



# Why Certified Green?

## OVERVIEW OF CURRENT SITUATION

- "Green & safer" claims and products have been around for approximately 10 years.
- Until recently, not grown in significant use.
- Why?

## NOT GROWN FOR VARIOUS REASONS:

- Poor product performance
- Price premium
- Unclear standards/Lack of consistent standards
- Unproven Claims/Mis-information/False Claims
- Complacency and resistance to change
- Lack of understanding by cleaning professionals
- Lack of acceptance by the major manufacturers of cleaning chemicals

Things have changed over the past 10 years, and over the past year there has been tremendous growth in "Proven Green" cleaning chemicals. The more significant reasons are that "Proven Green" products now perform as well or better than traditional products; there is no longer a price premium; and there are some very large users that have been using "Proven Green" cleaning chemicals for years which provide testimonial proof that the products work cost competitively. This provides end-users with independent and objective verification of "Green" claims.

This trend promises to continue gaining momentum exponentially as public awareness, and health and safety concerns escalate.

**Significant development:** One standard in Canada (Environmental Choice program) and one standard in the US (Green Seal) was adapted by several large organizations, making it easy for purchasers to know exactly what constitutes a "Green" product.

## RECENTLY, GREATER ACTIVITY:

### SCHOOLS

McGill University  
Acadia University  
Laval University  
Vanier College  
Various School Boards  
Healthy Schools Campaign

### CITIES/STATES

Brampton  
British Columbia Building Corp.  
Sarasota County  
Chicago  
Massachusetts  
Vermont

### COMPANIES

Ontario Hydro/  
Ontario Power Generation  
CN Headquarters & Rail Station  
Black & Decker  
Johnson & Johnson  
Ford Motor Company

### HEALTHCARE

Multiple Hospitals  
Multiple Nursing Homes  
NIH (National Institute of Health)  
Health Care Without Harm



# WHY CERTIFIED GREEN?

## THE PROBLEM...

There are a lot of false, misleading claims being made by many manufacturers. Others do not provide the necessary information to do a thorough analysis of "how green" the products truly are. Others make claims that are unsupported by objective, 3rd party verification. This "eco-babble" often takes the form of non-scientific and non-verifiable claims.

- **misleading by using terms such as the following:**

- *safe*...no product is 100% safe (water can kill)
- *100% biodegradable*...but not giving the test. For example, does it biodegrade in 10 days or 10 years?
- *implying that since the ingredients come from plant extracts they are safe*...bear in mind that nicotine comes from tobacco and cocaine also comes from also a natural plant. Furthermore, turpines such as pine oil and d'limonene are natural but are not considered rapid biodegradable.
- *non-toxic to aquatic life*...but not specifically advising if tested against algae, invertebrea, vertibrea and minnows or against whales

- **misleading in their claims..."Does Not Contain"**

There are over 100,000 ingredients in the marketplace. Any one company can pick ingredients that their product does not contain.

- **misleading in their claims..."Contains"**

Similar to the point above. This information is relevant only if it lists ALL ingredients.

- **They list no ingredients in Section 2 of their MSDS.**

By not disclosing all ingredients, like Enviro-Solutions does, the products may in fact have ingredients that are hazardous but are less than 1% of the solution or have cancer causing ingredients but being less than 0.1% of the solution, or have ingredients that are hazardous to the environment but not on the list of ingredients that determine if you must report if greater than 1% (such as phosphates). The only way you can be sure is to force the manufacturer to divulge all ingredients and then review each for human and environmental impact.



## THE SOLUTION...

Use only products "Certified Green" by a leading certification body, such as Environment Canada's "Environmental Choice Program" or the US "Green Seal Program" where the criteria exist. Where there is no set criteria, make manufacturers prove their claims.

That is the easiest, simplest, and safest way for users to be sure that they are in fact using products **PROVEN** to be safer. Unless you have the time, chemistry background and receive all necessary info and 3rd party verification from the manufacturer, you are at the mercy of misleading and false claims, and can be held negligent.

# COMMONLY USED CHEMICALS IN CLEANING PRODUCTS

## HEALTH WARNING CATEGORY AND CHEMICAL:

CATEGORY	CHEMICAL	CAS NUMBER
Carcinogen	Benzene	71-43-2
	Carbon tetrachloride	56-23-5
	Cocamide diethanolamine	68603-42-9
	Isopropyl alcohol	67-63-0
	Methylene chloride	75-09-2
	Formaldehyde 37%, Formalin, Methylene oxide, Methyl aldehyde	50-00-0
	Napthalene	91-20-3
	Paradichlorobenzene, p-Dichlorobenzene, 1,4 Dichlorobenzene	106-46-7
	Perchloroethylene, Perk	127-18-4
	Silica (crystalline), Silicon dioxide	14808-60-7
	Trisodium nitrilotriacetate	18662-53-8 or 5064-31-3
	Tetrachlorethylene	127-16-4
	Trichloroethylene	79-01-6
Endocrine Disrupter	Dibutyl phthalate	84-74-2
	APE, NPE, OPE	9016-45-9
Reproductive and Fetal Damage	Acetone	67-64-1
	2 - Butoxyethanol, Butyl cellosolve, Ethylene glycol monobutyl ether AC-1650, 15548	111-76-2
	Cyclohexanol	108-93-0
	Diethylene glycol monomethyl ether, Methyl carbitol	111-77-3
	Methylene chloride, Dichloromethane, Methane dichloride	75-09-2
	Methyl ethyl ketone, 2-Butanone	78-93-3
	Monoethanolamine	141-43-5
	N-methyl 2-pyrrolidone	872-50-4
	Phenoxyethanol, Glycol monophenyl ether	122-99-6
	Propylene glycol monomethyl ether	107-98-2
	Toluene	108-88-3
	Xylene	1330-20-7
Neurotoxicant/ Nervous System	Cyclohexanol	108-93-0
	D-Limonene	5989-27-5
	4-Isopropenyl 1-Methylcyclohexene	
	Diethylene glycol monobutyl ether	112-34-5
	Methyl ethyl ketone, 2-Butanone	78-93-3
	Monoethanolamine	141-43-5
	Perchloroethylene, Perk	127-18-4
	Phosphoric acid	7664-38-2
	Sodium dichloroisocyanurate Dichloro isocyanuric acid sodium salt Stabilized chlorine bleach	2893-78-9
	Sodium hypochlorite, Hypochlorous acid, Liquid bleach	7681-51-9
	Tetrachloroethylene	127-18-4
	1,1,1 Trichloroethane, Methyl chloroform	71-55-6



## COMMONLY USED HAZARDOUS CHEMICALS

- The aforementioned are hazardous; therefore, must be limited subject to product performance, overall human safety and environmental soundness.
- The preceding lists are not intended to be complete, but rather to demonstrate.
- A good resource for the impact of cleaning products is: [www.scorecard.org/chemical-profiles/](http://www.scorecard.org/chemical-profiles/) - enter the CAS number and a report will be given.
- You should try to eliminate, or at least reduce, these chemicals. Where not possible, select products with the least amount of the ingredients by percentage at the product use dilution rate.

# YOU CAN MAKE A DIFFERENCE!

**IT'S A FACT...** Almost all traditional cleaning products are hazardous to people and the environment.

While the **degree of hazard varies**, you can very quickly, easily and profoundly make a difference with out impacting performance as well as labor and product cost.

Improved cleaning methods and safer cleaning chemicals can very positively affect indoor air quality, worker and occupant health, and the environment.

Eliminating the toxic ingredients from cleaning products would clearly bring tremendous benefits to society – in reduced occupational diseases and cancer, and cleaner air and water.



## WE OWE IT TO OURSELVES, OUR CO-WORKERS AND OUR FUTURE

The main reason for going "green" is for the health of yourself, your staff, the people who work in your buildings and the visitors to your facilities.

## BECOMING "GREEN SAVVY"

The **key is to understand** what green is; what are the variables, considerations, and criteria of green; and how to know a product is truly green given all the misinformation and "spin" being disseminated by many manufacturers, both large and small.

Once you have a firm grasp on distinguishing between authentic green products and pretenders, you can start making a difference right away. You'll be fully equipped to make decisions which will have a positive impact, both tangible and intangible, on all of those around you, and beyond.



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Got a question? Let us help you.

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