



## Get a greener clean with GECA

While cleaning products are important for healthy and appealing living and working conditions, they may also have a negative impact on human health and the environment. For example, they may contribute to health problems such as skin irritation and asthma, and when discharged into waterways, long-lasting toxics can threaten water quality and wildlife.

When a product is certified against Good Environmental Choice Australia (GECA)'s Cleaning Products standard, consumers can be sure that the product has been assessed to meet environmental, human health and ethical impact criteria. GECA certification removes doubt and confusion and makes identifying environmentally and socially preferable products easier.

Cleaning products covered by the standard include general purpose cleaners, sanitary cleaners, laundry cleaning agents and hand dishwashing detergents.

Products certified under GECA's Cleaning Products standard also contribute towards achieving credit points for projects being certified under the Green Building Council of Australia's Green Star Performance tool.

Find GECA certified cleaning products on our **website**. If your favourite product is not listed, why not ask them to get certified.

### Why buy GECA certified products?

#### Better for the environment

- Limit on substances harmful to aquatic environments
- Increased biodegradability
- Reduced and preferable packaging
- Lower waste generation and resource consumption
- No phosphorus
- Support of sustainably sourced palm oil and palm kernel oil

#### Better for human health

- Less harmful chemicals
- Minimised VOC (volatile organic compounds) content
- Restrictions on fragrances and enzymes
- No known carcinogens, mutagens or reproductive toxins as ingredients

#### Better for ethical considerations

- No unsubstantiated claims (greenwashing)
- Workers can expect fair pay, equal opportunity, and a safe working environment

[www.geca.org.au](http://www.geca.org.au)



# The GECA cleaning products standard

	Key criteria	Concerns	GECA Standard
Environment	<ul style="list-style-type: none"> <li>Palm oil</li> </ul>	Irresponsible palm oil farming can lead to deforestation, habitat loss for threatened species, poor air quality, and threats to the rights of local communities.	Requirement for sustainably managed palm oil.
	<ul style="list-style-type: none"> <li>Phosphorus</li> </ul>	Discharge of nutrients such as phosphorus compounds can cause ecosystem disruption (eutrophication) and algal blooms.	Phosphorus compounds banned.
	<ul style="list-style-type: none"> <li>Aquatic toxicity</li> </ul>	Long-lasting toxic substances can have adverse effects on aquatic life in surface waters and streams.	Limit on ecotoxic substances.
	<ul style="list-style-type: none"> <li>Resource efficiency</li> </ul>	Overconsumption of resources and generation of waste can have a significant impact on the environment.	Waste and energy minimisation through optimised manufacturing process.
	<ul style="list-style-type: none"> <li>Claims</li> </ul>	Claims must be true and substantiated – greenwashing is not acceptable	No unsubstantiated claims.
	<ul style="list-style-type: none"> <li>Packaging</li> </ul>	Inefficient use of packaging results in greater transportation needs, natural resource depletion and increased burden on landfills.	Requirements on packaging efficiency, materials selection and recyclability.
Human Health	<ul style="list-style-type: none"> <li>Hazardous materials</li> </ul>	Short, medium and long term risks to human health and the environment.	Substances known to cause cancer, genetic mutations and reproductive damage are banned.  Product must not be classified as hazardous or dangerous.
	<ul style="list-style-type: none"> <li>VOCs</li> </ul>	Health concerns such as asthma, allergies and headaches. Can lead to localised smog.	Volatile Organic Compounds limited.
	<ul style="list-style-type: none"> <li>Fragrances</li> </ul>	Fragrances may trigger allergic reactions, asthma, headaches and respiratory irritation.	Human health and environmental requirements for fragrances.
	<ul style="list-style-type: none"> <li>Enzymes and Microorganisms</li> </ul>	Exposure can cause various health problems, such as to the respiratory system.	Stringent health and safety requirements for enzymes.
Ethical	<ul style="list-style-type: none"> <li>Human rights</li> </ul>	Safe working conditions, fair and equal opportunities should be available to workers.	Requirements for workplace safety, fair pay and equal opportunity.
	<ul style="list-style-type: none"> <li>Legal compliance</li> </ul>	Organisations must comply with required local and international laws and regulations.	Requirements for lawful conduct and environmental compliance.

For full list of criteria, refer to the **GECA Cleaning Products Standard (CPv2.2i-2012)**.

GECA runs Australia's only independent, not-for-profit, multi-sector ecolabelling program and is the only Australian member of the Global Ecolabelling Network. It develops standards against which products can be independently audited by GECA's JAS-ANZ accredited conformity assessment bodies. Its standards are developed following ISO14024 principles for global best practice in ecolabelling. More information is available at [www.geca.org.au](http://www.geca.org.au).

