

Faithful to Nature collaborates with Topic to confirm label claims

Organic online retailer, Faithful to Nature has entered into an industry safeguarding partnership with [Topic](#), a consumer-led NPO that uses laboratory testing as well as farm and factory visits to establish whether ingredients are verified and label claims accurate.



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Pocket Guide to Safe Shopping

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 **Many of the cosmetic & cleaning products available today contain harmful synthetic ingredients. GET BACK THE POWER to know what you are absorbing into your body by avoiding these nasties:**

Aluminium, Diazolidinyl Urea, Diethanolamine (DEA), EDTA, Imidazolidinyl Urea, Lead, Monoethanolamine (MEA), Nonylphenols, Parabens (Methyl, Propyl, Butyl & Ethyl), Petrolatum, Phenylendiamine, Propylene Glycol (PEG), Phthalates, PVP/VA Copolymer, Sodium Lauryl/Laureth Sulfate, Stearalkonium Chloride, Synthetic Colours, Synthetic Fragrances (or parfum), Talc, Triethanolamine (TEA)

 **The list of harmful food additives & preservatives is very long! Try to stick to our safe list below, but PUT YOUR HEALTH FIRST & make sure you avoid these ingredients which are especially contentious:**

Acesulfame (E950), Amaranth (E123), Aspartame (E951), Benzoic Acid & Sodium Benzoate, BHA & BHT (Butylated Hydroxy-anisole & Hydroxytoluene), F D & C Yellow 6 (E110), FCF Orange Yellow 5, Monosodium Glutamate (MSG or E621), Nitrates (E249, E250, E251, E252), Saccharin & its Na, K & Ca salts (E954), Stannous Chloride (tin or E512), Sulphur Dioxide & Sulphites (E220, E221, E226), Sunset Yellow, Tartrazine (E102)

 **Not all additives are harmful, this is THE SAFE LIST:**

Alginate (E401, E402, E403), Calcium Carbonate (E170), Carotene (E160a), Casein, Chlorophyll (E140), Citric Acid (E330, E301, E302, E303), Curcumin (E100), Guar Gum (E412), Gum Acacia or Gum Arabic (E414), Hydrogen Carbonate, Lactic Acid (E270), Lecithin (E322), Mono & Diglycerides (E471), Niacin, Pectin (E445a), Polysorbate 60 (E435), Polysorbate 80 (E433), Propionic Acid & Propionates, Sodium Bicarbonate, Sorbic Acid & Sorbates, Vitamin A (E101, E160), Vitamin B2 (E101), Vitamin C - Ascorbic Acid (E300, E301, E302, E304), Vitamin E - Tocopherol (E306, E307, E308, E309), Xanthan Gum (E415)

Food and product label claims such as ‘natural’, ‘organic’, ‘biodegradable’, ‘ethical’, ‘sustainable’ and ‘non-toxic’ are almost completely unregulated. The opportunities for ‘green-washing’ are still rife and you do not want to be trapped into thinking you are making great consumer choices when you are not.

How to read an ingredient label

The first step in becoming an ingredient detective is knowing how to read an ingredient label. As a first rule of thumb, you can divide the ingredient list roughly into thirds. The top third usually contains 90%-95% of the ingredients in your product; the middle third usually contains about 5%-8% of the ingredients, and the bottom third is likely to contain just 1%-3% of the ingredients. That quick analysis gives you a snapshot as to what you are eating, applying to your skin and using around your home.

It also helps to have a basic awareness of the common synthetic ‘nasties’ that some so-called organic products contain.

“Natural ingredients need to stand out on the ingredient list,” says entrepreneur and sustainability innovator, Robyn Smith of

[Faithful to Nature](#). “If a product is really as natural as its label claims, then the ingredients should be easily recognisable and listed up high. If they are not, then the warning bells should start to ring.”

There are a few widely used nasty synthetic ingredients in products that are presented as ingredients in 'healthy' products. The Faithful to Nature Pocket Guide compiles and explains these nasties, empowering you to avoid them, and is available to add to your online order at no additional cost.

For more, visit: <https://www.bizcommunity.com>