



Whole Foods Market Body Care Quality Standards

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Whole Foods Market Quality Standards Overview





Whole Foods Market

- Opened in 1980, today over 340 stores in US, Canada and UK
- Regional and local autonomy
 - 12 regions, each with own leadership and buyers
 - Each store is unique to meet the needs of its neighborhood
- Mission driven company
 - To provide a more natural alternative to conventional grocery options





Whole Foods Market Quality Standards

- Internal touchstone and foundation
- Buying guidelines for Team Members
- Educational tool for customers
- Establishes role as researcher, editor and filter
- Basis for consumer and Team Member trust



OUR BODY CARE QUALITY STANDARDS



wholefoodsmarket.com

We carry the finest facial, skin and body care products available because we believe the quality of the items and ingredients people apply to their bodies topically is as important as the foods and nutritional supplements they ingest.

We sell the highest quality personal care products available at the most competitive prices possible. We evaluate quality in terms of ingredients, pleasurable experience, and efficacy. Our search for quality is a never-ending process involving the careful judgment of buyers throughout the company.

- We carefully evaluate each and every product we sell.
- We are passionate about aromatic, luxurious, effective personal care products and the pleasure of sharing them with others.
- We encourage our vendor partners to use plant-based and naturally derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- We are committed to high-quality body care products that have a proven track record.
- We only sell personal care products that have not been tested on animals.
- We provide personal care products that support health and well-being.

Our stores carry hundreds of brands of products (in addition to our own Private Label brands) and the selection from store to store may vary. If you have a question about a particular product, please ask for assistance at the store where you shop.



BODY CARE INGREDIENTS WE DON'T SELL



wholefoodsmarket.com

Currently, there are 50 ingredients common in conventional body care products that are not allowed in any body care products we sell. That includes phthalates, microbeads, triclosan, BHT, BHA, aluminum chlorohydrate, and many more. However, creating a product with no unacceptable ingredients does not guarantee that Whole Foods Market will sell it. Our buyers are passionate about seeking out the freshest, most healthful, minimally processed products available.

2-Bromo-2-Nitropropane-1(and) 3-Diol

A Acetone

Alcloxa

Aluminum Chloride Hexahydrate

Aluminum Chlorohydrate

Ammonia

Ammonium Xylene Sulfonate

B Benzethonium Chloride

Benzocaine

BHA (Butylated Hydroxyanisole)

BHT (Butylated Hydroxytoluene)

Butoxyethanol

I Iodopropynyl Butylcarbamate

Isododecane

Isoeicosane

L Lidocaine

M Melanin

Methyl Nicotinate

Methylchloroisothiazolinone

Methylisothiazolinone

Microbeads

P Perfluoroisohexane

Perfluorodecalin

Premium Body Care





Premium Body Care: A History

- Launched in 2008 at a time when there were no other US standards for personal care products
- Original intent: to encourage more natural reformulations without having gaps on the shelf





Premium Body Care

- Top-tier body care quality standard
- Evaluated **every body care ingredient** at Whole Foods Market:
 - Safety
 - Environmental Impact
 - Source
 - Efficacy
- Includes extensive label and fragrance review





The Landscape 8 Years Later

- Currently **4400+** Premium products
 - Started with 1200 products
 - Store-specific product lists available on website
- **400+** unacceptable ingredients
- Greater percentage of top-tier products on WFM shelves
- Increased availability of safer and natural raw materials
- Enhanced customer and vendor awareness





Premium Body Care: Unacceptable Ingredients

[Home](#) » [Whole Foods Market](#) » [About Our Products](#) » [Our Quality Standards](#) » [Premium Body Care Standards](#) » Premium Body Care Unacceptable Ingredients



HEALTHY EATING

ABOUT OUR PRODUCTS

RECIPES

ONLINE ORDERING

MISSION & VALUES

OUR BLOG

STORE DEPARTMENTS

PREMIUM BODY CARE UNACCEPTABLE INGREDIENTS

Last Updated September 2015

Ingredient	Qualifier
1,2-Hexanediol	
2-Propanone	
acetamide MEA	
acetone	
Acrylates copolymer	
Acrylates/C10-30 alkyl/acrylate crosspolymer	
Acrylates/octylacrylamide copolymer	
acrylic acid/vp crosspolymer	
aerosol sprays	
alcloxa	
aldioxa	
alpha-arbutin	
Alumina	
Aluminum chloride	
aluminum chlorohydrate	



Premium Body Care: Product Lists

Premium Body Care Products



Highland Park Store, Southwest Region

Whole Foods Market's latest exciting venture into offering our shoppers an enhanced shopping experience and lifestyle choice is with our "Premium Body Care" standards. We've done the research for you by finding the highest quality efficacious ingredients which are safer for our bodies and our planet. We believe that taking the best care of yourself and the environment doesn't have to be a sacrifice! We hope that this will also encourage our vendor partners to invest in developing products that meet and exceed our standards which will be beneficial to our shoppers as well.

To learn more about the Premium Body Care Standards, please visit our website at:

<http://www.wholefoodsmarket.com/department/article/premium-body-care-standards>

The ingredient lists are subject to change as we learn more about new ingredients and as studies are done. All of our Whole Body products meet our rigorous standards, but the Premium Body Care Standards are for those product lines that have submitted detailed documentation about the products and ingredients and meet our enhanced standards. New products will be added periodically, so this list will change. We hope that you enjoy shopping at Whole Foods Market - now more than ever!

Baby & Child Products

Burt's Bees

Baby Bee Shampoo and Wash

Baby Bee Oil - Apricot - 4 oz

Bar Soap

Alaffia

Authentic African Black Soap, Peppermint

Authentic African Black Soap, Peppermint



Premium Body Care: Effects

- At 8 year anniversary, many egregious ingredients removed from the shelves
- Great recognition for WFM
 - “Until the laws change, a no-brainer way to avoid many risky chemicals in your cosmetics is to shop at Whole Foods.” –Consumer Reports
- Premium is one of the most highly utilized standards in the industry, used as a formulation guide.





Premium Body Care: What is Next?

- Going forward: further fine-tuning
- Premium Body Care 29% of body care
- Still many non-Premium products on shelf
- Goal of moving towards one body care standard
 - Baseline ingredients to ban immediately
 - Baseline ingredients to ban in future
 - Baseline unacceptable ingredients to allow in Premium

WHOLE FOODS MARKETSM
PREMIUM BODY CARE

THE BEST THERE IS
*Enjoy with Confidence
& Good Conscience*

HOLDING THE BAR HIGH
*in the Industry
& the Aisles*

RESULTS ✓
SOURCE ✓
ENVIRONMENT ✓
SAFETY ✓

BE GOOD TO YOUR **WHOLE BODY**

The advertisement features a circular logo at the top left with the text "WHOLE FOODS MARKET" and "PREMIUM BODY CARE" around a green leaf icon. Below the logo, the text reads "THE BEST THERE IS" followed by the tagline "Enjoy with Confidence & Good Conscience". Underneath, it says "HOLDING THE BAR HIGH" with the subtext "in the Industry & the Aisles". A checklist of four categories—RESULTS, SOURCE, ENVIRONMENT, and SAFETY—each followed by a checkmark, is displayed. The background of the ad shows a close-up of purple lavender flowers. At the bottom, a dark green banner contains the slogan "BE GOOD TO YOUR WHOLE BODY".



Body Care Standards "Makeover"

- Banned from baseline standards January 2017:
 - Oxybenzone
 - Formaldehyde-releasing preservatives
 - EDTA
 - Benzalkonium chloride
- Currently reviewing other ingredient categories

PREMIUM BODY CARE®
**MOTHER NATURE
WOULD APPROVE**

WHOLE FOODS MARKET
PREMIUM BODY CARE

BE GOOD TO YOUR **WHOLE
BODY.**

Two convenient Albuquerque locations:

INDIAN SCHOOL PLAZA 2103 CARLISLE BLVD. NE 505.260.1366	ACADEMY 5815 WYOMING BLVD. NE 505.856.0474
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The background is a soft-focus photograph of a field of tall grasses with seed heads, bathed in warm, golden light. A large, horizontal teal brushstroke graphic is centered across the image, serving as a background for the title text.

Organic Labeling Standards





Organic Labeling Standards

- All personal care products making an “organic” claim must be certified:
- “Organic” Lotion: USDA NOP Standard
 - 95% Organic
- “Made with Organic ____”: USDA NOP Standard
 - 70% Organic, remaining 30% approved by USDA for organic food
- “Contains Organic _____”: NSF Standard
 - 70% Organic, other 30% approved by NSF for personal care
- This includes “Organic” in the brand name

SMILE. IT'S ORGANIC. AT LIP-SMACKING PRICES.



BE GOOD TO YOUR **WHOLE BODY**



Organic Personal Care

- As of September 2012, all organic personal care products in US stores are 3rd party certified
- Increasing amounts of newly certified products, both to NSF and USDA
- Store based shopping lists on website





Unique Position for Retailers

- Gatekeeper
- Educator
- Advocate for customer
- Clear guidance for vendors
- Impetus for positive change





Cosmetic Trends



Glass Cosmetic Containers at the Art Institute of Chicago



From Lead, Charcoal, & Crocodile Droppings...

Cosmetic Containers

Glass containers were used to store cosmetics, including scented oils and kohl, a mineral compound used to dramatic effect to darken eyelids and eyelashes. Containers for cosmetics were fashioned out of a variety of materials in addition to glass, including metal, ivory, bone, and wood. In his writings, the third-century church father Saint Clement of Alexandria (d. 215) mentions white lead, charcoal, and even the "droppings of crocodiles" as common ingredients for cosmetics, although he must be regarded as a hostile witness at best. Nevertheless, the fact that his writings feature such detail about the use of makeup attests to its ubiquity.

Multicompartiment kohl containers were formed when a hollow tube of glass was folded in half, thereby creating two tubular containers from one. Over time, the appearance of these vessels became more elaborate and whimsical, like the larger one shown here with fanciful looped handles and side decoration of looped trails (1949.425). In this case, fashion trumped functionality; the crossed loops of the tiered handle would have interfered with its actual use.



...To Radium

La science, venant au secours de la femme, lui enlève le masque de la vieillesse.

"CRÈME ACTIVA"

avec radioactive

FORTUNE ET BEAUTÉ
 CRÈME ACTIVA est une
 fois utilisée le teint des
 Femmes, fait avec comme leur
 jeunesse.
 Son action de propreté pro-
 duit une peau grande lumineuse
 avec des traits qui restent sup-
 érieurs ceux à l'ordinaire.
 Une fraîcheur persiste constam-
 ment sur deux semaines et durant
 lesquelles on est sûre de
 tous moments que son teint se
 conserve à
 CRÈME ACTIVA est une
 fabrication, PARIS.

No. 10122 2008 1928 C. G. Erskine
 Birmingham, Boston, Philadelphia,
 Philadelphia of Philadelphia

Radium and Beauty

AN ever-flowing Fountain of Youth and Beauty has at last been found in the Energy Rays of Radium. When scientists discovered Radium they hardly dreamed they had unearthed a revolutionary "Beauty Secret." They know it now. Radium Rays vitalize and energize all living tissue. This Energy has been turned to Beauty's aid. Each and every "Radium" Toilet Requisite contains a definite quantity of Actual Radium. (See "Radium" \$5,000 GUARANTEE.)

Radium preparations are exquisitely dainty. Their use is delightful. You will revel in the silky softness of the Face Creams (Peau de Vélour and Vanishing Cream)—the downy, velvety Powders (Face, Compact and Talcum)—the luxurious and vigorous Hair Tonic—the dainty Rouge—the beautiful, comforting Skin Soap. You will be fascinated by the mysterious "Radium" Fragrance. It is an exclusive perfume, not sold in any market. As toilet preparations you will pronounce them perfect. With the vitalizing Energy of Radium added, you will find them the greatest of all aids to Beauty. Many women will be delighted especially by "Radium" Chin and Forehead Pads (delicately silk covered in blue and pink). They tone up the sagging muscles that cause wrinkles, double chin and unshapely contours. These pads are merely to be worn loosely, with comfort, during rest or sleep. The action of Radium, not tightness, produces results.

Radium Toilet Requisites

Peau de Vélour (Night Cream)	Per jar	\$2
Rouge (Compact)	Per box	\$1
With mirror and puff, Natural, light and dark.		
Compact Powder	Per box	\$1
Six tints—Blanche, Naturelle, Rachel, Flesh, Ombre and Brunette. (With mirror and puff.)		
Vanishing Cream	Per jar	\$2
(For day use.)		
Talcum Powder	Per bottle	\$1
Hair Tonic	Per bottle	\$2
Skin Soap	Per cake	\$1
Under-Chin Pad. (Blue or Pink)	Each	\$10
Forehead Pad. (Blue or Pink)	Each	\$5
Face Powder	Per box	\$2
Six tints—Blanche, Naturelle, Rachel, Flesh, Ombre and Brunette		

Radium Articles are obtainable at the foremost department stores, Lipgott's Drug Stores, and other leading drug stores

Radium Preparation now GUARANTEED
 (under \$5000 price)
 Is fully guaranteed from the
 latest pharmacological
 experiments by a panel of
 scientific experts and by
 persons having had a course
 of at least 120 years

Radium

Reg. U.S. Pat. Off.

Toilet Requisites

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Our Customers' Safety & Expectations are Top of Mind





WHOLE
BODY™

EXCLUSIVELY AT
WHOLE FOODS
MARKET