

The Eco-Check

Read the label. Check the claim. Decide for yourself.

Use this on any food, skincare, or household product. There are no scores and no right answers. It simply helps you see what a product actually tells you.

1. Ingredients: what's in it?

Look at the ingredient list, not just the front of the pack.

- ☐ Is there a full ingredient list? (If not, note that.)
- ☐ What are the first five ingredients? Ingredients are generally listed from most to least, so these make up most of the product.
- ☐ Do you recognise the main ingredients, or can you look them up?
- ☐ Is the ingredient you bought it for near the top or the bottom of the list?
- ☐ Does it list "fragrance" or "parfum" without saying what it contains?
- ☐ Are there any ingredients you personally want to avoid (allergies, sensitivities, preferences)?
- ☐ For skincare: have you done a patch test?

2. Claims: what does the front say?

Marketing words can mean very different things.

- ☐ Write down the exact words used ("natural", "clean", "eco-friendly", "non-toxic", "chemical-free").
- ☐ Is each term defined or regulated where you live, or is it just a marketing word?
- ☐ Is the claim about the whole product, or just one ingredient ("with aloe", "made with real fruit")?
- ☐ Is it specific ("contains 95% plant-derived ingredients") or vague ("inspired by nature")?
- ☐ Does the ingredient list match the impression the front gives?
- ☐ For "free from" claims: what is left out, and does that matter to you?

3. Certifications: who says so?

A logo is only as useful as what stands behind it.

- ☐ Which logos are on the pack? Name each one.
- ☐ Who issues each one: an independent organisation, or the brand itself?
- ☐ What does it actually cover (ingredients, farming, packaging, fair trade)?
- ☐ Can you verify it on the issuer's website or database?
- ☐ Is there a certificate or licence number you can look up?

4. Packaging: what does it say and not say?

Small details on the pack are worth a look.

- ☐ Are the batch number and the expiry or best-before date shown?
- ☐ Is the ingredient list easy to read, or hidden or tiny?
- ☐ If it says "recyclable" or "eco-friendly", does it explain where and how?
- ☐ Is the amount of packaging reasonable for the product?
- ☐ Is there contact information for the company?

5. Fit: is it right for me?

Your needs and priorities decide, not the label.

- ☐ Price per unit (per 100 g or 100 ml), not just the shelf price.
- ☐ Does it suit my needs (skin type, diet, budget)?
- ☐ Have I considered a simpler or cheaper alternative?
- ☐ What matters most to me here? (circle one) Ingredients / Certification / Price / Packaging / Availability

My notes and decision

Product:

What I found:

What matters to me:

My decision:

Buy / Skip / Need more info

This checklist is educational and based on general research. It is not medical advice and does not judge any specific product or brand. Label rules and the meaning of terms vary by country, so check the requirements where you live.