



A Q&A WITH NATUREPEDIC FOUNDER

OUR COMMITMENT TO
ORGANIC BABY PRODUCTS



Q&A REGARDING GOTS AND ORGANIC FRAUD IN THE ORGANIC CRIB MATTRESS MARKETPLACE

Questions include (a) the organic authenticity of the GOTS [Global Organic Textile Standard] certification program; (b) the recent problems with fraudulent GOTS certified organic cotton from India; (c) the value of other mattress certifications; and (d) the value of "The Mattress Still Matters" study.

Questions include how Naturepedic deals with all these issues, including (a) how does Naturepedic make sure that all its products truly are organic; (b) what testing and other verification does Naturepedic have to confirm that its products are organic and non-toxic; (c) what relationship does Naturepedic have with the GOTS certifiers; (d) where does Naturepedic source its GOTS certified organic materials; (e) what relationship does Naturepedic have with other certification programs; and (f) what is Naturepedic's policy regarding toxic chemicals that are commonly used in fabrics/mattresses, including perfluorinated chemicals (PFC/PFC/PFO/PFAS, etc.), flame retardant chemicals, endocrine disruptors, etc.





Organic
Certified by Control Union
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NATUREPEDIC GOTS CERTIFICATIONS

1. Naturepedic has multiple manufacturing facilities and multiple organic suppliers, and Naturepedic works with different organic certifiers. This allows Naturepedic to benefit from different inspectors who point out all the various materials and processing details that are helpful in meeting all the detailed GOTS requirements.
 - *Naturepedic has implemented the GOTS/Organic Trade Association "Organic Fraud Prevention Plan" and was the first mattress manufacturer to do so.*
 - *Naturepedic has been GOTS certified organic continuously for over 12 years, with consistently high marks.*
2. Naturepedic does not buy any organic cotton from India.
 - *To the best of our knowledge (as of early 2022), Naturepedic is one of the only U.S. based GOTS certified organic mattress manufacturer that does not buy any organic cotton from India (or China).*
3. Just for perspective, or at least to maintain some balance, GOTS did catch the fraud, and GOTS did stop it, and GOTS did sever its relationship with one certifier, and GOTS has been and continues to work on improving the organic cotton agricultural system, including working with numerous agricultural government agencies in various countries. So while there is potential for fraud (in any organization and in any certification program), GOTS caught this and acted on it. This shows integrity and effectiveness of the GOTS program. For the record, the GOTS program has implemented various fraud prevention measures throughout the supply chain and continues to do so. As such, instead of criticizing GOTS, GOTS should be praised for its goals to implement organic production (across the world) and for its strong actions to achieve these goals.
 - *The fact that some people/organizations were trying to fraudulently get GOTS certification shows that the GOTS program is respected and has value. It also shows that companies like Naturepedic who are legitimately certified are doing whatever they reasonably can to earn and maintain that valuable organic standard.*

4. As well, it remains true that if you want a product or a raw material which is based on organic principles, there is no better certification other than GOTS. (Note: The USDA National Organic Program is in charge on the farm, and GOTS takes over when the organic cotton leaves the farm and is processed in various factories and turned into a final product.)

- *Many U.S. based mattress manufacturers that claim that their mattresses are “organic” are not GOTS certified to begin with. In other words, some may have no components in their mattresses that are organic, while others may have one component that came from a certified organic supplier. In any event, many mattress manufacturers who claim to make “organic mattresses” have no certification to back up that claim. (As well, they have no right to use the GOTS certification logo.) As such, if there is anything to criticize, instead of GOTS, it’s the questionable “organic” claims from companies that are not GOTS certified.*

5. Naturepedic buys some certified organic cotton fabrics internationally (but not from India or China), but most of the Naturepedic overall organic cotton (particularly organic cotton fill) is U.S. cotton (grown and processed in the U.S. by people who have earned a completely trustworthy reputation).

- *To the best of our knowledge, Naturepedic is one of the few U.S. based GOTS certified organic mattress manufacturer where much, if not most, of its organic cotton is U.S. grown.*



NATUREPEDIC OTHER CERTIFICATIONS

1. All Naturepedic products are also certified by **MADE SAFE®**. The MADE SAFE program identifies all the materials in a product and researches all the possible chemicals that may be used in those materials, including chemicals with potential endocrine and estrogenic issues. MADE SAFE is (reasonably) able to identify materials that may be made with problematic chemicals. So, no, they don't go testing for the thousands of possible chemicals that might be in a product. But they can identify products and materials that reasonably do meet their standards, and they do have their own contract labs which they use to directly test materials when necessary.

- *Naturepedic is one of the only few mattress manufacturers (organic or not) that are certified non-toxic by MADE SAFE.*

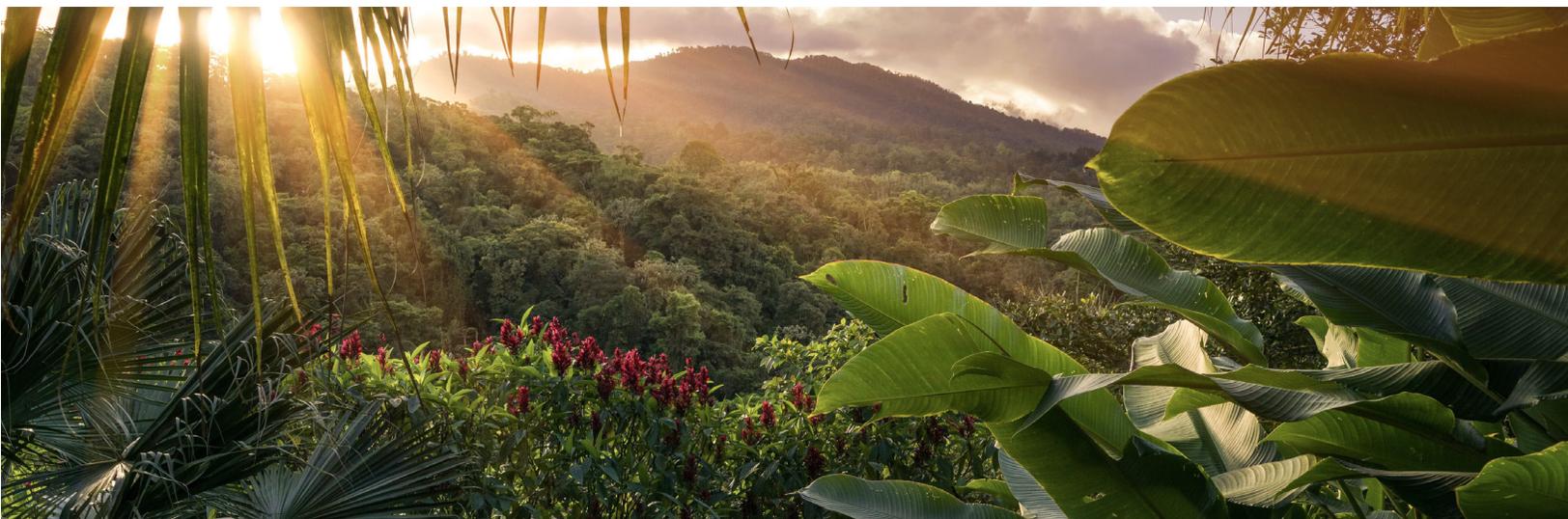
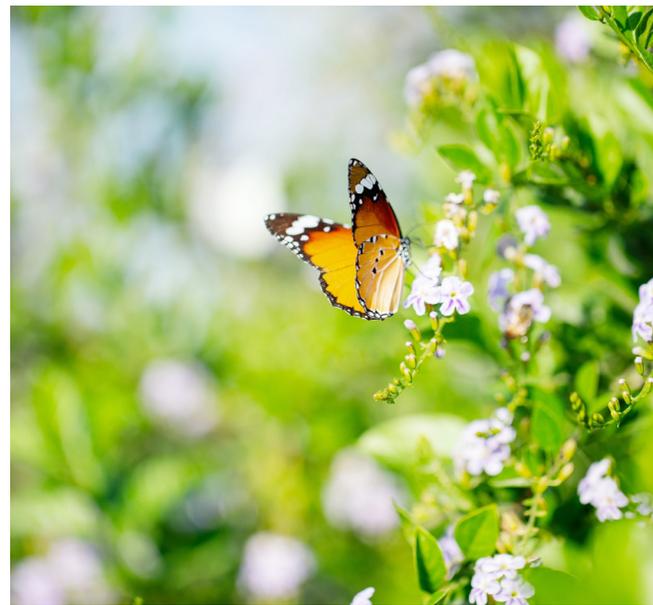
2. All Naturepedic products are also certified by **GREENGUARD Gold®**. GREENGUARD Gold does not focus on the materials in the product in any detailed manner. Instead, they put the product into a sealed chamber and test for off-gassing of a number of common VOCs that may be coming out of the product and into the surrounding air. This is a helpful test. However, GREENGUARD Gold doesn't test for all important items. For example, crib mattress covers are commonly made from vinyl, which contains potentially toxic phthalates, and/or are made with perfluorinated compounds (PFCs, PFOS, PFAs, PFAS). At least to some degree, these are not part of the GREENGUARD Gold testing program.

Note: GREENGUARD used to have a standard that was called GREENGUARD "Select", and which was a stricter standard. Naturepedic was the only crib mattress manufacturer that was certified to that standard. (Unfortunately, that standard and testing program is no longer available and GREENGUARD Gold is now their strictest standard.)

- *Although GREENGUARD Gold doesn't prohibit the use of all vinyl/phthalates, perfluorinated compounds, flame retardants, etc. in its certified products (if the specified VOC limits are met), Naturepedic does not use any of these and many other questionable products and materials, like known endocrine disrupters, etc., in its mattresses.*



3. The GREENGUARD organization (Underwriter’s Laboratories or UL) also has a “Formaldehyde Free” testing program and Naturepedic meets that as well.
4. There are a few other testing and certification programs. But none are as strict as GOTS and MADE SAFE.
5. As well, there are a number of environmental and toxicity focused organizations that have reviewed the Naturepedic operations, processes and products, to one degree or another, and who are (highly) complimentary as to Naturepedic and its leadership in the mattress marketplace, etc.
 - *These organizations, among many others, include One Percent for the Planet, the American Sustainable Business Network, The Ecology Center, Women’s Voices for the Earth, The Organic Center, Kids for Saving Earth, etc. Naturepedic is also certified by organizations like Green America, and is an EPA Green Power Partner.*



TESTING

1. Naturepedic tests some materials as part of the ongoing reviews of different materials from different suppliers, including reviewing supplier lab testing.
2. Naturepedic does not knowingly use any materials or processes that do not reasonably meet the GOTS requirements, and this has been the case all along.
3. Naturepedic not only meets the GOTS standards, but goes above and beyond those standards whenever reasonably possible. For example, GOTS permits some flame retardant chemicals, but Naturepedic does not use any flame retardant chemicals whatsoever (as opposed to some other GOTS certified mattress manufacturers who do use some flame retardants of one kind or another). GOTS also permits some glues/adhesives, but Naturepedic does not use any glues/adhesives (as opposed to some other GOTS certified mattress manufacturers that do). And so on.
 - *To the best of our knowledge, Naturepedic is one of the few mattress manufacturers that designs and builds its mattresses to meet all the government flammability standards without needing to use any flame retardant chemicals or chemical barriers, etc., and does not use glues/adhesives, and does not use other chemicals or materials that do not meet the Naturepedic standards.*
4. Said differently, the Naturepedic motto is “No-Compromise®.” And what that means is that Naturepedic views GOTS as its minimum requirements. But Naturepedic tries to go above and beyond the GOTS (and other) non-toxic standards as reasonably possible. Said differently, Naturepedic views the GOTS standard as the starting point and not the ceiling as to its objectives relating to organic and non-toxicity standards.
5. “The Mattress Still Matters” is an independent third-party review of crib mattresses by a group called “Getting Ready for Baby” (gettingready4baby.org), and which is “a national collaboration of over 100 organizations working to ensure all products made for babies are free of harmful chemicals.” The main players are Clean & Healthy New York and the Ecology Center (see page 39, the last page of the report). Naturepedic achieved the highest scores across the board regarding crib mattress baby safety. You can see their independent PFAS test results for Naturepedic (and others) on page 21. Go to [The Mattress Still Matters \(naturepedic.com\)](http://naturepedic.com).



OTHER BENEFITS OF NATUREPEDIC CRIB MATTRESSES

1. **Hygiene** – In your great-great-grandmother’s days, when the straw beneath the baby got dirty, they gave the baby fresh straw. Today everyone uses baby mattresses, which must be kept hygienic and easy to clean for years. The only way to achieve that is to waterproof the mattress surface. On the one hand, most waterproofing commonly used today has chemical toxicity problems. But, on the other hand, if you don’t waterproof the mattress, baby accidents (urine, bigger messes, drool, vomit, spilled milk, etc.) will create microbial contamination (or “gardens”) growing on and in the baby mattress. And when the baby is face down, the baby may be breathing in these microbes. In the words of *The Mattress Still Matters*:

“Is the cover waterproof? If not, “breathable” may mean that if your baby throws up or has a diaper leak, those fluids could seep into the mattress, promote bacterial growth, and re-enter their breathing space as they sleep,” (*The Mattress Still Matters*, page 28).

2. **So, while it’s important to waterproof a crib mattress, it’s also important to use non-toxic waterproofing.** Naturepedic is the only baby mattress manufacturer that provides food-grade polyethylene waterproofing made from non-GMO sugarcane. This waterproofing material gets high marks from Clean Production Action (go to <https://www.cleanproduction.org/>). Their review of polyethylene concludes that, *“For each manufacturing step, no core chemical inputs are chemicals of high concern as defined by GreenScreen Benchmark 1.”* The Naturepedic food-grade polyethylene is also approved by GOTS, MADE SAFE and GREENGUARD Gold.

3. **Avoiding allergenic materials** – Some “organic” or “natural” crib mattresses fill the inside of the mattress with (organic) latex. Latex may be organic, but it’s also allergenic. The Naturepedic policy is that if you’re an adult, Naturepedic offers mattresses with or without latex (and if you’re allergic, you presumably know it and you don’t buy products that contain latex). But for baby and children’s products, Naturepedic does not use any latex whatsoever.
4. **Extra breathability** – Naturepedic offers an extra layer of airflow between the baby and the mattress. This extra layer of airflow provides extra breathability to a baby face down, and it meets and exceeds the Intertek standard for complete breathability for a baby face down with its head straight down into the mattress surface. In fact, the Naturepedic design provides extra breathability many times over the Intertek standard for complete breathability.
5. **When it comes to these “extra” considerations, i.e. hygienic and allergenic issues, Naturepedic doesn’t just follow GOTS, etc.** Instead, Naturepedic goes beyond GOTS, etc. Naturepedic also does not use pesticides, GMO materials, endocrine disrupters and other materials that do not meet the Naturepedic “no-compromise” standards. As such, these are additional examples of how Naturepedic goes beyond the organic/natural industry certification standards and how Naturepedic tries to create the “no-compromise” mattress.



It's time to get dangerous chemicals out of baby (and adult) products, certainly including mattresses (a baby sleeps on a mattress for perhaps 15 hours every day). To achieve this, Naturepedic follows the GOTS program for certified organic mattresses, plus the MADE SAFE program, which, together, are believed to be the most stringent standards for non-toxic mattresses anywhere in the mattress marketplace. Naturepedic not only meets these standards, but goes beyond them.

In particular, Naturepedic has been making organic mattresses for over 15 years, and Naturepedic has been leading the positive changes that are finally beginning to happen in the mattress industry. Naturepedic is not really a "mattress company that decided to make organic models." Naturepedic is more of an environmental company that makes mattresses. That said, it's ridiculous that we need a separate company like Naturepedic to exist and which provides specially designed certified organic and non-toxic mattresses in order for people to get a mattress that isn't full of questionable chemicals and related safety issues.

So thank you for your interest. If appropriate, congratulations to you for taking responsible steps to get a healthier mattress for your baby.



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NATUREPEDIC FOUNDER
& TECHNICAL DIRECTOR