

CLP Insights:

Cat Food Category Report



Introduction

Clean Label Project® was founded to champion truth and transparency in consumer products, empowering consumers to make more informed decisions about the products they use every day. Our guiding principle is simple: lower contaminant levels are always better.

Few product categories illustrate that principle more than cat food. Most cats eat the same foods—or a small rotation of foods—every day for their entire lives. Without any dietary variety, any contaminants present in the foods a cat eats can become a consistent and ongoing source of exposure, potentially accumulating in their bodies over the course of their lives.

This report presents key findings from the analysis of 100 cat food products representing 62 brands, for more than 122 industrial and environmental contaminants and toxins. This study is designed as a category benchmark, providing a comparative assessment of contaminant levels among products currently available to consumers.



How we measured and reported contaminants

Contaminant levels in this report are expressed **per 1,000 kilocalories**, not per kilogram of food (e.g., micrograms per 1,000 kilocalories, not parts per billion).

This is especially significant in cat food, more so than in almost any other product category. The products in this study ranged from 547 to 5,290 kcal/kg—wet food is roughly a quarter as calorie-dense as dry, largely because wet food contains substantially more water than dry food. A cat eating wet food must consume about four times the weight of food to get the same calories. Because the water in wet food dilutes the contaminants present in the ingredients themselves, measuring per kilogram of food would make wet food look several times cleaner than it is, purely as an artifact of its water content.

Likewise, while human foods can often be compared to third-party regulatory thresholds, few (if any) regulations exist surrounding these contaminants in cat food. The few reference values that do exist for animal feed—maximum tolerable levels published by the National Research Council and the Association of American Feed Control Officials (AAFCO)—were derived to prevent acute poisoning in livestock, not to protect a housecat eating the same food every day for fifteen years. These regulations, heavily influenced by trade, provide false security and a ready-made excuse to reassure consumers about the products' purported safety.

Cat food servings are designed to meet the cat's daily caloric needs, so the best way to understand and compare these data is to examine exposure per calorie consumed. To make the numbers easier to interpret, we converted the results to micrograms of contaminant per 1,000 calories. This only changes how the data are presented, not the findings themselves.



We do not compare these results to regulatory thresholds because there aren't any applicable standards. The contaminant limits that do exist—and that brands sometimes reference—are often based on human health standards, general dietary assumptions, or limited studies conducted decades ago. Cats differ from humans in how their bodies absorb, process, and naturally clear heavy metals. And again, they typically eat the same food throughout their lives rather than a varied diet.

The absence of safety standards does not mean a contaminant is safe.

This distinction matters because companies with a vested interest in preserving the status quo often describe contaminants found in products like those tested here as “trace,” implying that they are too small to matter. While that may sound reassuring, “trace” does not mean “safe.” The health impact of a contaminant depends on the type of contaminant, the amount, and repeated exposure over time. For some contaminants, such as lead, it is the overwhelming academic consensus that there is no safe level of exposure.

Instead of comparing to nonexistent government regulations or arbitrary definitions supplied by the industry itself, every product is measured against the category itself—against the other cat foods a shopper could pick up in the same aisle.



Executive summary — key findings

- **Heavy metals are nearly universally present in cat food.** In our testing, lead was detected in 99% of products, cadmium in 96%, and arsenic in 94%. Because they are so common, the question is not whether a product contains heavy metals, but whether it contains relatively high or low levels compared with other products. **The category's worst products are several times as contaminated as the overall average for the category.** For lead, the products with the highest levels had about 3.5x more lead than the typical product.
- **Protein source matters more than food format.** While **84.8% of poultry products** met our standard, only **25.7% of fish and seafood products** did—a **59.1-percentage-point gap**, meaning poultry products were **3.3x as likely** to meet the standard. Formats (dry/wet) were within one percentage point of each other on meeting our standard.



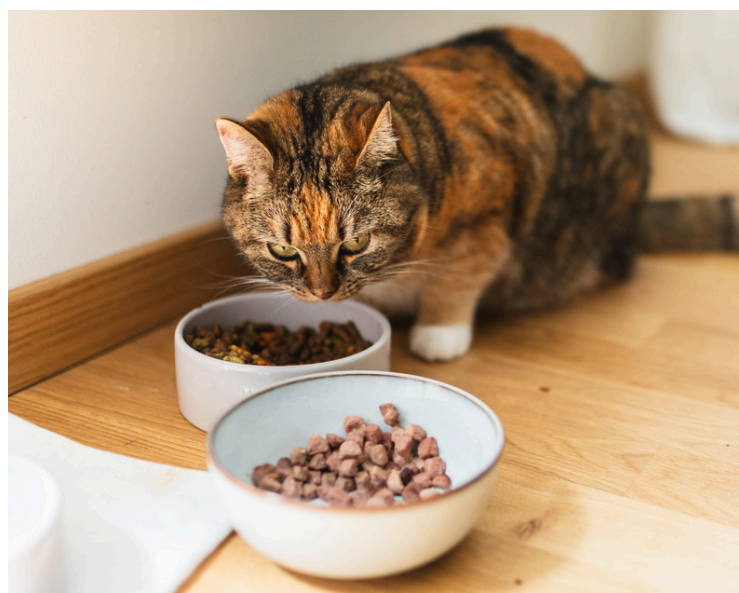
- **When it comes to mercury, fish-based cat foods had much higher levels.** After accounting for whether products were wet vs dry, fish and seafood products had about **18x** more mercury than other products. Nearly half of fish-based products ranked among the highest for mercury levels, while no poultry-based products did. **Cadmium also appears to be in higher concentrations in fish-based diets**, at about **2.5x** other products.
- **Lead levels are higher in dry food.** Dry food carried roughly **3x** the lead of wet or air-dried food.
- **Herbicide levels were directly related to the amount of plant ingredients in a product.** On average, glyphosate levels increased by about 40% for each additional plant ingredient among the first ten listed on the label.



- **A plasticizer is the second most common contaminant type in the category.** DEHP, a phthalate linked to hormone disruption, was detected in 48 of 100 products — more than anything except the heavy metals. It turns up at similar rates in every type of cat food—wet, dry, canned, and pouched—but canned and pouched products carry about five times as much.
- **Bisphenols are now rarely detected in consumer products.** BPA was found in only two products and BPS in just one, consistent with the improvement seen from packaging changes Clean Label Project® has documented across other product categories.

Why cat food?

Nearly two out of every five American homes have a cat. Today, 49 million U.S. households own a cat, up from 40 million in 2023, and the number of households with three or more cats increased by 36% from 2018 to 2024. The number of cat food brands has grown as well, with Cascadia Consulting estimating U.S. cat food and treat sales reached approximately \$18.4 billion in 2025, up roughly 11%.



Cat owners are increasingly choosing premium, natural, and specialty products, often assuming that a higher price or a cleaner ingredient label means a cleaner product. Premium product sales have grown 6% since 2019. But whether these products actually contain fewer contaminants has never been evaluated across the category. Until now. Cats are unique animals with unique dietary needs. As obligate carnivores, they eat a high-protein diet drawn heavily from animal tissue, including fish that can contain mercury. Their kidneys carry the long-term burden of metal accumulation, and chronic kidney disease is among the most common causes of death in older cats.

Methodology

Clean Label Project® purchased 100 cat food products from 62 brands across three product formats: dry (kibble, n=31), wet (canned and pouch, n=40), and air-dried or freeze-dried (n=29).

Testing was performed by an independent analytical chemistry laboratory that holds ISO 17025 accreditation for the methods involved. Heavy metals—arsenic, cadmium, lead, and mercury—were measured by inductively coupled plasma mass spectrometry (ICP-MS). Bisphenols, acrylamide, glyphosate, AMPA, and our pesticide and phthalate panels were measured by liquid chromatography tandem mass spectrometry (LC-MS/MS). In total, Clean Label Project® tested these 100 products for more than 122 environmental contaminants and toxins.

Every result was evaluated against the method's detection and quantification limits. Results below the detection limit are reported as non-detect; results between detection and quantification are reported as “trace,” meaning the contaminant was present at very low levels. Even low-level exposures can be meaningful when cats consume the same food every day for their entire lives. We account for uncertainty in the data rather than making assumptions about results near the detection limit. This helps provide a more accurate picture of the findings.

Results were converted to a per-1,000-kcal basis using each product's labeled caloric density, and each product was ranked within the category.

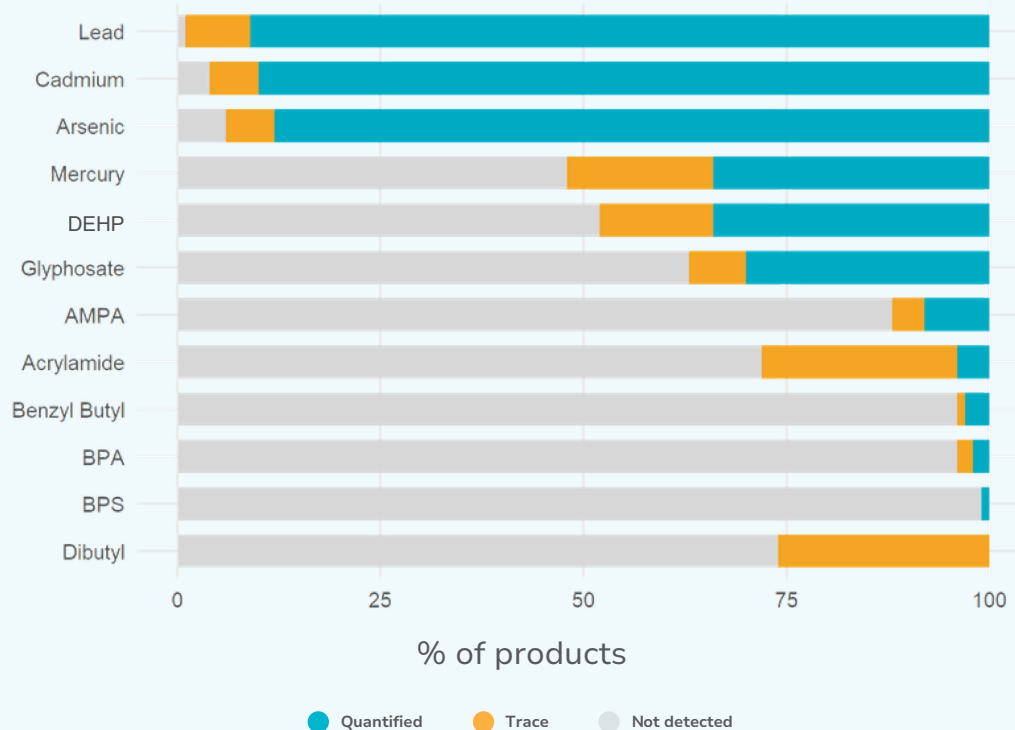
Ingredient lists were obtained for all 100 products we tested and were classified into sixteen ingredient categories, which allowed us to test for associations between certain ingredients and contaminant levels directly rather than inferring them from product names.



What we found

What we found in 100 cat foods

Share of products by detection status



Trace = detected but below the level at which it can be reliably quantified.
Dihexyl phthalate was not detected in any product and is not shown.

Mercury and fish — the strongest association in the study

Products whose names included fish or seafood carried about **18x** the mercury of other products, even after accounting for whether they were wet or dry. Among wet foods, the difference was even larger: fish-based wet products had about **28x** as much mercury as wet foods made with other proteins. We do have some fish-based products that made the CLEAN SIXTEEN list.

Nearly half (48.6%) of fish and seafood products ranked among the highest for mercury levels. No poultry-based products did.

Mercury tracks the ingredient, not the format

Mercury per 1,000 kcal, fish and seafood based products vs all others



Points along the bottom are non-detects, plotted at a nominal value for display.

This is a known pathway: mercury accumulates in marine animals through the food chain, and fish-based cat foods can contain ingredients that carry these higher levels. For cat owners, this is one of the most useful findings because the protein source is often listed right on the front of the package.

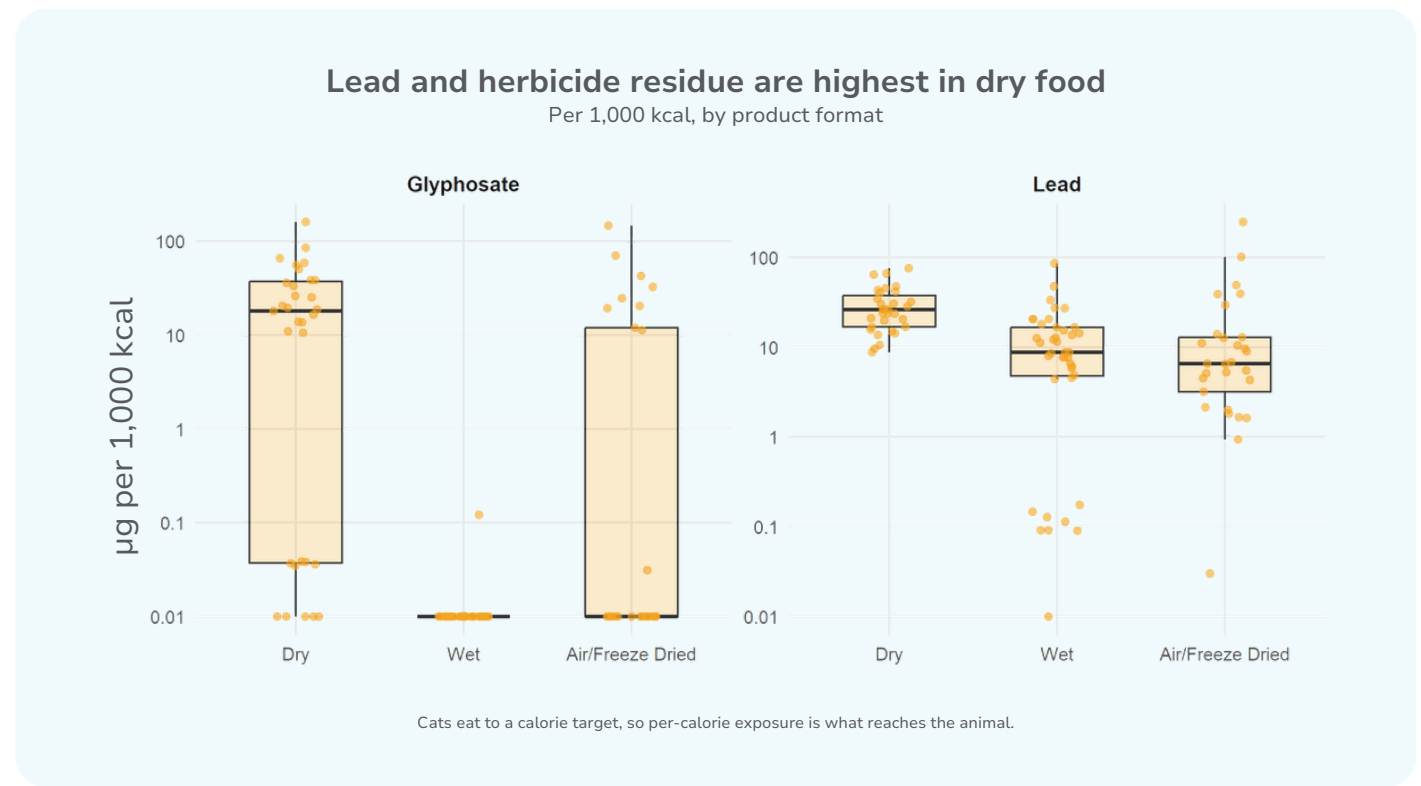
The connection between seafood and mercury is not unique to cat food. The U.S. FDA cautions pregnant or breastfeeding women on choosing safer seafood options to help reduce mercury exposure. The difference for cats is that a seafood-based diet may be their only source of calories every day, for their entire lives.

Products that did not have fish in the name but still contained a marine ingredient still tended to have more mercury than products with no marine ingredients. The takeaway for cat owners: if you're trying to reduce mercury exposure, read the ingredient list carefully—the product name alone may not tell the full story.

Lead — a complex format effect

Dry food had about **3x more lead** than the other two formats after accounting for calories, and this difference remained true after considering the protein source.

Unlike mercury, lead levels were not linked to a specific type of protein. This suggests that the format of the food — not a particular ingredient we examined—may play a role.



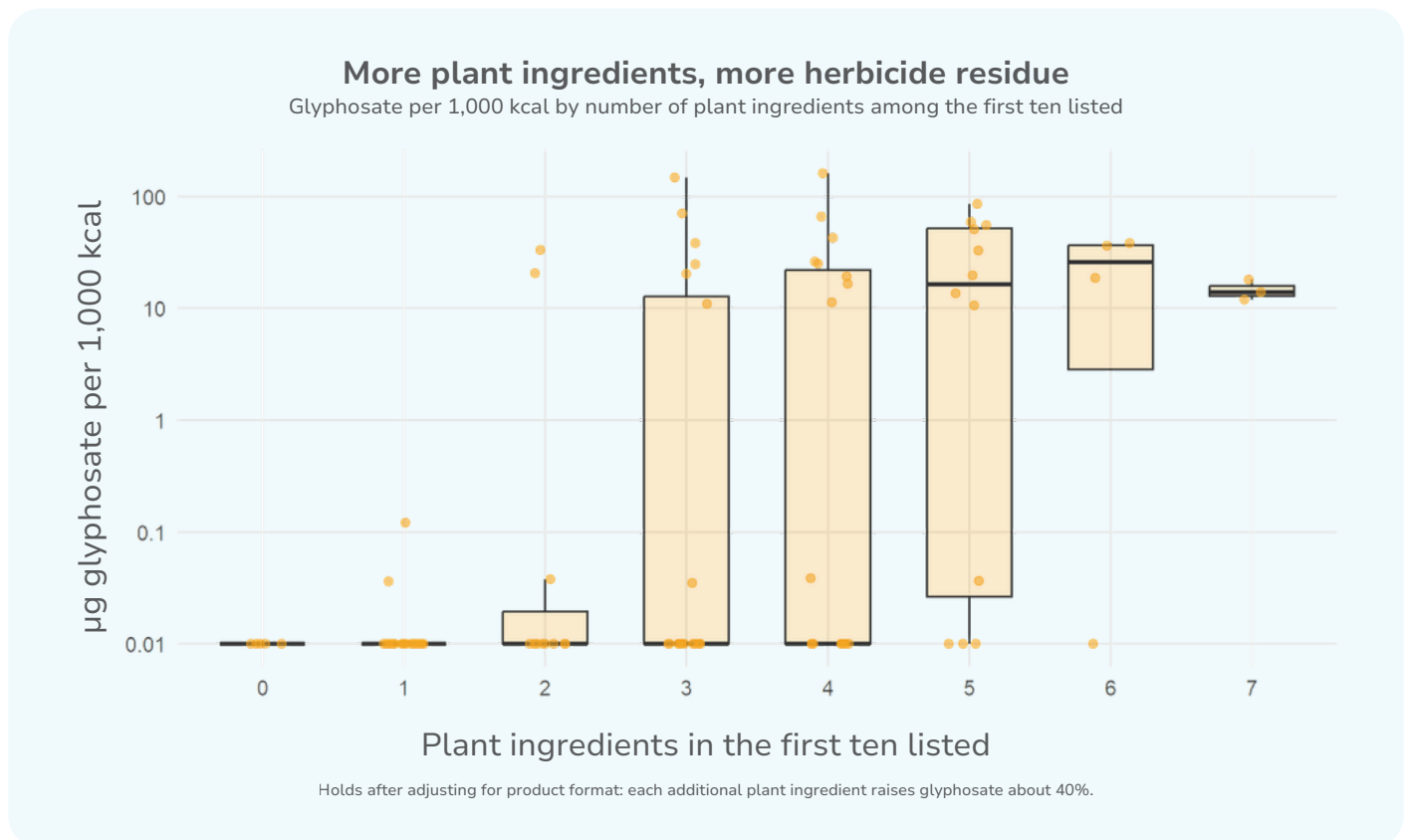
Cadmium and fish

Fish-based products had about **2.5x** more cadmium than other products. Marine animals, especially shellfish and other invertebrates, can naturally accumulate cadmium from their environment, making fish-based ingredients likely the source of this difference.

Frazier JM. Bioaccumulation of cadmium in marine organisms. Environ Health Perspect. 1979 Feb;28:75-9. doi: 10.1289/ehp.792875. PMID: 488051; PMCID: PMC1637508.

Herbicide residue

Glyphosate was found at detectable levels in **37% of products**, and its breakdown product AMPA was found in **12%**. Products with more plant-based ingredients tended to have higher glyphosate levels. This is not surprising, given that glyphosate is a widely used herbicide applied to crops and other plants. Each additional plant ingredient among the first 10 ingredients was associated with about **40% higher glyphosate levels**. The total number of plant ingredients mattered more than their position on the ingredient list.



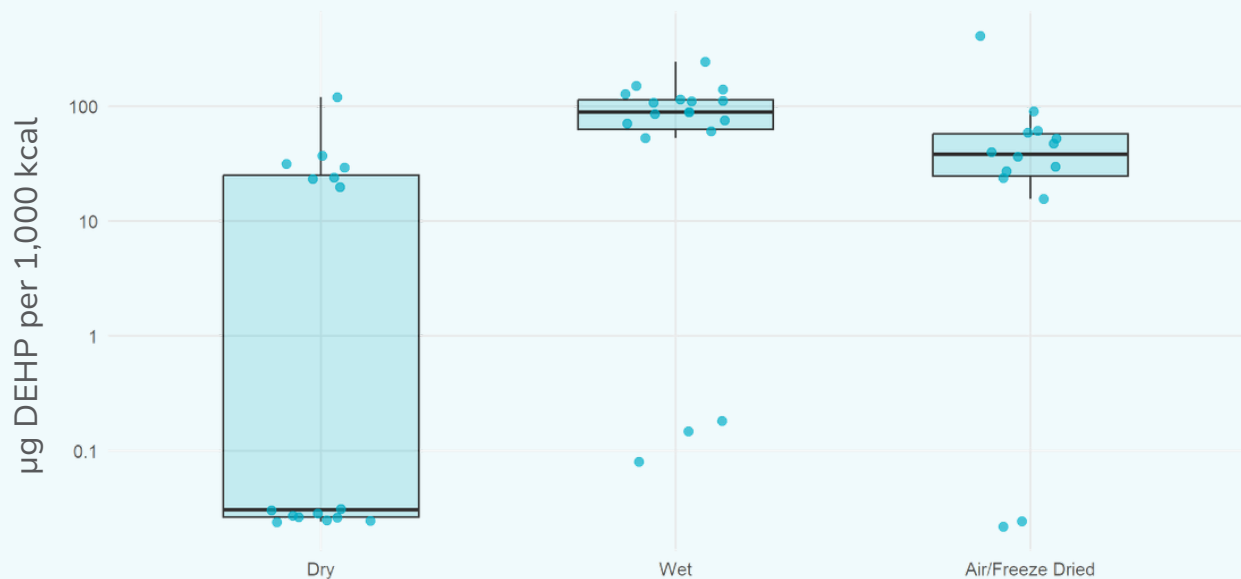
DEHP — a plasticizer hiding in plain sight

Bis(2-ethylhexyl) phthalate (“DEHP”) was detected in 48 of 100 products Clean Label Project® evaluated.

DEHP stood out from every other contaminant we tested. It was found at similar rates in both dry and wet foods, with about half of products in each format showing detection. But where it was found, canned and pouched products had about **5x** more DEHP than bagged products. Because DEHP is used in flexible plastics and packaging materials, the difference may be related to food contact with packaging. Dibutyl phthalate was detected in 26 products but never at a quantifiable level. Dihexyl phthalate was not detected in any product.

Canned and pouched foods carry the most DEHP

Bis(2-ethylhexyl) phthalate per 1,000 kcal, among products where it was detected



Detected products only (n = 48). Detection rates are similar across formats.

Process contaminants and packaging chemicals

Acrylamide, a chemical that can form during high-heat cooking, was found at measurable levels in 4 of 100 products, and at very low levels in an additional 24 products. Bisphenols, chemicals that can interfere with hormones, were rarely detected. BPA was only found in two products and BPS in one. This reflects a broader shift Clean Label Project® has observed over the past nine years away from using bisphenols in food packaging materials.

What the ingredient lists showed about labeling

The first ingredient on a food label is often the biggest selling point because ingredients are listed by weight. We tested whether that first ingredient actually tells the full story when it comes to contaminants. We checked whether that first ingredient tells you what's actually in the food.

The Verdict: In more than a third of the products tested, it doesn't. In 35 of 100 products, the first-listed ingredient was outnumbered by ingredients from a different category within the first ten items. Most often, a food's first ingredient was meat or fish, followed by a top ten made up mostly of plant ingredients—including, in some cases, different components of the same plant ingredient, such as pea protein and pea flour. This means that even when meat or fish is the first-listed ingredient, it may not make up the majority of the food's overall ingredient makeup.

There are a few explanations for this pattern. A single crop can legitimately appear several times in a list because different parts of the crop do different jobs in the recipe. But in some cases listing one crop (or similar crops) several times in different forms can also have the effect of pushing the crop ingredients further down the list of ingredients, making the headline ingredient look more dominant than it really is. The industry term for this is "ingredient splitting," and while it is allowed in commercial pet food manufacturing, it can sometimes give consumers the wrong impression of the primary ingredients in their cat food.



Three findings stand out: the first ingredient is not always a reliable indicator of what a food is mostly made of; it does not necessarily predict which contaminant may be present at the highest levels; and products in which the first ingredient was outnumbered by other plant ingredients nearby tended to have higher levels of lead.

The pattern is flat across formats: **35.5%** of dry, **35.0%** of wet, and **35.7%** of air-dried products.

Combining the results of the current study with prior cat food testing conducted by Clean Label Project®, we now have 541 samples across 87 brands—enough data to examine which individual ingredients are associated with higher heavy metal levels. Unsurprisingly, most of the most problematic ingredients come from the sea:

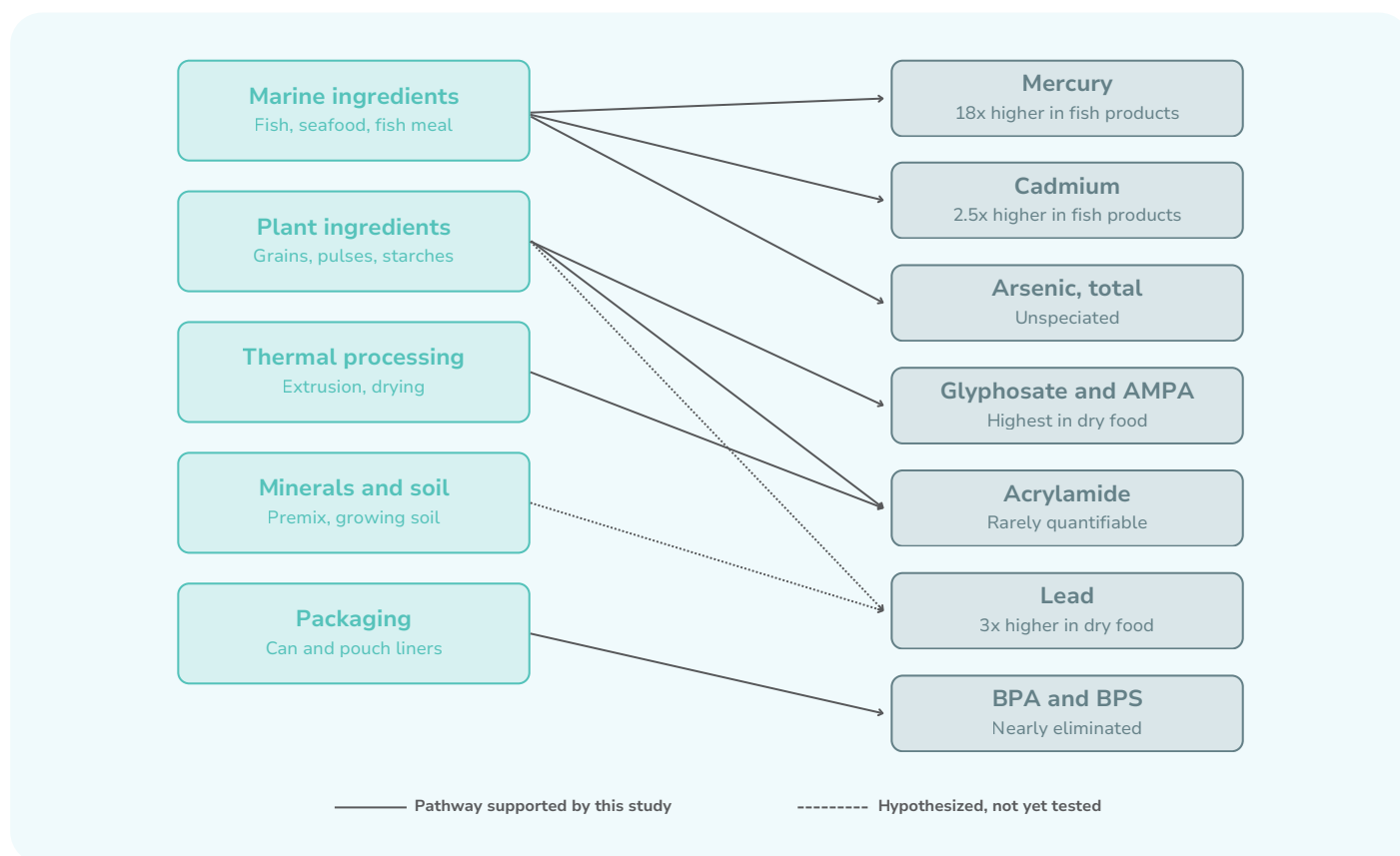
- Herring meal, tuna, and fish broth are most strongly associated with contamination.
- Products containing herring meal ranked among the most contaminated **10%** of products **60%** of the time—roughly 17 times more often than would be expected by chance alone.
- Notably, this contamination risk was driven by the heavy metals, mercury, arsenic, and cadmium—as we note in this report, lead was not strongly associated with marine ingredients in this analysis, seemingly coming from other sources.
- Turmeric ranked fourth, which is unsurprising given the ingredient’s documented history of lead adulteration (possibly stemming from lead-contaminated coloring agents).



Where do these contaminants come from?

Heavy metals are carcinogens and neurotoxins that occur naturally in soil and water and enter cat food through both plant and animal ingredients. In our testing, mercury and cadmium were most closely linked to marine ingredients. Lead showed a different pattern, with higher levels in dry food that were not tied to any one ingredient type. Glyphosate was associated with plant-based ingredients, while DEHP and bisphenols were linked to packaging. The near absence of bisphenols reflects meaningful changes in packaging practices across the industry.

These contaminants are not intentionally added to cat food. However, brands can reduce their presence through thoughtful ingredient sourcing, supplier testing, and quality controls. Some brands have shown that consistently lower contaminant levels are achievable, which is why Clean Label Project® recognizes them with its Purity Award.



What should cat owners look for?

- **Clean Label Project® recognizes the products that meet the highest standards for purity.** The Clean Label Project® Purity Award highlights brands that demonstrate a commitment to transparency and reducing contaminants in their products.
- **Protein source was the strongest predictor based on the package.** 85% of poultry-based cat foods met our standard, compared with only one in four fish-based cat foods. This does not mean that fish-based products cannot be cleaner choices—some products within every category achieved high marks.
- **If your cat eats a fish-based food exclusively, consider rotating in other protein sources.** Fish-based products had the highest mercury and cadmium levels in our study, and rotating proteins may help reduce exposure from a single source. This does not mean you need to eliminate fish—some fish-based cat foods met our quality standards. For picky cats, feeding a complete diet they will actually eat remains the priority.
- **Read past the first ingredient.** In more than a third of products, the first ingredient didn't tell the full story, so don't rely on it alone to determine whether a product will contain a higher level of contaminants.
- **Be wary of long lists of “filler” ingredients (e.g., long strings of similar-sounding plant-based ingredients).** Products where plant ingredients outnumber the named meat or fish within the first ten items carried more lead, and products with more plant ingredients near the top of the list carried more herbicide residue.
- **A single test result only reflects one batch of product.** Ask brands whether they regularly test finished products for heavy metals—not just the ingredients that go into them.



Limitations

Clean Label Project® reports the limitations of this study because transparency is essential to credible science.

- **This study compares contaminant levels across products—it does not determine whether a specific product will cause harm to a cat.** That being said, the risk of even low-level chronic exposure to these contaminants and toxins in mammals is well studied. Lead, cadmium, mercury, glyphosate, DEHP and the other contaminants in this study have been linked to cancer, brain damage, reproductive harm, and more. When it comes to these contaminants of concern, Clean Label Project® believes in empowering consumers to choose for themselves by identifying the brands and products with the cleanest test results.
- **Each product was tested from a single batch.** This study does not capture differences that may occur between batches of the same product. Brands that routinely screen for contaminants of concern tend to have more consistent results over time.
- **Brand-level statements are limited to brands with at least three products tested.** Most brands in the study contributed one product.



Our Mission

Clean Label Project® is a national non-profit with the mission to bring truth and transparency to food and consumer product labeling. The foundation of food and consumer product safety in America is primarily focused on pathogen and microbiological contaminants. However, there is an increase in consumer, media, and academic attention being paid to the health consequences of exposure to heavy metals, pesticide residues, and plasticizers. Yet, consumers will never find this information on product labels. We are committed to changing the definition of food and consumer safety through the use of data, science, and transparency. We award brands with products that place an emphasized focus on purity and surpass the minimum regulations required by FDA. At Clean Label Project®, we encourage brands to join us in becoming part of the solution to address the growing consumer concern of industrial & environmental contaminants and toxins in both food and consumer products.

Clean Label Transparency Project Certification

The foundation of the Clean Label Transparency Project is compliance with the Clean Label Project Purity Award. The Clean Label Project Purity Award evaluates products for substances that would never be found on a product label. These substances include chemicals of concern and industrial and environmental toxins and contaminants (like heavy metals, pesticide residues, and plasticizers) that have the long-term potential to adversely affect health and well-being. Clean Label Transparency Project gives brands an opportunity to use a QR code or tracking number on product packaging. This gives consumers an opportunity to look into the details of the testing and evaluation process.

Purity Award

Let's face it, marketing departments do an effective job at selling comfort and security. The Clean Label Project Purity Award evaluates products for substances that would never be found on a product label. These substances include chemicals of concern and industrial and environmental toxins and contaminants (like heavy metals, pesticide residues, and plasticizers) that have the long-term potential to adversely affect health and well-being. Clean Label Project uses benchmarked data to compare individual product test results to the test results of the best-selling products in the same product category. In the process, we reveal to brands how their ingredient supply chain and quality assurance systems fare compared to industry leaders. We reveal to consumers what brands are taking the extra steps to minimize consumer exposure to known chemicals of concern.

Certified Cat Food Brands

- Bixbi
- Freshpet
- Smalls

Full list of tested products

Dry & Freeze-Dried Cat Food

- **Acana** – Meadowlands
 - **Bixbi Liberty** – Salmon Recipe, Grain Free
 - **Bixbi Rawbble** – Turkey Recipe (Freeze Dried)
 - **Blue Buffalo** – Tastefuls, Adult Indoor Cat
 - **Boss Cat Complete & Balanced** – Boss Pork Recipe
 - **Carna4 (Bio Biscuit)** – Fish
 - **Chicken Soup for the Soul** – Classic
 - **Diamond Naturals** – Indoor Cat Chicken & Rice
 - **Fresh is Best** – Freeze Dried Cat Food, Chicken Recipe
 - **Fromm** – Gold
 - **Go! Solutions** – Digestion + Gut Health
 - **Grandma Lucy's** – Artisan Chicken & Fish Recipe
 - **Green Juju** – Duck & Sardine recipe
 - **Hill's** – Science Diet Adult 1-6 Chicken Recipe
 - **Hill's** – Science Diet Adult 1-6 Salmon & Brown Rice
 - **Honest Kitchen** – Chicken & Fish
 - **I and Love and You** – Naked Essentials
 - **Iams** – Proactive Health, Healthy Adult with Chicken
 - **Iams** – Proactive Health - Indoor Weight and Hairball Care
 - **Instinct Pet Food** – Raw meals, cage-free chicken recipe
 - **Kirkland Signature** – Chicken & Rice
 - **McLovin's Pet Food** – Purrfect Poultry Recipe
 - **Meow Mix** – Original Choice
 - **Merrick** – Purrfect Bistro Complete Care Sensitive Stomach
 - **Natural & Delicious** – Prime Lamb & Blueberry
 - **Natural Pet Food Group** – New Zealand Chicken Feast
 - **Nature's Advantage** – Turkey & Tuna dinner
 - **Nature's Diet** – Ultimate Raw
 - **Nature's Feast (Dr. Marty's Pets)** – Beef, Salmon, & Poultry
 - **Nulo Freestyle** – Chicken & Salmon recipe
 - **Nutrish** – Indoor Complete
 - **Open Farm** – Open Prairie Recipe
 - **Open Farm** – Wild-Caught Salmon
 - **Open Farm (Barrett Petfood)** – Freeze Dried Raw Surf & Turf recipe
 - **Optimal** – Skin & Digestive Support
 - **PawTree** – Freeze-dried raw food - real wild Alaskan Salmon & Beef
 - **Primal** – Chicken & Fish
 - **Purina** – Cat Chow Hairball, Healthy Weight, Indoor
 - **Purina** – Cat Chow Naturals, Indoor
 - **Purina** – Cat Chow Naturals, Original
 - **Purina** – Friskies Gravy Swirlers
 - **Purina** – Friskies, Seafood Sensation
 - **Purina** – One Tender Selects Blend, Salmon
 - **Purina** – Pro Plan Indoor + Hairball
 - **Purpose Pet Food** – Carnivore Duck
 - **Quest Cat Food (Go Raw)** – Freeze-dried Raw Cat Food, White Fish recipe
 - **Redbarn** – Original
 - **Smallbatchcat** – Freeze Dried Meal Bites - Turkey Recipe
 - **Solid Gold** – Weight Management
 - **Special Kitty (Walmart)** – Gourmet Formula
 - **Stella's & Chewy's** – Duck Duck Goose
 - **Stella's & Chewy's** – Tummy Ticklin' Turkey
 - **The Simple Food Project** – Whitefish & Duck Recipe
 - **Tiki Cat** – Born Carnivore High Protein
 - **Vital Essentials** – Rabbit Entree
 - **Wellness Core+** – Hairball, Grain Free
 - **Weruva** – Paw Lickin' Chicken
 - **Whole Hearted** – Grain Free Chicken & Pea Recipe
 - **Whole Life** – Nature's Remedy Recover Stomach Distress
 - **Ziwi Peak** – Chicken with Whole Mackerel
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Wet Cat Food

- **Acana** – Salmon & Chicken Recipe, Chunks in Broth
 - **American Journey** – Grain Free Chicken Recipe
 - **Applaws** – Chicken Breast & Duck in Broth
 - **Blue Buffalo** – Tastefuls Flaked, Chicken Entree in Gravy
 - **Blue Buffalo** – Tastefuls Flaked, Fish and Shrimp Entree in Gravy
 - **Blue Buffalo** – Tastefuls Flaked, Tuna Entree in Gravy
 - **Blue Buffalo** – Wilderness
 - **FreshPet** – Chicken & Beef Pate
 - **Friskies** – Salmon Dinner Pate
 - **Friskies** – Turkey Dinner in Gravy Prime Filets
 - **Fussie Cat** – Tuna with Chicken Liver Formula in Aspic
 - **Hill's Science Diet** – Tender Chicken Dinner
 - **Hill's Science Diet** – Tender Ocean Fish Dinner
 - **Hill's Science Diet** – Tender Tuna Dinner
 - **Instinct** – Original Grain Free Kitten
 - **Instinct** – Original Grain Free Pate
 - **Nulo Medal Series** – Chicken & Chicken Liver Recipe in Broth
 - **Nulo Medal Series** – Chicken, Duck & Pumpkin Recipe in Broth
 - **Nulo Medal Series** – Mackerel, Shrimp & Mussels Recipe in Broth
 - **Nulo Medal Series** – Yellowfin Tuna & Crab Recipe in Broth
 - **Orijen** – Beef & Tuna Entree Chunks & Shreds in Bone Broth
 - **Purina** – Fancy Feast Grilled Chicken Feast in Gravy
 - **Purina** – Fancy Feast Grilled Turkey Feast in Gravy
 - **Purina** – Fancy Feast Petites, Grilled Chicken Entree with Rice
 - **Purina** – Fancy Feast Petites, Ocean Whitefish with Tomato
 - **Purina** – Fancy Feast Petites, Seared Salmon Entree with Spinach
 - **Purina** – Pro Plan Chicken & Rice Entree
 - **Purina** – Pro Plan White Meat Chicken & Vegetables Entree
 - **Reveal** – Grain Free Chicken Breast in Broth
 - **Reveal** – Grain Free Tuna Fillet in Broth
 - **Reveal** – Grain Free Tuna Fillet with Crab in Broth
 - **Royal Canin** – Adult Instinctive Loaf in Sauce
 - **Sheba** – Cuts in Gravy - Roasted Chicken Entree
 - **Sheba** – Cuts in Gravy - Tender Turkey Entree
 - **Sheba** – Cuts in Gravy - with Sustainable Salmon
 - **Smalls** – Smooth Bird & Fish Dish, Chicken & Salmon Recipe
 - **Tiki Cat** – Chicken & Pumpkin Recipe in Broth
 - **Tiki Cat** – Chicken, Pumpkin & Duck Recipe in Broth
 - **Tiki Cat** – Chicken, Pumpkin & Lamb Recipe in Broth
 - **Tiki Cat** – Chicken, Pumpkin & Tuna Recipe in Broth
 - **Wellness Signature Selects** – Skipjack Tuna & Shrimp Entree in Broth
 - **Weruva** – Cats in the Kitchen Lamb Burger
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For a full list of products Clean Label Project®
evaluated, please visit the website at
www.cleanlabelproject.org