

GUIDE TO PRODUCT SEALS



“Life Coaching For Your Individual Greatness”

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ABOUT ONE 80 TURN, LLC

One 80 TurnSM is a holistic life wellness service provider located in Nashville, TN. Our whole body approach utilizes results oriented tools and concepts, from various cultures and philosophies, to provide high school and college athletes with reliable information on various topics that have the potential to help them improve their athletic performance, as well as assist them in forming good habits that will benefit them throughout their lifetime.

The concept for the services of One 80 TurnSM was conceived by the owner after several years of personal interaction with teens through life coaching and athletic instruction. The goal is for our business to be recognized as the number one source of life enhancing information and instruction for high school and college athletes.

Our mission is to provide a supportive, non-judgmental environment to assist our partners in reaching their highest potential as athletes and achieving whole body wellness by utilizing resources, programs and tools that promote good health physically, emotionally, mentally and spiritually. Personal gains, such as improved self esteem and self motivation, combined with measurable benefits, will create tremendous life long advantages. Our holistic approach to wellness will establish our reputation as the best in the industry.

DOCUMENT INFORMATION

2.1 Description

The information in this document, on product seals, is taken from various internet sources and is provided in this compiled format for easy reading.

2.2 Objectives

Provide general information about product seals that appear on items such as food, beverages and skin care products.

2.3 Suggested Users

Any person desiring to increase their knowledge about product seals as they make choices for their individual nutrition/exercise needs/requirements.

DOCUMENT CONTENT

3.1 Product Seals Descriptions

Natural

According to the USDA, food can only be labeled natural if it contains no artificial ingredients or added colors and is minimally processed. Furthermore, the label must clearly spell this definition out, so that consumers are not misled by the “natural” label.


A product with a natural food label *has undergone little verification that it's either green or natural before reaching store shelves*. For example, animal products raised with the use of artificial hormones can be labeled natural. So can genetically modified organisms. Most importantly, natural does not mean organic, although many companies would like consumers to think it does.

Organic

The United States Department of Agriculture (USDA) has *national standards for the use of the word “organic.”* Consumers buying organic products, whether produced in the United States or imported, can be assured that the foods are produced without antibiotics, hormones, pesticides, irradiation or bioengineering. Organic farmers are required to adhere to certain soil and water conservation methods and to rules about the humane treatment of animals.

When you buy organic foods, look for the “USDA Organic” label (see below). Only foods in the categories “100% organic” and “organic” may display the USDA Organic Seal. Other foods with varying levels of organic ingredients may be labeled as follows:

- **100% Organic** - single ingredient such as a fruit, vegetable, meat, milk and cheese (excludes water and salt).
- **Organic** - multiple ingredient foods which are 95 to 100% organic.
- **Made with organic ingredients** - 70% of the ingredients are organic. Can appear on the front of package, naming the specific ingredients.
- **Contains organic ingredients** - contains less than 70% organic ingredients.

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|  <p>USDA Organic</p> | <p>Regulated by the U.S. Department of Agriculture (USDA), organic production is a system that is managed in accordance with the Organic Foods Production Act (OFPA) of 1990 and regulations in Title 7, Part 205 of the Code of Federal Regulations to respond to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. The National Organic Program (NOP) develops, implements, and administers national production, handling, and labeling standards.</p> <p>Certification is obtained by a producer or handler that has been approved by an Accredited Certifying Agent as being in compliance with the NOP regulations and is then authorized to sell, label, or represent products as being “certified organic”.</p> |
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Natural Products Association Seal

The NPA natural standard is based on natural (not organic) ingredients, safety, responsibility and sustainability.

Natural Ingredients: A product labeled "natural" should be made up of only, or at least almost only, natural ingredients and be manufactured with appropriate processes to maintain ingredient purity.

Safety: A product labeled "natural" should avoid any ingredient with a suspected human health risk.

Responsibility: A product labeled "natural" should use no animal testing in its development.

Sustainability: A product labeled "natural" should use biodegradable ingredients and the most environmentally sensitive packaging.

Under The Natural Standard for Personal Care Products, allowed ingredients come from or are made from a renewable resource found in nature (flora, fauna, mineral), with absolutely no petroleum compounds. For each ingredient, the substance must be listed as generally recognized as safe (GRAS) by the Food and Drug Administration (FDA) when used in accordance with FDA's good manufacturing practices (GMP) and contain no residues of heavy metals or other contaminants in excess of tolerances set by FDA or Environmental Protection Agency (EPA).







Quality Assurance International

Independent, third party certification of organic food systems has been the foundation of domestic and international organic food trade. Quality Assurance International (QAI) is responsible for verifying that the organic integrity is maintained. The QAI Certification Program is designed to certify every step of the organic chain: From the land on which the product is grown; to the producers growing the product; to the post-harvest facilities preparing the product; to the processing and handling facilities transforming the product.



BDHI Certified Natural Cosmetics

BDIH stands for Germany's prestigious Federation of German Industries and Trading Firms for Medicines, Natural Products, Food Supplements and Body Care. Based in Mannheim, Germany, the BDHI Certified Natural Cosmetic seal was created in 1996 to establish strict guidelines for the manufacture of natural cosmetics. Natural cosmetics that carry the BDHI Certified Natural Cosmetics seal use natural raw material such as plant oils, fats and waxes, herbal extracts and essential oils and aromatic materials from controlled biological cultivation or controlled biological wild collection. In addition to the careful selection of raw materials, the ecological impact of each product plays an important role.

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|  <p>Leaping Bunny – Cruelty Free</p> | <p>The Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program administers a cruelty-free standard and the internationally recognized Leaping Bunny Logo for companies producing cosmetic, personal care, and household products. The Leaping Bunny Program provides the best assurance that no new animal testing is used in any phase of product development by the company, its laboratories, or suppliers.</p> |
|  <p>California Organic Products Act (COPA)</p> | <p>In the State of California, the California Organic Products Act of 2003 (COPA 2003) prohibits the retail sale of any cosmetic product labeled as "organic" unless that product meets the criteria of a minimum of 70% organic content EXCLUDING WATER OR FANCY NAMES FOR WATER and extracts. Any product that does not meet COPA requirements cannot legally be sold in the State of California and many products from leading beauty companies have been pulled from the shelves in California because of false organic claims.</p> |
|  <p>EcoCert</p> | <p>Brands that are claiming "certified by EcoCert" do NOT meet the legal requirements for organic in the United States. EcoCert standards are based on the European Union (EU) regulatory definition of "organic" which requires that the total organic content is approximately 10%.</p> |
|  | <p>This was created in 2002 by a collaboration of about ten cosmetic laboratories working on job specifications for cosmetics companies. Products that are bearing the Organic or Environment Friendly logo contain mainly natural (not organic) ingredients.</p> |

3.2 Sources

1. <http://www.aubreyorganics.com>
2. <http://www.juicebeauty.com>
3. <http://www.npainfo.org>
4. http://www.kontrollierte-naturkosmetik.de/e/index_e.htm
5. <http://www.ams.usda.gov>
6. <http://www.leapingbunny.org/indexcus.php>
7. <http://www.ces.ncsu.edu/successfulfamily/Nutrition%20&%20Wellness/organlab.htm>
8. <http://www.wisegeek.com/what-does-natural-on-a-food-label-mean.htm>