The Closer to Zero Journey

clean label PROJECT®
Clean. Pure. Science.

Dear Friends and Supporters,

Everyone has a story, and this is mine.

As a public health practitioner, consumer advocate, and—most importantly—a mother, my story has been shaped by challenges I never expected to face. Struggling with infertility taught me how deeply personal and fragile the journey to parenthood can be. When I finally held my child, I was filled with gratitude—but also with a profound sense of responsibility to protect the health and future of not only my own child but all children.

This responsibility became my mission when learning about the troubling presence of high levels of heavy metals in baby food. Digging deeper, I realized the issue goes far beyond heavy metals—and far beyond baby food.

High-quality, nutritious foods don't start in factories; they start in the soil. Healthy soils, supported by strong environmental policies, yield high-quality ingredients, which become the foundation of the food we trust to nourish our children. Ensuring the health of our children is just the first step. Prioritizing food safety with a modern view on contaminant and pollution pressures is a new frontier facing the entire food industry, where evolving consumer expectations, complex supply chains, and emerging contaminants demand innovative solutions and proactive leadership.

Yet, the current food safety regulatory fabric in America is failing to address these upstream variables—the true predictors of finished product quality. By targeting only the end product, we're not solving the root causes of contamination. We're asking parents and caregivers to trust a system that prioritizes quick fixes over real, lasting change.

What gives me hope is the growing number of brands that don't need an act of Congress to recognize where the future of food lies. Clean Label Project certified brands are stepping up, owning their supply chains, and leading with integrity to create food that parents and caregivers can trust.

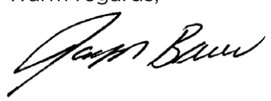
Because make no mistake—parents and caregivers are the arbiters of what food safety and quality mean in America. They aren't just customers; they are decision-makers, advocates, and protectors. And they deserve better. We deserve better.

The Clean Label Project was born out of this belief. We are here to amplify the voices of parents and caregivers, guide brands toward meaningful change, and ensure that science—not shortcuts—drives the future of food.

This work is deeply personal to me—not just as a professional, but as someone who has fought to become a mother and now fights tirelessly for every parent, caregiver, and child. Together, we've taken meaningful steps, but this is just the beginning. The future of food safety and quality is being written, and with your support, we're ready to lead the way.

Thank you for standing with us on this transformative journey—we're just getting started.

Warm regards,



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Executive Summary

As consumer awareness around health and wellness grows, the demand for greater transparency and safety in the food and consumer product industry has become paramount.

Clean Label Project is leading the charge, working to ensure that products meet the highest standards of purity and safety. This commitment is especially critical in addressing the presence of heavy metals—unseen contaminants that pose risks to public health, and can undermine trust in even the most reputable brands.

Over the past eight years, Clean Label Project has partnered with industry leaders to make measurable progress in reducing heavy metals across a wide range of consumer products and we've worked for some amazing results, especially in the baby food:

- Clean Label Project tested 80% of the U.S. baby food market in 2017 and 2021 to establish certification benchmarks, revealing a significant decline in products with high levels of heavy metals since the organization's inception. This progress highlights the tangible impact of regulatory action and Clean Label Project's relentless advocacy for safer food options for vulnerable populations.

- Clean Label Project-certified baby foods consistently outperform these benchmarks, with far fewer containing even detectable levels of heavy metals compared to non certified products.

- When heavy metals are detected, Clean Label Project certified products consistently show lower levels, setting a gold standard for safety and purity.

Through rigorous testing protocols, comprehensive data analysis, and collaborative initiatives, manufacturers are stepping up to the challenge, demonstrating that meaningful change is both achievable and impactful.

This report provides a robust background on how heavy metals find their way into the food supply, the effects of child exposure to heavy metals, and the US regulatory landscape aimed at reducing exposure. It also provides key findings from Clean Label Project's efforts to partner with industry to reduce contaminants in the food supply, and celebrates the advancements made by proactive brands.

By transitioning the narrative to focus on upstream factors like ingredient quality and environmental practices, the industry can address contamination at its source, driving progress on their journey toward "closer to zero" levels of heavy metals in baby foods.

The path forward is clear: transparency, innovation, science, data, and collective action are essential to ensuring the safety and quality of the products that families rely on every day. Together, Clean Label Project and its partners are shaping a future where health and safety are non-negotiable, and trust is restored across the supply chain.

Heavy Metals in Food

Where do Heavy Metals Come From?

Heavy metals are naturally occurring elements found in the Earth's crust, released into the environment through geological processes. Volcanic eruptions can propel these elements into the atmosphere, where wind carries their tiny particles over vast distances before they settle into soil or water. Dust storms further contribute, lifting and spreading these metals across regions.

Plants grown in such soil absorb these metals alongside essential nutrients needed for growth and physical health. While naturally occurring heavy metal levels in soil are typically low and not a significant health risk, elevated concentrations can result in foods containing higher levels of these contaminants[1].

Why are Heavy Metals in Food an Issue?

The effects of high levels of naturally occurring heavy metal exposure are often subtle, gradually accumulating in the body over time and silently interfering with vital bodily functions. While the damage may not be immediately visible, its long-term consequences can be severe, especially for children, whose developing bodies are particularly vulnerable[2].

For instance, elevated lead exposure can disrupt brain development in children, leading to learning difficulties and behavioral problems[3]. Excess mercury poses a serious threat to the nervous system, with severe cases causing tremors, memory loss, and worse[4]. High arsenic exposure is associated with damage to the skin and lungs, as well as an increased risk of cancer[5], while elevated cadmium levels can harm the kidneys and weaken bones[6].

Recognizing these risks highlights the urgent need for proactive measures to reduce heavy metal exposure and safeguard public health, particularly for the most vulnerable populations.

How do Heavy Metals Find Their Way into Food?

Not all plants absorb heavy metals equally. Many fruits and vegetables have peels that act as a natural barrier, limiting heavy metal uptake into the edible parts. However, those with

Where do Heavy Metals Come From?
And How do They Find Their Way into Food?

For billions of years volcanoes have released heavy metals into the air, and wind carries these tiny particles for long distances.

These heavy metals become components of the earth's crust in the soil. Some of these heavy metals like zinc and iron are essential for health. Other heavy metals like arsenic, cadmium, mercury, and lead are not.

Mining, fracking, industrial agriculture, and other human activities can concentrate these heavy metals in soils and waterways.

“Heavy metals exist naturally in the environment.”

thin skins or those grown in contaminated soil may still contain trace amounts. Different plants also absorb heavy metals at varying rates. For instance, rice tends to accumulate arsenic, lettuce and onions absorb lead more readily, and spinach and carrots are more prone to cadmium uptake from the soil.[7]

Fish can also be a significant source of heavy metal exposure. Larger, predatory species such as tuna, swordfish, and king mackerel accumulate heavy metals through their diet. As smaller fish consume contaminated plants or animals, heavy metals become increasingly concentrated as they move up the food chain. Consequently, larger fish often contain much higher levels of heavy metals than the smaller fish they consume. Similarly, livestock raised on contaminated feed or grazing on polluted land may retain traces of heavy metals in their meat.[2,8]

Human activities significantly contribute to heavy metal contamination in the environment. Mining operations, for example, extract heavy metals from the Earth, but improper handling or storage can release dust and waste that spread heavy metals into the air, soil, and water, contaminating areas far beyond the source.[9] Historical practices have also left a legacy of contamination; lead from paint, gasoline, plumbing materials, and other products has entered the environment, and while its use has been largely phased out in the U.S., lead is still present in some products manufactured domestically and abroad.[2]

Manufacturing and packaging methods also play a critical role in limiting heavy metal contamination in food. Certain processing equipment or packaging materials can leach metals into food, particularly acidic items like tomatoes or products stored for extended periods. In the past, heavy metals were components of inks, dyes, pigments, adhesives, and stabilizers used in packaging, which could migrate into the food they touched.[10]

In attempts to cut costs, some producers may substitute or add ingredients that introduce heavy metals into food. For example, lead-based dyes have been used to enhance the color of spices such as chili powder, turmeric, and cumin, as color often influences perceived quality. These industrial dyes can pose severe health risks and highlight the importance of vigilance in food safety.

Why Can’t We Just Remove Heavy Metals from All Our Food?

High levels of heavy metal contamination in food is a critical concern, requiring continuous efforts to minimize exposure and associated health risks. Manufacturers play a pivotal role by rigorously examining supply chains to limit heavy metal uptake in crops and animals. They can also adopt processing methods that avoid concentrating naturally occurring metals in food and collaborate with farmers and suppliers to source ingredients with lower baseline levels of contamination. Clean Label Project certification serves as a validation that these best practices are being followed.

However, it’s essential to recognize the limitations of completely eliminating heavy metals from our food system. These elements are naturally present in the environment and are absorbed and sometimes concentrated by plants and animals. While reducing exposure—

especially for vulnerable populations like children—is vital, achieving absolute zero is neither practical nor necessarily beneficial.

Why? Striving for zero heavy metals could unintentionally lead to a food landscape dominated by highly processed products. Imagine a diet consisting mainly of items made with water, added sugars, isolated nutrients for fortification, and artificial flavors and colors. This shift could replace whole fruits, vegetables, and grains with processed alternatives, stripping away their rich array of known and yet-to-be-discovered health benefits.

The solution lies in balance. By prioritizing rigorous testing, vigilant oversight of producers and manufacturers, and ongoing innovation to reduce contamination, we can create a food system that safeguards public health without sacrificing the diversity and nutritional value of whole foods. This approach ensures that safety and nutrition go hand in hand, preserving the integrity of our food while protecting our most vulnerable consumers.

Background on Legislation

High levels of heavy metals in baby food present a significant health risk to infants and toddlers. Despite the urgency of the issue, the absence of comprehensive federal regulations has resulted in a fragmented patchwork of state-level legislation aimed at addressing these concerns. While these localized efforts signify progress, they also introduce challenges.

Inconsistent regulations across states create confusion for consumers seeking clarity and trust in the products they purchase. For manufacturers, navigating this regulatory mosaic can be daunting, often resulting in added complexity and cost. Moreover, limited monitoring resources at local, regional, and national levels raise questions about the effectiveness of these regulations in ensuring safe levels of heavy metals in baby food.

This section examines existing regulatory frameworks and proposed legislation at the state, federal, and international levels. By exploring these initiatives, we shed light on the strides being made—and the gaps that remain—in the quest to reduce contaminants in the foods designed for society's most vulnerable: our children.

Federal

FDA Closer to Zero

The United States Food and Drug Administration (FDA) launched the Closer to Zero (CTZ) initiative in 2021. The program seeks to reduce dietary exposure to heavy metals such as arsenic, lead, cadmium, and mercury in foods commonly consumed by infants and young children. This initiative takes a multi-faceted approach to address the issue:

- **Establishing Action Levels:** Federal researchers are working to define "action levels," which are recommended contaminant limits that can be realistically achieved by the industry. These levels are designed to be progressively lowered over time as industry practices improve.
- **Strengthening Compliance:** CTZ aims to bolster compliance by increasing monitoring and enforcement activities, ensuring that manufacturers adhere to established contaminant limits.
- **Continuous Monitoring:** Ongoing data collection on contaminant levels in baby food plays a pivotal role in the program. This data informs adjustments to action levels, allowing for dynamic responses as new information becomes available.

Despite its promising goals, progress within the CTZ program has been slow.[12] Most recently on January 6, 2025, the FDA released final guidance on lead action limits in baby food. While an important step in the right direction, guidance for additional categories and product types has yet to be released.[12] In the meantime, a patchwork of state and federal legislation has emerged to fill the regulatory void. Some of these proposed laws have already been passed, highlighting the urgency to address heavy metal contamination in baby food even in the absence of enforceable limits from CTZ.

Baby Food Safety Act

While the FDA's Closer to Zero (CTZ) initiative provides a framework for reducing heavy metal contamination, it has not alleviated widespread concerns about the pace of progress in addressing heavy metals in baby food. This frustration spurred members of Congress to propose additional legislation, including the Baby Food Safety Act, introduced in May 2024. This bill aims to tackle the issue comprehensively, with several key provisions:

- **Establishing Enforceable Limits:** The act would require the FDA to set specific, enforceable limits for total arsenic, cadmium, mercury, and lead in baby food for infants and toddlers up to 24 months old.
- **Strengthening Oversight and Compliance:** The FDA would be granted the authority to recall products that exceed these limits and inspect manufacturing facilities to ensure compliance with the new standards.
- **Mandating Industry Accountability:** Manufacturers would be obligated to develop and implement plans for regular sampling and testing of heavy metals in their products.
- **Creating Uniform Standards:** The act seeks to establish federal regulations as the gold standard, preventing states from introducing potentially conflicting legislation and ensuring consistency nationwide.

Although the Baby Food Safety Act has not been enacted as of this writing, it underscores a growing concern among lawmakers that more decisive action is needed to safeguard the health of the nation's youngest citizens.

State

California AB 899

In October 2023, California set a new standard for addressing heavy metals in baby food with the passage of California Assembly Bill 899 (AB 899), emphasizing transparency and rigorous testing. Starting January 2024, baby food manufacturers selling in California must test their products monthly for arsenic, cadmium, lead, and mercury using a "proficient laboratory" capable of detecting toxic elements at levels as low as six micrograms per kilogram of food (µg/kg), equivalent to six parts per billion (ppb).

By January 2025, these test results must be publicly accessible on the manufacturer's website, ensuring consumers have direct access to detailed safety information. Additionally, if a product is tested for a toxic element subject to an FDA action level, regulatory limit, or tolerance, manufacturers must include a QR code on the product label. This code will link consumers to a webpage displaying test results, related FDA educational materials, and other relevant details.

With minimal federal regulations in this space and California's economic influence, AB 899 has effectively become the de facto national benchmark for baby food safety, setting a precedent for transparency and accountability across the industry.

Maryland (SB0723/ HB0097) "Rudy's Law"

In May 2024, Maryland enacted "Rudy's Law"–SB 0723/HB 0097, reinforcing the push for transparency and rigorous testing in baby food safety. The law, which shares many similarities with AB 899, mandates that manufacturers conduct monthly testing of their final products for arsenic, lead, cadmium, and mercury using accredited laboratories.

Under "Rudy's Law," manufacturers must publish detailed test results, including the name and level of each detected heavy metal on their websites, accompanied by a link to FDA guidance on these contaminants. Alternatively, a QR code on product labels can direct consumers to this information online.

While the law empowers consumers by promoting informed choices, slight differences between Maryland and California's regulations have begun to create challenges for manufacturers navigating compliance across multiple states. This growing patchwork of regulations highlights the increasing complexity for brands aiming to maintain transparency while distributing products nationwide.

Global

European Union Contaminants in Foodstuffs

The United States continues to explore solutions to the heavy metal problem, however the European Union has had regulations in place for nearly 30 years to address these shared concerns. The European Union has long prioritized food safety; Commision Regulation (EU) 2023/915 established strict contaminant policies including heavy metal limits.[16] Recognizing that many contaminants are naturally occurring and cannot be entirely eliminated, the regulation emphasizes the importance of minimizing their presence to protect public health: *"Since many contaminants are naturally occurring, it would be impossible to impose a total ban on these substances. Instead, the best course of action to protect public health is to ensure that these substances are kept at levels which are as low as possible."* [17]

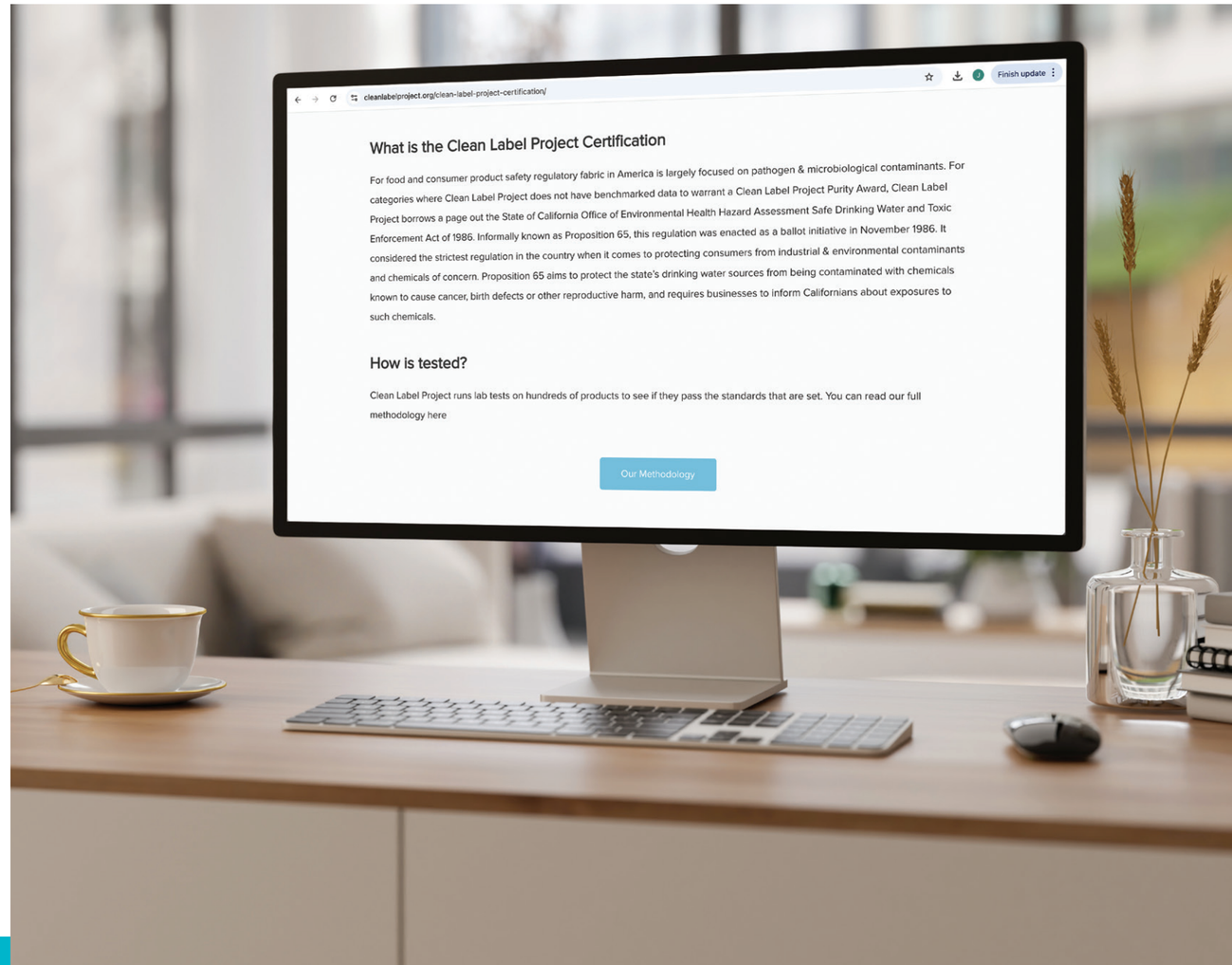
This regulation prohibits the sale of food products with contaminant levels deemed unacceptable, setting maximum limits for substances such as lead, cadmium, mercury, and arsenic across various food categories. These limits are informed by scientific guidance from the European Food Safety Authority (EFSA). Member States are tasked with sampling and monitoring food products to ensure compliance with the legislation.

To safeguard vulnerable populations, including infants and young children, the regulation includes stricter maximum levels for specific food groups like baby food,[17] offering an added layer of protection. This comprehensive approach underscores the EU's commitment to maintaining public health through rigorous oversight and science-based policies.

Background on Clean Label Project Certification

What is Clean Label Project Certification?

Clean Label Project Certification is a program offered by the Clean Label Project, a nonprofit organization that advocates for transparency and consumer health in the food, supplement, and personal care industries. The certification focuses on testing for the presence of high levels of harmful contaminants, and verifying that products meet strict safety and quality standards.[18]



Key Features of Clean Label Project Certification:

Rigorous Testing

Products are independently tested for high levels of harmful contaminants, including heavy metals (e.g., lead, arsenic, cadmium, mercury), pesticides, plasticizers, and other industrial and environmental toxins that may pose risks to human health.

Independent Sampling

Clean Label Project employs a unique approach known as "Consumer Chain-of-Custody Sampling," where products are purchased directly from local grocery stores or brand websites, simulating the consumer shopping experience. Instead of taking these products home, they are submitted immediately to an accredited analytical chemistry laboratory for testing and compliance evaluation against Clean Label Project's rigorous standards.

Brands are unaware of when or where these products will be procured, placing the responsibility on them to proactively conduct thorough testing and adhere to food safety best practices. This ensures that their products consistently meet Clean Label Project's exacting requirements, creating a higher level of transparency and accountability for consumers.

Focus on Contaminants Often Overlooked

Unlike traditional food safety standards that focus primarily on microbiological safety, the Clean Label Project emphasizes chemical contaminants (including heavy metals, pesticide residues, bisphenols, phthalates, and more!) that can accumulate over time and cause adverse long-term health effects.

How Does Clean Label Project Purity Award Certification Work?

Clean Label Project's certification process mirrors the consumer shopping experience by purchasing products from a variety of retail outlets and submitting them to ISO-accredited laboratories for comprehensive testing. This testing evaluates a broad spectrum of contaminants, including heavy metals, pesticides, plasticizers, and other chemicals of concern. To establish contaminant thresholds, Clean Label Project tests a benchmark representative sample that accounts for 80% of the marketplace within each category tests a benchmark representative sample that accounts for 80% of the marketplace within each category.[18] For a product to earn Clean Label Project certification, its test results must rank in the bottom 33% of its category and meet strict compliance standards, including adherence to California's Proposition 65 regulations on environmental health hazards. Clean Label Project ensures ongoing compliance through unannounced, continuous testing and monitoring, reinforcing a commitment to safety and transparency.

How Does Clean Label Project Certification Work?

In the United States, the regulatory framework for food and consumer product safety has traditionally focused on pathogen and microbiological contaminants. For categories where Clean Label Project lacks benchmarked data to support a Clean Label Project Purity Award, we take guidance from California's Office of Environmental Health Hazard Assessment (OEHHA) and its Safe Drinking Water and Toxic Enforcement Act of 1986, more commonly known as Proposition 65. Enacted as a ballot initiative in November 1986, Proposition 65 is considered one of the strictest regulations in the nation for protecting consumers from industrial and environmental contaminants and chemicals of concern. The law aims to safeguard the state's drinking water sources from contamination by chemicals known to cause cancer, birth defects, or other reproductive harm, while requiring businesses to inform Californians about exposure to such chemicals. Clean Label Project's certification standard ensures that products do not exceed the safe harbor limits set by California's Proposition 65, offering consumers added protection and confidence in the products they purchase.

How Does Clean Label Project First 1,000 Day Promise Certification Work?

The World Health Organization says that the first 1,000 days of life are critically important to long term health and wellness. It is the window of opportunity when optimum brain and immune system development are formed. These first 1,000 days begin at pregnancy through the age of two. While there continues to be advocacy and regulatory calls to action for the quality and safety of baby food, the narrative has yet to expand to discuss the inextricable link between the health of a mother and her child. Clean Label Project's First 1,000 Day Promise standard is the first of its kind to utilize elements of European baby food regulations to set maximum contaminant thresholds for food, supplements, and other consumer products targeting pregnant women, infants, lactating mothers, and children.

How Does Clean Label Project Pesticide-Free Certification Work?

Consumers are increasingly aware of the environmental and public health risks posed by pesticides. While certified organic products significantly reduce the chemical burden in agriculture, the reality is that over 99% of domestic farmland is still conventionally farmed, meaning contamination of organic farmland from birds, bees, water, and wind is inevitable. Clean Label Project Pesticide-Free fills the gap where certified organic standards leave off. While building on the USDA National Organic Program's foundation, Clean Label Project Pesticide-Free takes it a step further by mandating comprehensive pesticide testing for all products, including glyphosate. This ensures that consumers can confidently choose products that have been tested and meet the spirit of the USDA National Organic Program pesticide requirements.

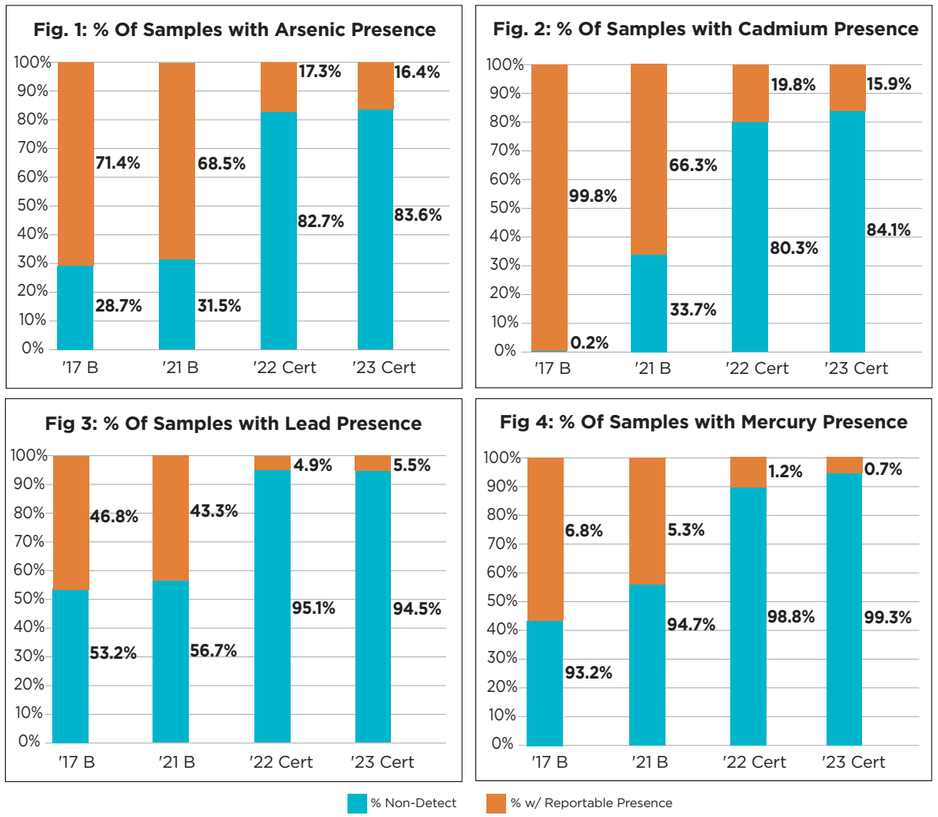
How Clean Label Project Differs from Other Transparency Laws

Clean Label Project stands apart through its independent testing, consumer-driven product acquisition, and rigorous contaminant thresholds. Unlike regulations that only mandate testing and result disclosure, Clean Label Project establishes clear, actionable performance standards. While many regulations focus solely on heavy metals, Clean Label Project goes beyond by testing for a broader range of contaminants, including pesticides, plasticizers, and emerging chemicals of concern. As new threats continue to surface, Clean Label Project is committed to ongoing improvement—striving relentlessly for a future where we get ever closer to zero contamination. It's not just a goal; it's a journey toward cleaner, safer products for all.

The Case for Certification by Clean Label Project

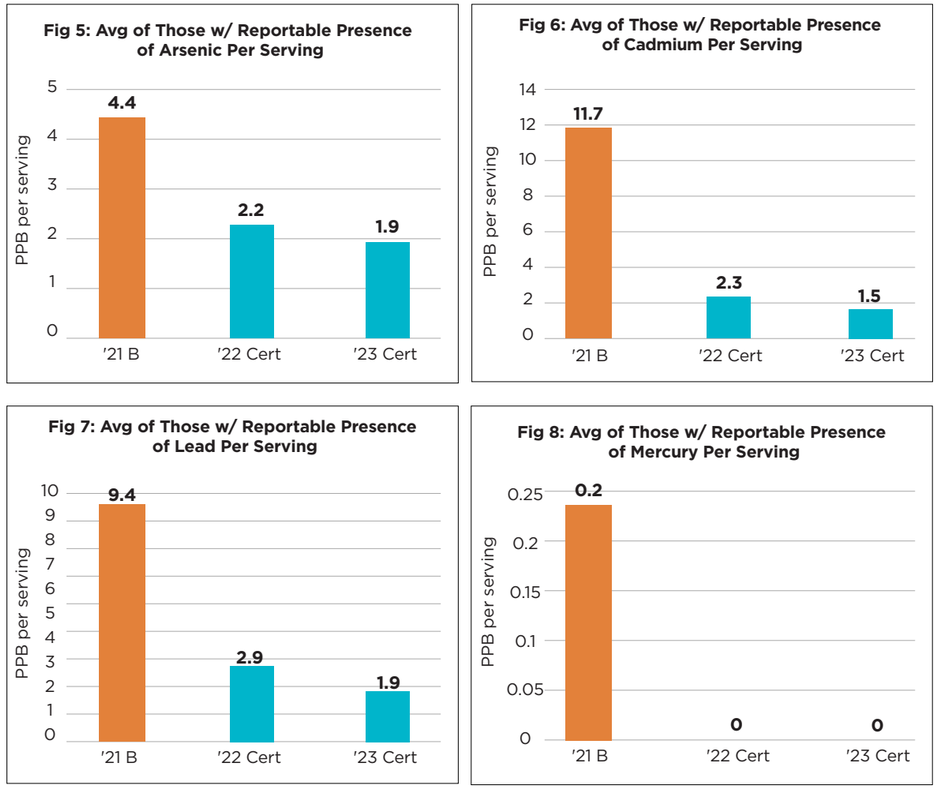
The Clean Label Project is leading the charge in transforming the baby food industry, pushing manufacturers to significantly reduce heavy metal content. Arsenic, cadmium, lead, and mercury—the metals targeted by both the Baby Food Safety Act, Closer to Zero, and California's AB 899—are evaluated in the Clean Label Project Purity Award testing protocol. Through comprehensive market analyses in 2017 and 2021, Clean Label Project established critical benchmarks for the baby food category, revealing a substantial increase in non-detect (ND) results for all four heavy metals across the market across this time frame (Figures 1-4). This is great news for infants, children, and public health revealing that regulatory action coupled with consumer advocacy efforts are meaningfully contributing to industry reform. Notably, the percentage of products with ND results for cadmium surged from less than 1% to an impressive 34% (Figure 2).

Figures 1-4: Percent of Non-Detect Heavy Metals Samples for 2017, 2021 Baby Food Category Benchmarks (B) and 2022, 2023 Certified Products (Cert)



The baby food category benchmark returned more non-detect (ND) test results in 2021 than in 2017, revealing a marked improvement in supply chain ingredient quality and purity. Clean Label Project certified baby food products also consistently return more non-detect (ND) results for heavy metals compared to the baby food category as a whole.

Figures 5-8: Average Heavy Metals in Samples With Detectable Amounts in 2021 Baby Food Category Benchmark (B) and 2022, 2023 Certified Products (Cert)



When heavy metals are detected, Clean Label Project certified products showed lower levels of heavy metals in 2022 and 2023 when compared to the Benchmark.

The data from Clean Label Project-certified products tell an even more compelling story. These products consistently outperform baby food category benchmarks, with a significantly higher proportion of ND results. This means the efforts made on behalf of certified brands to proactively and voluntarily opt into greater scrutiny in ingredient sourcing and testing has resulted in products with heavy metal concentrations that are closer to zero. In 2021, while 57% of baby food products on the market showed ND results for lead, 95% of Clean Label Project-certified products achieved ND status (Figure 7). This trend holds true across other metals as well: for arsenic, the market benchmark was 31.5% ND, while Clean Label Project-certified products achieved 83% (Figure 5); for cadmium, the benchmark was 34% ND, whereas certified products reached 80% (Figure 6).

Moreover, Clean Label Project-certified products exhibit lower heavy metal levels even when detectable quantities are found. In 2021, the baby food category benchmark for cadmium and lead averaged 11.7 ppb and 9.4 ppb, respectively (Figure 6 and Figure 7). By contrast, certified products, on average, showed lead levels of just 2.9 ppb in 2022, dropping to 1.9 ppb in 2023, a 34% reduction (Figure 7). Similarly, cadmium levels in certified products decreased from 2.23 ppb in 2022 to 1.5 ppb in 2023, a 33% reduction (Figure 6). Coupled with consumer advocacy and regulatory action, this consistent progress demonstrates Clean Label Project's role as a key driver in improving the safety of baby food products.

Conclusion

Since its inception, the Clean Label Project has been a powerful force for change in the baby food industry, driving a significant reduction in market-wide heavy metal levels. There are real, concerted efforts by government and nonprofits like Clean Label Project to reduce levels of heavy metals in baby food underway. Our data speaks for itself: brands with Clean Label Project-certified products are not just meeting safety standards—they are on a continuous journey of improvement, consistently lowering the levels of heavy metals in their products to get closer to zero.

- Clean Label Project tested 80% of the U.S. baby food market in 2017 and 2021 to establish certification benchmarks, revealing a significant decline in products with high levels of heavy metals since the organization's inception. This progress highlights the tangible impact of regulatory action and Clean Label Project's relentless advocacy for safer food options for vulnerable populations.

- Clean Label Project certified products consistently outperform these benchmarks, with far fewer products containing even detectable levels of heavy metals compared to non-certified products.

- When heavy metals are detected, Clean Label Project certified products consistently show lower levels, setting a gold standard for safety and purity.

Heavy metals in baby food pose a genuine risk at high levels of exposure, but their presence is an unavoidable reality. While achieving entirely heavy metal-free products may not be fully possible, increased regulations and advancements in industry practices are driving remarkable progress. Brands certified by Clean Label Project are leading the way, demonstrating an unwavering commitment to safety and quality with every step forward.

Time and again, Clean Label Project certified products have proven to contain lower concentrations of these harmful substances, providing parents with peace of mind that they are making the best choice for their little ones. With stricter regulations emerging and Clean Label Project's continued advocacy, the future of baby food safety is brighter than ever. Choosing Clean Label Project certified products means prioritizing safety, health, and a future where our children's well-being comes first—because they deserve nothing less.

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Bringing truth and transparency to food and consumer product labeling.

Clean Label Project™ is a national nonprofit committed to changing the definition of food and consumer safety through the use of data, science, and transparency.

To learn more about Clean Label Project and their commitment to consumer transparency, visit cleanlabelproject.org

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