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Code of Practice: Certification

Version 3: May 2021

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CERTIFIED



The Clean Label Project is a national non-profit with the mission to bring truth and transparency to consumer product labeling. Using actual retail sampling and testing, we establish evidence-based benchmarks to identify the America's best products using data and science as opposed to marketing.

Together, we are changing the definition of food and consumer product safety in America.

This Clean Label Project Code of Practice: Certification is subject to revision.

Go to www.cleanlabelproject.org to confirm the current version.

Questions, clarification, interpretations, and suggested revisions regarding this Code of Practice:
Certification may be provided in writing to:

Clean Label Project
280 E. 1st Ave. #873
Broomfield, CO 80038-0873
E-mail: info@CleanLabelProject.org

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280 E. 1st Ave. #873
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Objectives and Disclaimers

This Code of Practice provides criteria for the evaluation and marketing of manufacturers seeking compliance and certification for their products to the Clean Label Project Code of Practice-Certification. The implied compliance, evaluations, and the contents contained within are limited exclusively to meeting the minimum requirements for the Clean Label Project Code of Practice-Certification. It is the responsibility of the Operator to comply with all applicable state, national, and international laws such as, but not limited to, California Prop 65, FDA food labeling laws, FDA food safety laws, FDA pesticide tolerance level requirements, Country of Origin labeling, Tobacco, Tax, and Trade Bureau Laws, and USDA National Organic Program requirements, as applicable. It is also the responsibility of the Operator to comply with any applicable voluntary third-party private schemes such as, but not limited to Organic, Fair Trade, and Global Food Safety Initiative benchmarked standards.

In no way does compliance to this Clean Label Project Code of Practice- Certification imply compliance to any other state or federal regulation or private standard. The Clean Label Project does not assume, displace, or undertake to discharge any obligations or responsibilities of the manufacturer or any other party, including but not limited to those responsibilities and obligations arising from the other certifications or standards referenced within this Clean Label Project Code of Practice- Certification. Under no circumstances shall Clean Label Project or any of its affiliates be liable for direct, indirect, incidental, consequential, special, punitive or any other use of this Clean Label Project Code of Practice- Certification. This Clean Label Project Code of Practice- Certification may be revised from time to time.

Use of this Clean Label Project Code of Practice - Certification is strictly voluntary.

Code of Practice - Certification

I. Purpose

Consumers are increasingly concerned about the chemicals of concern and industrial and environmental contaminants in the food and consumer products they purchase for themselves and their families. Issues like glyphosate in America's best-selling beer and wine¹, arsenic in America's best-selling bottled waters², heavy metals in America's best-selling baby foods³, and plasticizers in America's best-selling protein powders⁴ fuels and validates this concern.

The foundation of Clean Label Project is rooted on bringing truth and transparency to consumer product labeling through the use of data and science. Through category specific benchmarking, Clean Label Project establishes superiority thresholds and rewards brands with products with overall results in the top 33% of their category. However, Clean Label Project has a limited number of categories currently benchmarked. The Clean Label Project Code of Practice: Certification looks to establish pass/fail criteria for brands with products in categories that Clean Label Project has not yet benchmarked but still want to communicate their commitment to product purity.

The purpose of the Code of Practice: Certification is to:

1. Provide a market tool and evaluation criteria for growers, suppliers, manufacturers, brand owners, and retailers to begin identifying, evaluating, and maximizing purity within their products
2. Create a market opportunity for manufacturers looking to communicate this commitment to consumers
3. Satisfy the growing consumer demand for transparency through an on-package market solution that is backed by testing and data
4. Get back to the basics and provide consumers assurance and trust by looking beyond the flashy marketing because sometimes what's not on the label is the most important
5. Create a standard with chemicals of concern and industrial and environmental contaminant sampling and testing requirements

II. Scope

Growers, manufacturers, co-manufacturers, brand owners, and retailers are eligible to apply for the Clean Label Project Code of Practice- Certification.

This Code of Practice- Certification outlines compliance documentation and marketing requirements and guidelines.

III. Limitations

The contents of this document require producing documentation demonstrating compliance to certain minimum applicable food safety standards. This Code of Practice does not constitute a guarantee of 100% of products are compliant to the stated limits. There is inherent variability in consumer-packaged goods batches, loads, and runs. However, QA programs that adhere to "best practices" should deliver high levels of consistency. There is a certain

percent error that is assumed using analytical chemistry instrumentation at low detection levels. These shall be accounted for during the compliance evaluation process.

IV. References

¹ https://uspirg.org/sites/pirg/files/reports/WEB_CAP_Glyphosate-pesticide-beer-and-wine_REPORT_022619.pdf

² <https://www.consumerreports.org/water-quality/arsenic-in-some-bottled-water-brands-at-unsafe-levels/>

³ <https://www.consumerreports.org/food-safety/heavy-metals-in-baby-food/>

⁴ <https://www.health.harvard.edu/staying-healthy/the-hidden-dangers-of-protein-powders>

Definitions

- A. Administrator: the organization(s) contractually responsible for the Clean Label Project Code of Practice- Certification implementation and oversight
- B. Certification: An Operator that has been formally recognized by the Administrator as fulfilling the requirements as outlined in the Clean Label Project Code of Practice- Certification
- C. Non-Compliant: Nonconformance to established requirements within the Clean Label Project Code of Practice- Certification
- D. Operator: the organization, business, entity, or person(s) responsible for Clean Label Project- Certification compliance oversight

V. Compliance Framework

A. Initial Compliance Requirements

1. Proof of Food Safety/Good Manufacturing Practices (GMP) Compliance

Food safety and/or good manufacturing audits are now a normal and necessary component within the food and consumer product supply chain. An Operator shall provide proof of food safety or GMP compliance. Examples of food safety compliance include, but are not limited to, proof of certification under a Global Food Safety Initiative benchmarked standard or proof of compliance to other third-party specified food safety or GMP standards.

Standards such as USDA National Organic Program, Kosher, or another food quality/marketing standard shall not be deemed sufficient.

Proof of Food Safety/GMP Compliance documentation shall be dated within the past 18 months. The location listed on the Proof of Food Safety Compliance documentation shall match the location of product manufacture disclosed on application documentation. If an Operator uses multiple co-packers or co-manufacturers, proof of food safety shall be supplied for each location.

Disclosure of a recall or any governmental inquiry such as California government inquiry into California Proposition 65 compliance shall be disclosed.

2. Product Specifications

The purpose of creating a product specification is to clearly define the requirements of a final product. Strictly following product specifications is necessary to control the quality, safety, and consistency of products. Food product specifications can include information like allergens, Brix, and other general and specific requirements as well as acceptable performance requirements. Other consumer packaged goods product specifications may include pH, viscosity, color, odor and other general and specific requirements as well as acceptable performance requirements.

To ensure ongoing compliance to the Clean Label Project Code of Practice, Operators should incorporate maximum impurities/contaminant tolerance thresholds for raw materials, in-process, or finished products purchased/sourced from suppliers.

Contaminants that shall be evaluated by the Administrator based on product type are listed in VII.C.

Tolerance levels shall align with Clean Label Project limits as listed in VII.B.

3. Established Standard Operating Procedure for Supplier Testing

The purpose of a Supplier Quality Assurance Program is to ensure a supplier's ability to deliver on a good or service that will satisfy the customer's needs. A Supplier Quality Assurance Program can be an effective means to control the quality of incoming products or materials and ensure the products meet necessary specifications.

To ensure ongoing compliance to the Clean Label Project Code of Practice, Operators should have a Standard Operating Procedure in place to specify if:

- 1) The Operator will have the supplier perform compliance testing and/or
- 2) The Operator will perform independent testing as a condition of accepting the incoming material or in recognition that the finished product must comply with maximum tolerance levels as established by the Clean Label Project

The Standard Operating Procedure should include provisions for situations such as the following:

- 1) An Operator may elect to perform routine testing on all new and current suppliers

- 2) An Operator may elect to utilize a risk assessment to identify high risk ingredients or suppliers to minimize costs and optimize testing efficiency
- 3) An Operator may choose to do independent testing for some suppliers, and allow other suppliers to perform their own testing and supply the test results

4. Proof of Finished Product Test Compliance

Finished product testing is at the foundation of the Clean Label Project Code of Practice: Certification.

All products seeking Clean Label Project Code of Practice certification shall pass a test to ensure compliance to the Clean Label Project tolerances established in VII.

- 1) Bracketing – In some cases, test bracketing may be utilized. Bracketing is the concept of using a representative sample (in many cases, the worst-case scenario) for purposes of identifying a sample whose test result may be representative of multiple products. Bracketing options shall be evaluated on a case-by-case basis and shall include an assessment by the Technical Administrator of the following:
 - a. A comparison of the base formulations for the sample set
 - b. An evaluation of internal testing procedures
 - c. An Operator's track record of continued compliance with this Code of Practice
 - d. The Operator shall fill out an affidavit attesting to the accuracy formulation base and inform the Technical Administrator if there are any changes to the product formulation that may increase the variability in the formulation compared to the sample set
 - e. In instances where the Operator is white labeling, co-manufacturing or making a product in multiple sizes, this section shall apply.
- 2) The Technical Administrator may charge for the administrative nature of the certification and bracketing process.

B. Renewal/Ongoing Compliance

All requirements outlined in Section VI. A apply. However, it should be noted that the Administrator of the Clean Label Project will perform testing at the Operator's expense. It is recommended that the Operator perform routine finished product testing to ensure ongoing compliance with the Clean Label Project Code of Practice- Certification.

The Administrator of the Clean Label Project shall annually confirm proof of compliance with Section VI. A.

It should be noted that the Clean Label Project Code of Practice- Certification is a living document. The requirements and scope of testing will be revisited on a

regular basis and proactively communicated to Operators. Operators shall be provided a minimum of 1-year implementation period when changes are made to the Clean Label Project Code of Practice- Certification.

VI. Administrator Requirements

A. Testing Requirements

1. The Administrator of the Clean Label Project shall perform the testing associated with Clean Label Project- Certification compliance as outline in VII.
2. The Administrator shall perform random and unannounced sampling and testing of products. The Administrator may elect to perform risk-based testing. The cost of testing shall be borne by the Operator.
3. The Administrator shall inform Operators of their respective test results. If the Administrator tests a product resulting in a non-compliant test result (deemed as greater/less than 30% of the established limit), the Administrator shall inform the Operator in writing of the test results. To continue to comply with the Clean Label Project Code of Practice, the Operator shall perform a root cause analysis to determine the source of the non-compliant test result within 30 days of the non-compliant test result. This root cause analysis and corrective action plan shall be supplied to the Administrator in writing. The Administrator shall review the root cause analysis and corrective action plan and determine if acceptable. The Operator should expect additional Administrative surveillance of this product.
4. In the event of a Non-Compliant test result, the Administrator reserves the right to perform increased surveillance testing on the product and brand to ensure ongoing compliance with the Clean Label Project Code of Practice- Certification requirements. The cost of this testing shall be borne by the Operator. The Operator may elect to perform increased surveillance testing on the ingredient/supplier in question.

B. Accreditation Requirements

1. The Administrator shall maintain ISO 17025 laboratory accreditation to ensure test result accuracy, consistency, team member training and best practice.
2. The Administrator shall remain in good standing with its ISO 17025 accreditation.
3. The Administrator may elect to outsource testing to a designated third-party laboratory if the scope of testing is outside its expertise. Any contract laboratory must provide proof of laboratory consistency, competency, and accuracy best practice, such as proof of ISO 17025 for the specified scope/matrix.

C. Sampling Requirements

1. The Administrator shall sample products by simulating the consumer shopping experience. The Administrator shall procure enough sample to fulfill testing needs. This may only require that one sample be selected for testing.
2. The Administrator shall ideally procure samples through local or online retailers. If not feasible, only in extreme circumstances shall the Administrator procure samples from the Operator's website or the Operator. In that specific circumstance, the sample provided by the Operator must be in a finished sealed (unopened) package that would be sold at retail. The cost of the samples shall be borne by the Operator.
3. Where applicable and feasible, the Administrator shall prepare/dilute samples in accordance with Operator packaging instructions.
4. The Administrator shall retain a picture of the product purchase, the lot number, and the receipt that shows the date, location, and retail of purchase. This information shall be provided to the Operator for purposes of root cause analysis, investigations, and continuous improvement.

D. Marketing Compliance Requirements

1. The Administrator shall be responsible for maintaining and publishing the list of all products bearing the Clean Label Project Certification Mark on the Clean Label Project website.
2. Any product not meeting the requirements outlined in the Clean Label Project Code of Practice Sections VI.A, VI.B, or preventing the Administrator from fulfilling its requirements outlined in VII shall be found to be non-compliant with the Clean Label Project Code of Practice-Certification and issued a Non-Compliance.
3. In the event that a Non-Compliance goes unmitigated in excess of 90 days, the Clean Label Project will remove the product from the online listing and issue a notification that the product has been dropped from listing. Additional adverse action may be executed if the Operator continues to use the Clean Label Project certification mark on the dropped product.
4. The Administrator shall confirm the Operator's compliance to the Mark Use Requirements outlined in the Brand Standard.

E. Other Requirements

1. In the process of ensuring compliance to the Clean Label Project Code of Practice, the Clean Label Project provides necessary authority to the Administrator to require additional testing, surveillance, or documentation requests as deemed necessary.

2. The Administrator shall maintain strict confidentiality of all Operator's documentation and test reports.

VII. Testing Requirements

A. Current Analytical Equipment Administrator Requirements

Assay	Analytes	Equipment	Minimum Detection Limit
Heavy Metals Panel	Arsenic, Cadmium, Lead, Mercury	ICP-MS	4 ppb
Pesticides Screen	Variety ¹	LC-MSMS	10 ppb
BPA/BPS	BPA, BPS	LC-MSMS	40 ppb
Antibiotic Screen	Tetracycline, Ampicillin	LC-MSMS	10 ppb
Residual Solvents	1,2-Dichloroethane, 2-Propanol, Acetone, Acetonitrile, Benzene, Chloroform, Cyclohexane, Diethyl Ether, Ethanol, Ethyl Acetate, Heptane, Hexane, m/p-Xylene, Methanol, Methylene Chloride, o-Xylene, Pentane, Toluene, Trichloroethene, Isobutane, n-Butane, n-Propane	GC-FID	USP Limits
Phthalates Panel	Benzyl Butyl, Dibutyl, Dihexyl, Bis (2-ethylhexyl)	GC-MSMS LC-MSMS	200 ppb
Mycotoxins	Aflatoxin G2, Aflatoxin G1, Aflatoxin B2, Aflatoxin B1, Ochratoxin A	LC-MSMS	10 ppb
Acrylamide	Acrylamide	LC-MSMS	40 ppb
Parabens	Methyl, Ethyl, Isopropyl, Propyl, Total Butyl, Benzyl	LC-MSMS	500 ppb
Expanded Pesticide Panel	Glyphosate	LCMS-MS	100 ppb

*LOD/LOQ subject to change depending on complexity of matrix

¹See Appendix 1 for details of the Panel

B. Current Tolerance Limit Requirements

Analyte	Maximum Tolerance Limit (µg/day)	Source/Inspiration
Arsenic ^{6,7}	0.06 (inhalation) 10 (except inhalation) (µg/day)	EPA Arsenic in Drinking Water Standard ¹
Cadmium ^{6,7}	4.1 (oral), 0.05 (inhalation) (µg/day)	California Proposition 65 ²
Lead ^{6,7}	0.5 (µg/day)	California Proposition 65 ²
Mercury ^{6,7}	0.3 (µg/day)	California Proposition 65 ²
Total Pesticide	Varies	Code of Federal Registrar Pesticide Chemical Tolerance Levels for Food ³
BPA/BPS	3 (dermal exposure from solid materials) (µg/day)	California Proposition 65 ²
Antibiotic Screen	Non-Detect	FDA Food Safety and Inspection Service ⁵

Residual Solvents	0.2 (µg/day)	California Proposition 65 ²
Phthalates Panel	Varies	California Proposition 65 ²
Mycotoxins	Non-Detect	California Proposition 65 ²
Acrylamide	0.2 (µg/day)	California Proposition 65 ²
Glyphosate (pesticide)	1100 (µg/day)	California Proposition 65 ²

¹ <https://www.epa.gov/dwreginfo/chemical-contaminant-rules>

² <http://oehha.ca.gov/media/downloads/proposition-65/safeharborlevels10072016.pdf>

³ http://www.ecfr.gov/cgi-bin/text_id?SID=a3b649316ccb17c31211db2edd81f789&mc=true&node=pt40.24.180&rgn=div5

⁴ <https://www.epa.gov/pesticide-tolerances/how-search-tolerances-pesticide-ingredients-code-federal-regulations>

⁵ <https://www.fda.gov/animal-veterinary/national-antimicrobial-resistance-monitoring-system/about-narms>

⁶ <https://www.aafco.org/>

⁷ <https://www.ams.usda.gov/about-ams/programs-offices/national-organic-program>

Note: For pet-based products, AAFCO requirements shall apply. To ensure efforts to minimize ingredient and manufacturing contamination, the USDA National Organic Program of utilizing 5% of the tolerance level and/or Prop 65 maximum tolerances shall be used.

C. Testing Requirements by Category

Non-Alcoholic Beverages	Protein Bars	Dietary Supplements	Sun Protection
Pesticides	Metals	BPA/BPS	Metals
BPA/BPS	BPA/BPS	Residual Solvents	BPA/BPS
Metals	Pesticides	Metals	Phthalates
	Mycotoxins	Pesticides	Parabens
		Phthalates	Oxybenzone/Octinoxate ¹
		Antibiotics ²	

Baby Personal Care	Capsules	Supplement Raw Ingredients	Pet Supplements
BPA/BPS	BPA/BPS	Antibiotics ²	BPA/BPS
Metals	Metals	BPA/BPS	Metals ³
Pesticides	Pesticides	Metals	Pesticides
Parabens	Phthalates	Phthalates	Glyphosate
Phthalates		Residual Solvents	Acrylamide
		Pesticides	Mycotoxins

¹ Label claim audit based

² Where applicable

³ AAFCO/Prop 65 Metals tolerances are as follows. See note in Section VII. B.

Analyte: Heavy Metals	AAFCO Metal Tolerance	Prop 65 Tolerance
Total Arsenic	50 ppm	0.06 (inhalation) 10 (except inhalation) (µg/day)
Cadmium	0.5 ppm	4.1 (oral), 0.05 (inhalation) (µg/day)
Lead	30 ppm	0.5 (µg/day)
Mercury	2 ppm	0.3 (µg/day)

Appendix I: Panels: Pesticides

Analyte	Equipment	Minimum Detection Limit
Methamidophos	LC-MSMS	50 ppb
Acephate	LC-MSMS	50 ppb
Omethoate	LC-MSMS	50 ppb
Pymetrozine	LC-MSMS	50 ppb
Aldicarb Sulfoxide	LC-MSMS	50 ppb
Nitenpyram	LC-MSMS	50 ppb
Methomyl	LC-MSMS	50 ppb
Oxydemeton Methyl	LC-MSMS	50 ppb
Thiamethoxam	LC-MSMS	50 ppb
Carbendazim	LC-MSMS	50 ppb
Ethiofencarb Sulfoxide	LC-MSMS	50 ppb
Imidacloprid	LC-MSMS	50 ppb
Thiabendazole	LC-MSMS	50 ppb
Trichlorfon	LC-MSMS	50 ppb
Clothianidin	LC-MSMS	50 ppb
Pirimicarb-Desmethyl	LC-MSMS	50 ppb
Fuberidazole	LC-MSMS	50 ppb
3-Hydroxycarbofuran	LC-MSMS	50 ppb
Dimethoate	LC-MSMS	50 ppb
Metamitron	LC-MSMS	50 ppb
Acetamiprid	LC-MSMS	50 ppb
Thiacloprid	LC-MSMS	50 ppb
Aldicarb	LC-MSMS	50 ppb
Tricyclazole	LC-MSMS	50 ppb
Cyanazine	LC-MSMS	50 ppb
Dichlorvos	LC-MSMS	50 ppb
Propoxur	LC-MSMS	50 ppb
Metribuzin	LC-MSMS	50 ppb
Carbofuran	LC-MSMS	50 ppb
Malaoxon	LC-MSMS	50 ppb
Demeton-S-Methyl	LC-MSMS	50 ppb
Fenamiphos-Sulfoxide	LC-MSMS	50 ppb
Fenamiphos Sulfone	LC-MSMS	50 ppb
Hexazinone	LC-MSMS	50 ppb
Carbaryl	LC-MSMS	50 ppb
Fenthion-Sulfone	LC-MSMS	50 ppb

Ethiofencarb	LC-MSMS	50 ppb
Imazalil	LC-MSMS	50 ppb
Bromoxynil	LC-MSMS	50 ppb
Fosthiazate	LC-MSMS	50 ppb
Thiodicarb	LC-MSMS	50 ppb
Disulfoton-Sulfoxide	LC-MSMS	50 ppb
Disulfoton Sulfone	LC-MSMS	50 ppb
Flutriafol	LC-MSMS	50 ppb
Cyprodinil	LC-MSMS	50 ppb
Isoprocarb	LC-MSMS	50 ppb
Forchlorfenuron	LC-MSMS	50 ppb
Isoproturon	LC-MSMS	50 ppb
Ametryn	LC-MSMS	50 ppb
Metalaxyl	LC-MSMS	50 ppb
Azaconazole	LC-MSMS	50 ppb
Chlorantraniliprole	LC-MSMS	50 ppb
Diphenamid	LC-MSMS	50 ppb
Pyrimethanil	LC-MSMS	50 ppb
Fenthion Oxon	LC-MSMS	50 ppb
Thiofanox Sulfone	LC-MSMS	50 ppb
Terbufos Sulfone	LC-MSMS	50 ppb
Terbufos Sulfoxide	LC-MSMS	50 ppb
Azoxystrobin	LC-MSMS	50 ppb
Fenamidone	LC-MSMS	50 ppb
Furalaxyl	LC-MSMS	50 ppb
Boscalid	LC-MSMS	50 ppb
Nuarimol	LC-MSMS	50 ppb
Diphenylamine	LC-MSMS	50 ppb
Myclobutanil	LC-MSMS	50 ppb
Methoxyfenozide	LC-MSMS	50 ppb
Flurprimidol	LC-MSMS	50 ppb
Butralin	LC-MSMS	50 ppb
Triadimenol	LC-MSMS	50 ppb
Molinate	LC-MSMS	50 ppb
Pyridaphenthion	LC-MSMS	50 ppb
Fenhexamid	LC-MSMS	50 ppb
Flufenacet	LC-MSMS	50 ppb
Tetraconazole	LC-MSMS	50 ppb
Mecarbam	LC-MSMS	50 ppb
Tepraloxydim	LC-MSMS	50 ppb
Fipronil	LC-MSMS	50 ppb
Pethoxamid	LC-MSMS	50 ppb
Epoxiconazole	LC-MSMS	50 ppb

Propargite NH4+	LC-MSMS	50 ppb
Quizalofop	LC-MSMS	50 ppb
Fenamiphos	LC-MSMS	50 ppb
Flusilazole	LC-MSMS	50 ppb
Picoxystrobin	LC-MSMS	50 ppb
Fenoxaprop-P	LC-MSMS	50 ppb
Rotenone	LC-MSMS	50 ppb
Haloxifop (Free Acid)	LC-MSMS	50 ppb
Clodinafop-Propargyl Ester	LC-MSMS	50 ppb
EPTC	LC-MSMS	50 ppb
Fenthion	LC-MSMS	50 ppb
Tebuconazole	LC-MSMS	50 ppb
Flamprop-M-Isopropyl	LC-MSMS	50 ppb
Chlorfenvinphos	LC-MSMS	50 ppb
Spinosyn A	LC-MSMS	50 ppb
Pyraclostrobin	LC-MSMS	50 ppb
Propiconazole	LC-MSMS	50 ppb
Azinphos-Ethyl	LC-MSMS	50 ppb
Prochloraz	LC-MSMS	50 ppb
Disulfoton	LC-MSMS	50 ppb
Diniconazole	LC-MSMS	50 ppb
Indoxacarb	LC-MSMS	50 ppb
Cadusafos	LC-MSMS	50 ppb
Difenoconazole	LC-MSMS	50 ppb
Triflumizole	LC-MSMS	50 ppb
Prosulfocarb	LC-MSMS	50 ppb
Buprofezin	LC-MSMS	50 ppb
Tebufenpyrad	LC-MSMS	50 ppb
Tralkoxydim	LC-MSMS	50 ppb
Fenpyroximate	LC-MSMS	50 ppb
Pyridaben	LC-MSMS	50 ppb
Fenazaquin	LC-MSMS	50 ppb
TPP	LC-MSMS	50 ppb

*LOD/LOQ subject to change depending on complexity of matrix