



Greenwashing Alert:

Don't Be Fooled by Fake 'Green' Labels

66% of consumers say they'll pay more for sustainable goods.

But corporations are cashing in on that by *pretending* to be sustainable. That's greenwashing—and it's everywhere.

What Is Greenwashing?


- Misleading marketing that makes products look more eco-friendly than they are.
- Designed to trick conscious consumers.
- Common in fashion, cosmetics, packaging, and "eco" products.
- Leads to continued pollution, waste, and toxic practices.

Greenwashing in Action

- **H&M Conscious Collection** — Accused of illegal green marketing (Norwegian Consumer Authority).
- **BP "Beyond Petroleum"** – Still investing 96% in oil & gas (PR Watch).
- **IKEA's Sustainability Claims** — Linked to illegal logging sources (NBC).
- **Ryanair** — False low-emissions claims (The Guardian).

How to Spot Greenwashing

- Claims like "eco-friendly," "green," or "natural" without details
- No full list of ingredients or materials
- Vague statements ("we care about the planet") with no data
- A "green" line from a big-box brand with no transparency

 **Amazon Tip:** Always check *who* is selling the product. Just because it says “organic cotton sheets” or a well-known brand doesn’t mean it's legit. Scroll down to see the **seller name**, click on their **storefront**, and make sure all their products align with what you're looking for—like plant-based or organic. If their storefront is filled with random or questionable items, it’s probably a knockoff.

What You Can Do

- **Know the Labels** – Learn what certifications actually mean (see next section!)
- **Read the Materials** – We share what brands publicly disclose about ingredients and materials
- **Watch for Fast Fixes** – Be skeptical of “green” collections from unsustainable brands
- **Use Your Gut** – If it feels fishy, it probably is

Certifications: What They *Really* Mean

We broke it down, so you don’t have to guess:

GOTS (Global Organic Textile Standard)

- Requires 70–95% certified organic fibers
- No toxic dyes or finishes
- Covers environmental + social criteria
- Entire supply chain is audited

! Does NOT mean: (All materials are organic (some blends allowed))

OEKO-TEX® Standard 100

- Tests for harmful substances in finished textiles
- Safer for human health (especially skin contact)

! Does NOT mean:

- Synthetic materials can still pass
 - Focus is safety, not sustainability
 - Product is organic or natural
-

Bluesign®

- Focuses on chemical safety + factory-level environmental controls
- Ensures safe input streams (dyes, water, energy)

! Does NOT mean: Product is organic or plastic-free

- Often used by synthetic performance brands
-

GRS (Global Recycled Standard)

- Verifies recycled content in products
- Audits environmental + social practices

! Does NOT mean: The product is plastic-free or biodegradable

- Includes recycled plastic
-

MADE SAFE

- Screens for thousands of known toxins
- Applied mostly to personal care + household items

⚠ **Does NOT mean:** Product is eco-friendly if packaging contains plastic

Ecocert

- Certifies natural and organic products (often cosmetics, cleaning, ag)
- Looks at sourcing, processing, and packaging

⚠ **Does NOT mean:** Every ingredient is organic unless specifically labeled

USDA Organic

- For food, textiles, personal care (with certified organic ingredients)
- Strict guidelines from soil to shelf

⚠ **Does NOT mean:** Entire product is organic unless labeled 100% organic

SMETA (Sedex Members Ethical Trade Audit)

- Ethical trade audit standard
- Covers labor rights, health & safety, environment

⚠ **Does NOT mean:** Product is sustainable or non-toxic

FSC (Forest Stewardship Council)

- Certifies responsibly sourced wood + paper products
- Prevents illegal logging + protects forests

⚠ **Does NOT mean:** All components are FSC (check for mixed-content labels)

USDA Biobased

- Measures renewable biological content in a product (like corn, coconut, etc.)

⚠ **Does NOT mean:** Product is chemical-free or biodegradable

How the World Is Fighting Back

- **EU Law:** Brands must disclose full environmental impact
 - **Lawsuits:** H&M and others sued for misleading claims
 - **Consumer Watchdogs:** Calling out and penalizing greenwashing globally
-

Hippiekit's Promise

We research our products to the best of our ability based on what companies disclose publicly. We focus on highlighting better alternatives and supporting transparency—but we don't claim perfection.

Some of our favorite finds are nearly plastic-free and made with plant-based, low-tox materials. We aim for **progress over perfection** and stay open about what we know—and what we're still learning.

When we launched, our mission was 100% plastic-free. But as we grew, we discovered so many amazing small businesses doing incredible things—just shy of zero plastic. Their creations were too good to ignore. That's why we now have an **Almost No Plastic** page: a space to highlight the standouts that are *almost there* and absolutely worth celebrating.

Sustainably Yours,

Chief Eco Officer, Carrie Lee

www.hippiekitgreenproducts.com

