

# A Q&A WITH NATUREPEDIC FOUNDER

## OUR COMMITMENT TO ORGANIC ADULT + KID PRODUCTS



# Q&A REGARDING GOTS AND ORGANIC FRAUD IN THE ORGANIC 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; and (c) the value of other mattress certifications.

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 consistent 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 manufacturers 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 increase 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.*

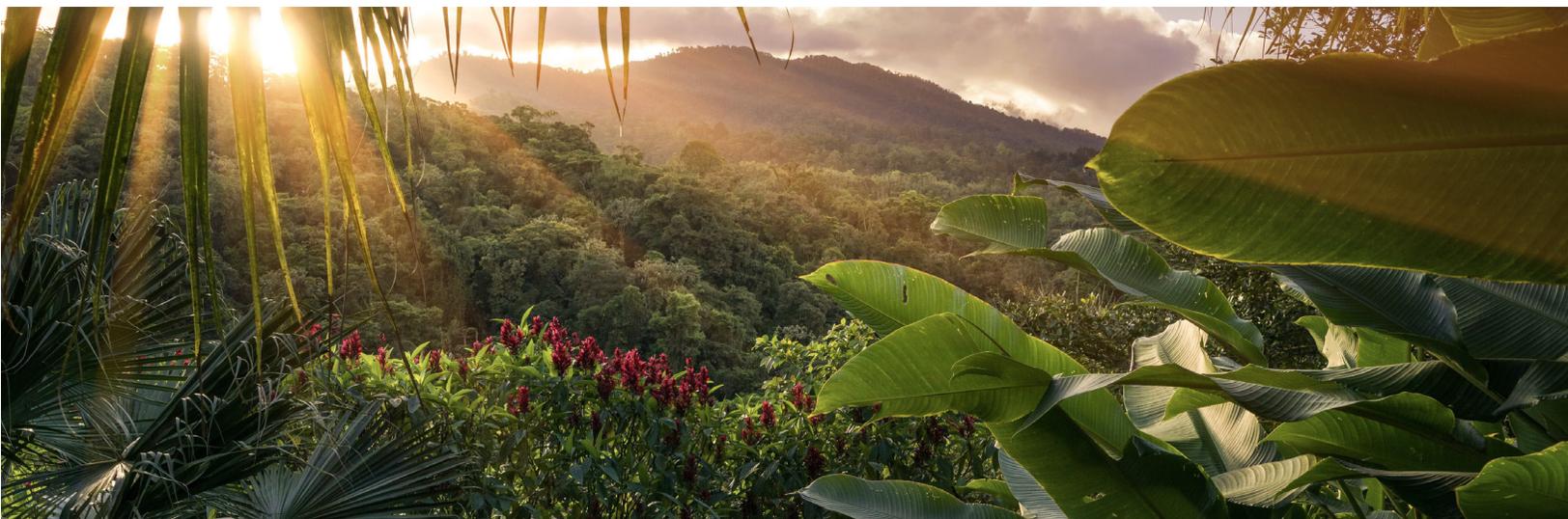
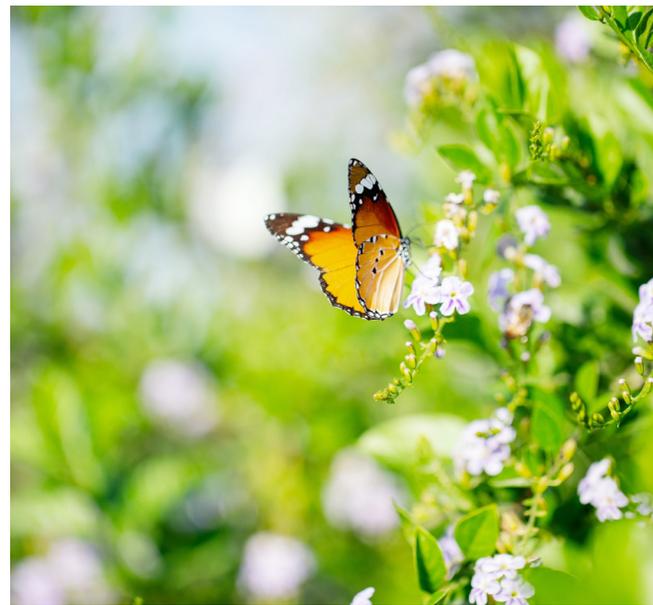
2. All Naturepedic products are also certified by **GREENGUARD Gold®**. GREENGUARD Gold does not focus on the materials in the product in any detailed manner. Instead, they put the product into a sealed chamber and test for off-gassing of a number of common VOCs that may be coming out of the product and into the surrounding air. This is a helpful test.

**Note:** GREENGUARD used to have a standard that was called GREENGUARD "Select", and which was a stricter standard. Naturepedic was the only 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 disruptors, 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. Naturepedic views the GOTS standard as the starting point and not the ceiling as to its objectives relating to organic and non-toxicity standards.





## OTHER BENEFITS OF NATUREPEDIC MATTRESSES

### 1. ORGANIC & NON-TOXIC

This has been addressed above. Naturepedic focuses on making sure that every mattress is certified organic and certified non-toxic. Naturepedic heavily uses certified organic cotton fabric, certified organic cotton fill, certified organic wool, and all latex is GOLS or FSC® Preferred by Nature (affiliated with Rainforest Alliance) certified. Naturepedic is extra careful as to who and where it buys its raw materials from. Included, as indicated above, no organic cotton (fabric or fill) comes from India or China.

### 2. ELIMINATE FLAME RETARDANT CHEMICALS AND BARRIERS

Naturepedic designs its mattresses to pass all government flammability standards without needing to use any flame retardant chemicals or chemical flame barriers.

### 3. ELIMINATE PETROLEUM

Most mainstream mattresses are filled with polyurethane foam. Naturepedic mattresses do not contain polyurethane foam. As well, Naturepedic mattresses have eliminated most other petroleum-based materials. The petroleum-based materials that remain in Naturepedic products are generally materials in the most favorable category as defined by Clean Production Action. In other words, Clean Production Action concludes regarding PLA (polylactic acid), polypropylene and polyethylene that: *"For each manufacturing step, no core chemical inputs are chemicals of high concern as defined by GreenScreen Benchmark 1"* (go to <https://www.cleanproduction.org/>).

#### 4. NO HOT & SWEATY TENDENCIES

Mattresses with petroleum foams have a tendency to make sleepers feel hot and sweaty. In fact, mattress manufacturers and stores frequently boast that they added “cooling gels” which are intended on making the sleeping experience less hot and sweaty. Naturepedic mattresses do not have these hot and sweaty sleeping issues because the petroleum is mostly gone.

#### 5. CHOOSE & CUSTOMIZE YOUR COMFORT LEVEL

When examining a mattress, you should ask “why can’t you look under the hood?” Indeed, Naturepedic mattresses are designed to be **more comfortable** than other mattresses. How is that possible? It’s because with most mattresses (including both mainstream mattresses as well as other certified organic mattresses) there is only one firmness option. Every mattress comes with one firmness and that’s your only choice. Not so with Naturepedic – most Naturepedic mattresses (EOS Classic, EOS Pillowtop, EOS Trilux, Halcyon Azure, Halcyon Arcadia and Halcyon Elysium) allow you to open up the mattress so you can see what’s inside, and so you can pick the firmness of the components. For example, you can select soft, medium or firm latex layers and soft or plush individually encased coil layers. Said differently, if you prefer to sleep on “jello,” or prefer “concrete,” or any other firmness, you can design your mattress to get the firmness that you prefer. Then, you and your partner can have a different firmness on each side of the mattress (so you don’t have to put up with your partner’s preferences and your partner doesn’t have to put up with your preferences). Plus, when your mattress arrives, you can even swap components and change the feel of your mattress for 90 days at no charge.

#### 6. ENVIRONMENTAL SUSTAINABILITY

Because you can open up the mattress and exchange components, you can keep your mattress indefinitely. If you want a different firmness ten years down the road, don’t throw out the entire mattress – just get a different component (it’s easy, just call us). Or, as another example, if the dog makes a mess on the surface of the mattress, don’t throw out the entire mattress – just get another cover fabric (again, it’s super easy).



## IN SUMMARY, NATUREPEDIC MATTRESSES ARE...

- (a) **organic certified** – Naturepedic has been organic certified for over 12 years with consistent high marks;
- (b) **non-toxic certified** – Naturepedic does not use pesticides, formaldehyde, endocrine disrupters, GMO materials and other materials that are not acceptable with the Naturepedic “no-compromise” thinking;
- (c) **made without many chemicals and materials that are acceptable even to other certified organic manufacturers** because, for example, Naturepedic doesn’t just follow the GOTS minimum requirements, etc. Instead, Naturepedic goes beyond GOTS, etc. For example, as discussed, this includes various flame retardant chemicals or glues/adhesives. Naturepedic goes beyond the organic/natural industry certification standards and tries to create the “no-compromise” mattress.
- (d) **made to be comfortable without risking sleepers getting hot and sweaty;**
- (e) **more comfortable** because you can pick whatever firmness meets your preferences, and
- (f) **more environmentally sustainable** because you can keep it indefinitely and won’t need to send it to a landfill anytime soon like with most mattresses.



It's time to get dangerous chemicals out of mattress (and other) products. 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. Then, Naturepedic not only meets these standards, but goes beyond them as reasonably possible.

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, the broader perspective remains that it's ridiculous that we should 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.



**BARRY A CIK**

PE, CP, BCEE, QEP, CHMM, CDFE, REM  
NATUREPEDIC FOUNDER  
& TECHNICAL DIRECTOR