical Brighteners
Oxomethane

P

Parabens
Paraffin Wax
Parfum Fragrance (non synthetic fragrances)
PEGs
Petrolatum
Phenoxyethanol

Phthalates
Polyethylene Glycol
Polyquaternium 7
Polyquaternium 10
Polysorbate 20
Polysorbate 60
Polysorbate 80
Propylene Glycol
Propylparaben

Q

Quaternium 15

S

Silicones
Sodium Laureth Sulfate (SLES)
Sodium Lauryl Sulfate (SLS)
Sulfates
Synthetic Colors (FD&C, D&C and certified colors)
Synthetic Fragrances

T

TEA (Triethanolamine)
Tetrasodium EDTA
Titanium Dioxide
Toluene
Triclosan
Triethanolamine (TEA)

Nature's Promise **Femimine Care and Diapers** are:

- ✓ **Free From: Added Fragrances and Dyes**
- ✓ **Free From: Chlorine Whitening**
- ✓ **Made with Recycled Material or 100% Cotton (as applicable)**
- ✓ **Hypoallergenic**
- ✓ **No Animal Products or Animal Testing**

Nature's Promise refers to:

***Artificial** as ingredients that are synthetic, man-made, not found in nature, or intended to artificially preserve or enhance.

Ingredients in trace or incidental amounts present at insignificant levels, and without any technical or functional effect in a finished product, are not subject to this list.

This criteria also applies to Nature's Promise Baby Personal Care products.

Version 2.3 March, 2019. We reserve the right to change this list at any time.



Nature's Promise **Vitamins and Supplements** are:

- ✓ **Non-GMO***
- ✓ **Gluten-Free**
- ✓ **Bioavailable Formulations**
- ✓ **GMP Certified**
- ✓ **FDA Inspected and Compliant**
- ✓ **Not Animal Tested**
- ✓ **Pesticides & Heavy Metal Safety Tested**
- ✓ **Omega-3 Fish Oil From Small, Short Life Cycle Fish**
- ✓ **RSPO Certified (Sustainable Palm Oil)**
- ✓ **Select Offerings: organic, vegan/vegetarian, whole-food based, hypoallergenic**

Nature's Promise **Vitamins and Supplements** are also "free from" the following artificial** or undesired ingredients and excipients:

A

Acesulfame-K (Acesulfame Potassium)
 Acetoin
 Acetylpropionyl
 Acetyl Tributyl Citrate
 Acetyl Triethyl Citrate
 Advantame
 Alcohols
 Allyl Hexanoate
 Artificial Flavors
 Artificial Preservatives
 Artificial Sweeteners
 Aspartame

B

Benzaldehyde
 Benzene
 Benzoates
 Benzoic Acid
 Benzyl Alcohol
 Benzylparaben
 BHA/BHT (as an ingredient or in packaging material)
 Blue 1
 Blue 1 Lake
 Blue 2
 Blue 2 Lake
 BPA (Bisphenol A) (in packaging material)
 Brominated Vegetable Oil (BVO)
 Butylparaben

C

Calcium Disodium EDTA
 Calcium Propionate
 Calcium Saccharin
 Calcium Sorbate
 Caramel Color
 Carmine
 Carrageenan
 Castor Oil
 Certified Colors (e.g. blue 1)

Cinnamaldehyde
 Class 1 Solvents
 Cochineal Extract

D

Diacetyl
 Diacetylated Monoglycerides
 Dibutyl Sebacate
 Dichloroethane
 Diethyl Phthalate
 Disodium EDTA
 DL-Alpha Tocopherol (synthetic vitamin E)
 DMAA (1,3-dimethylamylamine, methylhexanamine or geranium extract)

E

EDTA (Ethylenediamine Tetraacetic Acid)
 Ethoxyquin
 Ethyl Decadienoate
 Ethyl Maltol
 Ethylparaben
 Ethyl Propionate
 Ethyl Vanillin

F

FD&C colors

G

Genetically Modified or Engineered Ingredients (that do not occur naturally)
 Glucose-Fructose Syrup
 Glycerol Esters
 Green 3
 Green 3 Lake

H

Heptylparaben

High Fructose Corn Syrup (HFCS)
 Hydrogenated Oils & Fats
 Hydrolyzed Fats

I

ICH Class 1 (solvent)
 Interesterified Fats
 Isoamyl Acetate
 Isobutylparaben
 Isopropylparaben

L

Limonene

M

Magnesium Silicate (Talc)
 Methyl Anthranilate
 Methylparaben
 Methyl Salicylates
 Monomethyl Ether

N

Neotame
 Nitrates/Nitrites (naturally occurring is acceptable)

P

Parabens
 Partially Hydrogenated Oils & Fats (e.g. partially hydrogenated soybean, cottonseed, palm oil)
 Pesticides
 Plasticizers
 Polyethylene Glycol
 Polyphosphates (synthetic)
 Polysorbates (e.g. polysorbate 80)
 Potassium Benzoate
 Potassium Propionate
 Potassium Sorbate
 Propionates

Propionic Acid
 Propylene Glycol
 Propylparaben

R

Red 3
 Red 40
 Red 40 Lake

S

Saccharin
 Salicylates
 Silicate
 Sodium Benzoate
 Sodium Propionate
 Sodium Saccharin
 Sodium Sorbate
 Sorbates
 Sorbic Acid
 Sorbitol Sorbitan Solution
 Sucrose
 Sulfites
 Synthetic Colors (FD&C and certified colors)

T

Talc
 Tallow
 Tetrasodium EDTA
 Titanium Dioxide
 Trans Fats
 Triacetin
 Tributyl Citrate
 Triethyl Citrate

Y

Yellow 5
 Yellow 5 Lake
 Yellow 6
 Yellow 6 Lake

Nature's Promise refers to:

***Non-GMO** as products and ingredients in those products that are not modified through the use of modern biotechnology.

****Artificial** as ingredients that are synthetic, man-made, not found in nature, or intended to artificially preserve or enhance.

Ingredients in incidental amounts used in fermentation or as processing aids present at insignificant levels, without any technical or functional effect, and are free from genetically modified material in a finished product, are not subject to this list.

Version 2.3 March 2019. We reserve the right to change this list at any time.



Nature's Promise **Household Cleaners** are:

- ✓ **Free From: Synthetic Fragrances and Synthetic Dyes**
- ✓ **No Animal Products or Animal Testing**
- ✓ **Plant or Mineral Based***
- ✓ **Full Transparency/Disclosure of Ingredients****

Nature's Promise **Household Cleaners** are also "free from" the following Harsh† chemicals:

A

Ammonia

B

BHA/BHT

C

Carbomer

Chlorine Bleach

D

Diazolidinyl Urea

Diethanolamine (DEA)

Disodium EDTA

DMDM Hydantoin

F

Formaldehyde

Formaldehyde Carriers/Donors

I

Imidazolidinyl Urea

Isothiazolinone

M

Monoethanolamine (MEA)

O

Optical Brighteners

P

Petrochemicals

Petroleum

Petroleum Derived Thickeners

Phosphates

Phthalates

Q

Quaternary Ammonium Compounds

S

Sodium Hydroxymethylglycinate

Sodium Polyacrylate

Synthetic Chelators

Synthetic Solvents

Synthetic Surfactants

T

Triclosan

Tetrasodium EDTA

U

Urea Formaldehyde Copolymer

Nature's Promise **Paper Products** are:

- ✓ **Free From: Added Fragrances and Synthetic Dyes**
- ✓ **Free From: Chlorine Whitening**
- ✓ **Made with Recycled Material**
- ✓ **Compostable**

*At least 50% of ingredients in final product derived from plants or minerals.

**Excluding fragrances, enzymes, any incidental additives or ingredients present in insignificant levels.

†Nature's Promise refers to the term "Harsh" as unnecessary or artificial ingredients, which we define as synthetic, man-made, those not found in nature, or those intended to artificially preserve or enhance.

Ingredients in trace or incidental amounts present at insignificant levels, and without any technical or functional effect in a finished product, are not subject to this list.

This criteria also applies to Nature's Promise Baby Household Products.

Version 2.3 March, 2019 We reserve the right to change this list at any time.