

INGREDIENTS WE NEVER USE

At Modere we deliver products you can trust. Products that are good for you and the environment.* That's because Modere has been a leader in the clean label industry for over 30 years.

We've made a conscious choice to eliminate unnecessary yet potentially harmful ingredients, because what we leave out is as important as what we include.

These 9 categories represent thousands of controversial chemicals and compounds we refuse to use:

CONTROVERSIAL CATEGORIES		
FORMALDEHYDE RELEASERS (Including DMDM Hydantoin & diazolidinyl urea)	PEGS (Polyethylene glycol, ingredients that contain PEG)	ETHANOLAMINE COMPOUNDS (Including TEA, DEA)
FLUORIDE-BASED INGREDIENTS	ALUMINUM-BASED ANTIPERSPIRANTS	PARABENS
ARTIFICIAL COLORS** & ARTIFICIAL FLAVORS	PHOSPHATES	PHTHALATES

ADDITIONAL COMMON INGREDIENTS WE AVOID		
BHA	BHT	TRICLOSAN
SLS	SLES	PROPYLENE GLYCOL
MINERAL OIL	PETROLATUM	

***except for use in color cosmetics*

HOW DO WE MAKE CLEAN LABEL PRODUCTS?

Led by our expert team of scientists and formulators, Modere sets the bar with leading-edge science that guides our research and development of clean label nutrition, personal care and household products.

And then there's our Perfect 10 philosophy that inspires us to certify the highest-quality ingredients, develop innovative, safe, effective formulas and, as always, manufacture with care.

The result? Cutting-edge, high performance formulations, including some that have earned the EPA Safer Choice label as well as those that are NSF certified, EWG VERIFIED™, and even confirmed gray water safe.

TO LIVE CLEAN IS A DAILY CHOICE.

When you reach for a Modere clean label alternative, you begin to transform your home into a haven for your family's health. You make a choice to live clean.