

A photograph of two young girls with curly hair, seen from behind, holding hands and walking on a dirt path. The girl on the left is wearing a dark blue, short-sleeved dress with circular cutouts and black rubber boots. The girl on the right is wearing a light-colored top with a ruffled collar, a patterned skirt with a black and white checkered waistband, and black rubber boots. The background shows rolling hills under a clear sky.

our
purpose

A scenic view of a lush green mountain valley. The foreground is dominated by a dense forest of evergreen trees. In the middle ground, a river flows through a valley, surrounded by green meadows and smaller trees. The background features a large, steep mountain covered in dense green forest, rising towards a hazy, overcast sky. The overall atmosphere is peaceful and natural.

a healthier way

At Norwex®, we believe that there is a strong and direct link between our health and the health of the environment.

That's why we're committed to educate, inspire and empower people everywhere to transform their homes into Safe Havens with fewer harmful chemicals and less waste.

Our Core Values of Integrity, Trust and Respect guide us as we connect to live out our purpose, one home at a time.



our global mission:
improving quality of life
by radically reducing chemicals
in our homes.



why do we do it?

An Environmental Working Group study found 287 different chemicals in the cord blood of newborns.**

The World Health Organization has identified almost 800 chemicals suspected of interfering with the human hormone system.*



The World Health Organization links endocrine-disrupting chemicals to increased rates of dyslexia, ADHD, autism, asthma, diabetes and obesity.**

* World Health Organization: summary report: State of the Science of Endocrine Disrupting Chemicals 2012: Summary for Decision-Makers (page 2)

<https://www.ewg.org/research/body-burden-pollution-newborns> *World Health Organization <https://www.who.int/publications/i/item/state-of-the-science-of-endocrine-disrupting-chemicals-summary>

Every day, 51,000+ trees
are cut down to feed
the paper towel habit of
North America.†



because the world
deserves better

The U.S. EPA estimates volatile organic compound air emissions can be 10 times higher indoors than outdoors.**



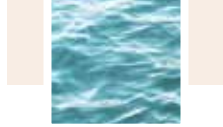
Roughly 9 million tons of plastic end up in the world's oceans every year.***

†<https://recyclenation.com/2009/11/going-paper-towel-less/> **<https://www.epa.gov/indoor-air-quality-iaq/volatile-organic-compounds-impact-indoor-air-quality>

***<https://www.nationalgeographic.org/projects/plastic/>



our promise
to you



safer. cleaner. better.

effective solutions for healthier homes

From our flagship microfiber and powerful household cleaning solutions to our plant-based personal care items, we offer the cleanest, most effective products you'll find anywhere.

safe solutions for healthier families

Our microfiber, household and personal care products reduce harmful chemicals like parabens, phthalates and carcinogens in the home and on your body, improving quality of life now and for generations to come.

sustainable solutions for a healthier world

By reducing waste from everyday things like single-use paper and plastic, Norwex® helps families everywhere live more sustainably. And we walk the talk as a company, too, through initiatives designed to reduce plastic and create cleaner waterways.



our planet is
our footprint



intentionally grounded

Our intention is to improve quality of life and, in turn, the health of our environment through our products, our business practices and our commitment to global advocacy and education.

in other words, we live out our commitments

We help create safer homes through product solutions that reduce harmful chemicals and waste.

We're leaving our planet a little cleaner by reducing our use of plastics and increasing the use of biodegradable plastic.

We're reducing our footprint on the planet to leave it in even better shape than we found it.

We're increasing awareness and education about harmful chemicals and our environmental challenges.

We advocate for stronger and stricter laws worldwide regarding harmful chemicals and testing for safety before consumers use them.

By making small, conscious choices we're improving our planet.



a company with heart

Our Core Values of Integrity, Trust and Respect are at the heart of everything we do as we fulfill our Mission and provide our Employees, Consultants and Customers with a business and a legacy they can be proud of.

integrity

To operate with integrity means we uphold our moral principles and remain honest and transparent in all we do, from product development and ingredient sourcing to how we treat others.

trust

Trust is the confident expectation that we can rely on each other's words and actions. Our foundation of trust empowers our community of Consultants, Leaders and Employees to work openly and creatively.

respect

To respect someone is to think highly of them and to admire them for their qualities. In an atmosphere of mutual respect, Norwex® brings people together from all walks of life and all over the world in a supportive, inspiring and empowering community.

A close-up photograph of a woman with dark, curly hair embracing another person. She has her eyes closed and a wide, joyful smile, showing her teeth. The person being hugged is wearing a white long-sleeved shirt with a black and white striped cuff and a yellow top. The background is softly blurred, showing other people in a well-lit indoor space.

empowering
others





our people, our passion

At Norwex®, everyone is welcome. From stay-at-home moms and dads to professionals seeking new opportunities, we bring people together who desire to make a difference. Norwex Consultants are impacting the world for good, educating and influencing others to create safer havens in their homes as they pour into the lives of those around them. They share a passion for healthier homes and a cleaner world, and together, they're making it happen.



creating safe havens since 1994



our mission
in motion

creating safe havens since 1994



small choices, big impact

Through the Norwex® Movement, people from all over the globe are coming together to reduce harmful chemicals and create a more sustainable environment for our families and our planet. By educating others to make small, conscious choices, collectively we can improve our own health and the health of the world—and leave a lasting legacy for generations to come. Join the movement at www.NorwexMovement.com.

We're making an impact corporately, too, through our support of initiatives like Washed Ashore, a non-profit bringing awareness to the problem of polluted waterways through beautiful sculptures made entirely of debris. And each of the Seabins we've sponsored is helping to remove up to a ton of debris every year from our waterways. Plus our recycled microfiber yarn, as well as the OceanBound plastic packaging we use, have helped keep over 12 million plastic bottles out of our landfills.





giving back, locally and globally

Everyone at Norwex® knows that generosity ultimately results in a better world.

Our Consultants give back to their communities in part through the Norwex Foundation for a Brighter Future. From feeding the hungry to assisting families in need with medical care, Consultant-nominated charities are making a big difference locally. Norwex gives back globally, too, through corporate donations to fight breast cancer, create sustainable change for women and their communities, support front-line healthcare workers and much more. Where there's a need, Norwex is there.





A Million
Masks.
A Million
Thank You's.



*feeding
north
america*
FEED THE NEED



Norwex Foundation
FOR A BRIGHTER FUTURE

Just a few of the ways we're creating brighter futures with the support of our Consultants.



BREAST CANCER SOCIETY
of Canada
LA SOCIÉTÉ DU CANCER DU SEIN
du Canada



a journey
with purpose



For over 27 years, we've been helping to make homes all over the world cleaner, safer and healthier.



From our industry-leading microfiber that removes up to 99% of bacteria from a surface with water alone* to our plant- and enzyme-based household products and super-clean personal care products, we're reducing chemicals and waste in homes and on the planet.



Discover a journey with purpose and meaning. Help us create safer havens, one home at a time.

*When following proper care and use instructions.

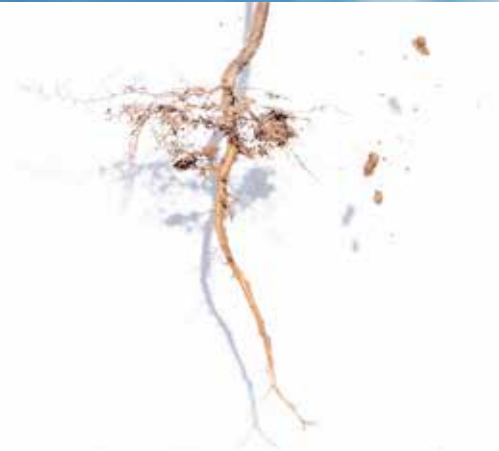


our roots run deep

It all began in Norway in 1994, land of forests, fjords and fresh air.
With the discovery that microfiber could remove everything
with water alone, a Mission was born.

In 1999, Norwex opened North American operations in Canada and
expanded into the U.S. in 2011. Now, our growing community is
improving lives in North America, Europe and the Asia Pacific region
with our microfiber, household and personal care products.

And we're just getting started.



Norwex[®]

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