



**Organic Consumers Association**

*Campaigning for Food Safety, Organic Agriculture, Fair Trade and Sustainability.*

**FOR IMMEDIATE RELEASE**  
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## **This Holiday Season: Boycott of “Organic Cheater” Brands “Buycott” of Certified Organic Personal Care**

### **Leading Consumer Watch Dog Group Gives Organic Cheater Brands One Month to Commit to Stop Deceptive Branding**

#### **USDA National Organic Standards Board Committee Calls for NOP Regulation to Stop Organic Fraud**

BOSTON, MASS. – On September 24, 2009 at the Boston Convention and Exhibition Center, thousands of personal care products that claim to be “organic” will be on display as retail store buyers from across the globe attend one of the most important natural products’ trade shows of the year. This gathering will also mark the launch date of a new phase of the Coming Clean Campaign, led by the nation's largest organic consumer group, the Organic Consumers Association (OCA), in support of the recommendation by the Certification, Accreditation, and Compliance Committee of the USDA National Organic Standards Board, “Solving the Problem of Mislabeled Organic Personal Care Products.” (To view the recommendation, see OCA link at end of release.) The recommendation urges the USDA National Organic Program (NOP) to regulate personal care products as they do food in order to clean up rampant organic fraud in the personal care marketplace. The full NOSB Board will be considering and voting on this recommendation at its Nov. 3-5 meeting in Washington D.C.

**To encourage USDA NOP enforcement of organic personal care, the OCA will launch a full scale consumer boycott of all brands falsely labeled as Organic who do not contractually commit by October 26, 2009 to certification of their organic claims.** Unlike organic foods, many personal care products are falsely labeled as organic, although their main cleansing and moisturizing ingredients are made from non-organic pesticide-intensive agricultural and/or petrochemical material. The OCA will also conduct a full-scale 'buy-cott' of all responsible brands that already are certifying their organic label claims. “The organic retail store buyer’s job is to think like a fastidious organic consumer who pays a premium for organic products whose main ingredients benefit the earth and their health, by being grown without synthetic pesticides and fertilizers, and being free of petrochemical compounds,” says Alexis Baden-Mayer, Political Director of the OCA. “The OCA wants these buyers to know misleadingly labeled brands are on their way out starting this holiday season, unless they formulate away from ingredients made entirely or partly of petrochemicals.”

“One would think synthetic petroleum products would not be accepted in the organic marketplace, but sadly they are everywhere,” says Baden-Mayer. “We will name the offending brands to boycott as well as the responsible brands that people should buy. We are giving companies one last opportunity to commit to clean up and certify their formulations and/or labeling to comply with basic organic criteria,” adds Baden-Mayer whose group previously exposed 'organic' brands that contained the probable carcinogen 1,4 dioxane.

**Starting September 24, 2009 until October 26, 2009 the OCA will give all organic cheater brands the opportunity to contractually commit to certification of their organic claims in one year’s time, by November 1, 2010 to the following standards, or drop those claims including the term “Organics” in branding. (To view the full contract, please see the link to OCA’s Coming Clean page at end of release.)**

1) For “Organic” and “made with Organic [specified ingredients]” product claims (eg. “Organic Lotion” or “Lotion made with Organic Oils”) products must be certified under the USDA National Organic Program. (See <http://www.ams.usda.gov/AMSV1.0/NOP>)

2) For a “Contains Organic Ingredients” claim, products must certify under the “NSF-ANSI 305 ”Contains Organic Ingredients” standard. (See [http://www.nsf.org/consumer/newsroom/fact\\_gl\\_personalcare.asp](http://www.nsf.org/consumer/newsroom/fact_gl_personalcare.asp))

Products certified under other foreign private standards must cross-certify to the relevant US standard and abide by the organic content requirement, processing and preservative allowances, and labeling restrictions, thereof.

The Coming Clean Campaign has been working to clean up the natural and organic personal care industry for the past six years. To view the Certification Commitment Contract; the NOSB Recommendation or for further information on the Coming Clean Campaign, go to: <http://www.organicconsumers.org/bodycare/index.cfm>

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