

Standard Deviation Notice for Certification to GS-44 Soaps, Cleansers, and Shower Products Standard

May 5, 2025

Background

Green Seal currently has two standards that apply to personal care products intended to be applied to skin and then rinsed off: the GS-41 Standard for Hand Cleaners for Industrial and Institutional Use and the GS-44 Standard for Soaps, Cleansers, and Shower Products. In an effort to clarify the difference in scope between the two standards, Green Seal added language into the GS-44 Standard to note that the product was not in scope if it was used in commercial or institutional facilities where the product was not intended to be sold to consumers. However, products with the same formulations that were intended to be sold to consumers, e.g. in professional hair salons, were in scope. Additionally, the GS-41 Standard does not cover hair and body soaps and cleansers currently. Green Seal has made the determination that this scope clarification has resulted in unintentional exclusion of products with substantially similar formulations and lifecycle considerations, which was not the intent of the clarification. As a result, hair and body soaps and cleansers used and rinsed after use that are meant for consumer application (e.g. hotels) but are not sold to consumers in that space will be allowed in scope of the GS-44 Standard.

Since this is a substantive change which requires a formal standard revision process in accordance with the guidelines identified in the [Green Seal's Standard Development Manual](#), Green Seal will plan to incorporate this scope expansion into our next revision of GS-44. This revision is anticipated to begin in Summer 2025 when we will be revising all our Personal Care standards. We anticipate issuing an updated version of the standard for public comment in late 2026.

Deviation Requirements

A hair, or body soap or cleanser that is used and rinsed after use that is meant for consumer application but is not sold to a consumer in that space may receive certification if they meet all applicable criteria in the standard, including any applicable annexes. Hand cleaners that fall under the definition in the GS-41 Standard are still subject to those criteria.

Green Seal will add the language below in **red**, effective as of the date of this notice.

1.0 Scope

This standard establishes environmental requirements for hand, hair, and body *soaps* and *cleansers* used and rinsed after use. This includes liquid and solid *soap* and *cleansers*, *shampoo*, *conditioner*, and related *shower products* for baby, child, adult, and *professional use*. This standard also establishes health and environmental requirements for alcohol-based

antiseptic rubs, referred to herein as hand sanitizers. This standard does not apply to products used for animal or pet use, **hand soaps** used in commercial or institutional facilities where the products are not intended to be sold to consumers, or products required to be registered under the Federal Insecticide, Fungicide, and Rodenticide Act, such as those making claims as sterilizers, disinfectants, or antimicrobial soaps and cleansers. See Appendix 1 for an example list of products included in this standard.

Contact Us

If you have questions or comments on this deviation notice, Green Seal certification, or the standard development process, please reach out to standards@greenseal.org.

About Us

Green Seal® is a global nonprofit organization that pioneered the ecolabeling movement with a mission to transform the economy for a healthier, greener world. For over 30 years, Green Seal's rigorous standards for health, sustainability, and product performance have driven permanent shifts in the marketplace, empowering better purchasing decisions and rewarding industry innovators. With thousands of certified products, services, and spaces from the world's leading companies, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership.