

EWG Verified® Certification

What does EWG Verified mean?

EWG Verified was created by Environmental Working Group (“EWG”) to empower consumers everywhere to find safer products for their health and families. The EWG Verified program ensures that brands formulate products using ingredients that have been tested for safety, are free from EWG’s chemicals of concern and are manufactured according to the strictest criteria regarding transparency.

Which Norwex products are EWG Verified?

Cleansing Facial Powder, Renewing Eye Cream and Hydrating Moisturizer. This means the Essential Skin Care Set is now an EWG Verified set.

Will more products be EWG Verified in the future?

The EWG Verified Mark is the beginning of a long-term journey. Norwex will continue to verify products, with plans to include both Personal Care and Home Care products. More details to come.

How can I explain the benefits of this verification to my customers?

The EWG Verified Mark provides extra confidence to customers that they’re receiving safer products that are truly clean and free from harmful chemicals. Having a third-party organization like EWG put their “stamp of approval” on our products allows customers to not just take our word for it but to also hear it from a credible outside source.

How does this compare to USDA Biobased Certification?



EWG Verified focuses on the safety and health impacts of all ingredients in a product, ensuring they are free from harmful substances like endocrine disruptors and carcinogens.



USDA Biobased Certification measures the percentage of biobased (renewable carbon-based) content in a product’s ingredients. It highlights the use of natural, renewable materials that contribute to sustainability but does not evaluate ingredient safety or toxicity.

In short, EWG Verified prioritizes human health, while USDA Biobased Certification emphasizes renewable, natural ingredient content.

Will EWG verification affect the price of these products?

No, prices will not increase with this certification.

Did any formulas change?

No, the original formulas were submitted to EWG for review and approved.

How can I use this new certification to support my business?

This verification offers additional validity to Norwex formulas, allowing you to more easily explain what differentiates Norwex products from other brands. This verification is not given to just anyone, so it also provides an additional unique benefit as compared to most other brands.