



# SMART SCORE BOOK



## SMART MISSION

**“IT’S TIME TO BRING SMART PRODUCTS TO THE ENTIRE GLOBE. CHANGING THE WORLD IS A BIG GOAL, BUT IT’S ONE THAT WE ARE UP FOR!”**



## OUR HISTORY IS ROOTED IN CLEAN



Over 30 years ago, we started with a single product: Shampoo. In the process of creating our first product, we had to make a “Smart” decision: Either use conventional product ingredients or strive for something safer. We took the road never travelled. We chose safer for our customers, ourselves and the environment. Instead of formulating with SLS (Sodium Lauryl Sulfate), we opted for more sound ingredients. And, while we didn’t know it at the time, that “Smart” decision would go on to define our entire company.

Each one of our products is safe, affordable, and accessible to you and your home—and best of all, they perform better than those store-bought chemfests. We are a company that stands for honesty, integrity, and transparency. We don’t believe in compromise, so we’ve taken a stance against potentially harmful ingredients. Each year, our Lifestyle Advisory Board reviews and makes recommendations on our usage of every single ingredient in our warehouse. If it doesn’t pass that test, we don’t use it. We won’t compromise on safety and take pride in our ability to keep you out of harm’s way. SLS was the first ingredient to which we said no, starting a list of ingredients we refuse to use that now numbers in the thousands and continues to grow. Our formulas are pure, reliable and high-performing. It’s in our roots; it’s ingrained in who we are.



So, when we say that we’ve never used SLS and thousands of other potentially harmful ingredients and never will, we understand the undertaking and we mean it.



**NEVER IS POWERFUL  
AND AT MODERE  
WE MEAN IT!**

**MODERE LAUNDRY PACKS: LAVENDER WITH VANILLA**

Our Laundry Packs leave clothes with a lovely, light lavender and vanilla scent. Each Pack is already measured out, making laundry day faster and more convenient.

Price: \$13.49  
32 Loads



- Convenient pre-measured packs – just toss in your machine and you’re good to go
- Naturally derived, non-toxic to the environment, and clean-rinsing formula
- Non-chlorinated bleaching agent keeps whites white and brights bright
- Free of: harsh chemicals, phosphates, dyes, chlorine, and NPE
- Compatible with both traditional and HE (high efficiency) washing machines
- Highly effective stain removal even at low temperatures
- Biodegradable packs dissolve easily water

**INGREDIENTS:**

Sodium Carbonate Peroxide, Sodium Carbonate, Sodium Bicarbonate, Sodium Chloride, Sodium Citrate, Sodium Metasilicate, TAED, Sodium C10-13 Alkyl Benzenesulfonate, Fragrance (Parfum), C9-11 Pareth-6, Hydrated Silica, Citric Acid, Subtilisin, Lipase, Alpha-Amylase, Polyvinyl Alcohol

**NOTES:** CAUTION: KEEP OUT OF REACH OF CHILDREN AND PETS. ALWAYS CLOSE THE CONTAINER AFTER USE. HARMFUL IF SWALLOWED. DO NOT PUT IN MOUTH OR INGEST. MAY IRRITATE EYES. DO NOT EXPOSE TO EYES.

**QUICK SCORE**

18+1	
Competitor Product	Smart Score
All Mighty Pacs Free Clear	16
Gain Flings – Tropical Sunrise	26
Persil ProClean Power Caps	20
Purex Ultra Packs Free & Clear	10
Tide Pods Free & Gentle	20
<b>TOTALS</b>	<b>18</b>

## ALL MIGHTY PACS FREE CLEAR

**Smart Score: 16+1**

Price: \$8.19  
45 Loads

**HIGHLIGHTS:** Net cost of \$7.67 (0.24¢ per load) to remove 16 ingredients and 1 warning label.

**INGREDIENTS:** ETHANOLAMINE, DISODIUM DISTYRYLBIPHENYL DISULFONATE, ANIONIC SURFACTANTS, ENZYMES, NONIONIC SURFACTANTS, ALCOHOL ETHOXYLATES (C12), SODIUM DODECYLBENZENESULFONATE, ALCOHOL ETHER SULFATE, ACRYLIC POLYMER, DENATONIUM BENZOATE, ALCOHOL ETHOXYLATES (C12-15), LINEAR ALKYL BENZYL SULFONATES (C10-16), PROTEASE, SUBTILISIN, PROPYLENE GLYCOL, COCONUT FATTY ACID, GLYCERIN, WATER, ALCOHOL DENATURED, ETHANOL

**WARNING LABEL:** Keep out of reach of children. Keep contents out of eyes. Eye irritant. Harmful if swallowed or put in mouth. See cautions on back. Keep out of the reach of children. Do not get in eyes. May be harmful if swallowed. Never handle packet with wet hands which may increase exposure. If swallowed, rinse out mouth and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse immediately with water for at least 15 minutes and seek medical attention.

## GAIN FLINGS – TROPICAL SUNRISE

**Smart Score: 26+1**

Price: \$11.99  
42 Loads

**HIGHLIGHTS:** Net cost of \$4.35 (0.14¢ per load) to remove 26 ingredients and 1 warning label.

**INGREDIENTS:** COLORS, FRAGRANCE, DISODIUM DISTYRYLBIPHENYL DISULFONATE, NONIONIC SURFACTANTS, AZIRIDINE, HOMOPOLYMER, ETHOXYLATED, ENZYMES, ANIONIC SURFACTANTS, LINEAR ALKYL BENZENE SULFONATES, C12-16 PARETH-9, ALCOHOL ETHOXYLATES, POLYETHYLENEIMINE ETHOXYLATES, MONOETHANOLAMINE CITRATE, BENZISOTHAZOLINONE, PENTASODIUM DTPA, DIPROPYLENE GLYCOL, POLYOXYMETHYLENE MELAMINE, SODIUM BISULFITE, STYRENE/ACRYLIC COPOLYMER, ALKYL BENZENE SULFONATE, ETHANOLAMINE SALT, ALCOHOL ETHOXYLATES (C12-16), ETHANOL, 2-AMINO-, COMPDS. WITH POLYETHYLENE GLYCOL HYDROGEN SULFATE C12-15-ALKYL ETHERS, AMYLASE, FORMIC ACID, CALCIUM SALT, SODIUM FORMATE, SUBTILISIN, WATER, PROPYLENE GLYCOL, FATTY ACIDS, GLYCERIN, HYDROGENATED CASTOR OIL

**WARNING LABEL:** Eye irritant. Harmful if swallowed. Keep out of reach of children. CAUTION: Keep out of reach of children and pets. Do not put in mouth or ingest. May irritate eyes. Do not get in eyes. Always close container after use. Never handle pac with wet hands. Store in a cool, dry place. FIRST AID TREATMENT: Contains nonionic and anionic surfactants, ethoxylated polyethylene polyamine (polymer) and enzymes. If swallowed, give a glass of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse immediately with plenty of water for 15 minutes, and seek medical advice. If on skin or clothing, remove contaminated clothing and rinse skin well with water.

## PERSIL PROCLEAN POWER CAPS

**Smart Score: 20+1**

Price: \$10.79  
38 Loads

**HIGHLIGHTS:** Net cost of \$4.40 (0.14¢ per load) to remove 20 ingredients and 1 warning label.

**INGREDIENTS:** POLYVINYL ALCOHOL, ETHANOLAMINE, COLORS, ETHANOLAMINE and LINEAR ALKYL BENZENE SULFONATE, FRAGRANCE, ALCOHOL ETHOXYLATES, DISODIUM DISTYRYLBIPHENYL DISULFONATE, CONCENTRATED SURFACTANTS, ENZYMES, ALKYL BENZENE SULFONATE, POLYETHYLENEIMINE ETHOXYLATES, ALCOHOLS, C13-15 BRANCHED AND LINEAR, BUTOXYLATED ETHOXYLATED, ALCOHOL ETHOXYLATES (C13-15), PROTEASE, AMYLASE, CELLULASE, MANNANASE, ETHANOL, GLYCERIN, SODIUM SOAP, WATER, PROPYLENE GLYCOL, ALCOHOL DENATURED

**WARNING LABEL:** Keep out of reach of children. Contains concentrated surfactants, enzymes, ethanol, and fragrance. HARMFUL IF SWALLOWED. EYE & SKIN IRRITANT. Use with dry hands only. Wash hands immediately after use. Always close container after use. FIRST AID: IF SWALLOWED: Rinse mouth. Do not induce vomiting. Call poison control center or doctor or 1-800-457-8739 immediately. EYES/SKIN: Rinse immediately with water for at least 15 minutes. Seek medical attention.

## PUREX ULTRA PACKS FREE & CLEAR

**Smart Score: 10+1**

Price: \$18.28  
36 Loads

**HIGHLIGHTS:** Net Savings of \$2.76 (0.09¢ per load) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** POLYVINYL ALCOHOL, ETHANOLAMINE and DODECYLBENZENE SULFONIC ACID, DISODIUM DISTYRYLBIPHENYL DISULFONATE, CONCENTRATED SURFACTANTS, LINEAR ALKYL BENZENE SULFONATE, ALCOHOL ETHOXYLATE, DENATONIUM BENZOATE, ALCOHOL ETHOXYLATES (C12-18), ETHANOL, GLYCERIN, FATTY ACIDS, PROPYLENE GLYCOL, WATER, ALCOHOL DENATURED

**WARNING LABEL:** Harmful if swallowed. Eye irritant. Keep contents out of eyes. Keep out of reach of children. HARMFUL IF SWALLOWED. EYE & SKIN IRRITANT. Use with dry hands only. Wash hands immediately after use. Always close container after use. FIRST AID: If swallowed - Rinse mouth. Do not induce vomiting. Call Poison Control Center, doctor, or 1-800-457-8739 immediately. EYES/SKIN: Rinse immediately with water for at least 15 minutes. Seek medical attention. KEEP OUT OF REACH OF CHILDREN.

### TIDE PODS FREE & GENTLE

**Smart Score: 20+1**

Price: \$11.99  
42 Loads

**HIGHLIGHTS:** Net cost of \$4.35 (0.14¢ per load) to remove 20 ingredients and 1 warning label.

**INGREDIENTS:** linear alkylbenzene sulfonates, C12-16 Parath-9, propylene glycol, alcoholthoxy sulfate, water, polyethyleneimine ethoxylate, glycerine, fatty acid salts, polyvinyl alcohol film, PEG-136 polyvinyl acetate, monoethanolamine citrate, sodium bisulfate, diethylenetriamine pentaacetate, sodium, disodium distyrylbiphenyl disulfonate, calcium formate, mannanase, xyloglucanase, sodium formate, hydrogenated castor oil, natalase, termamyl, subtilisin, benzisothiazolin

**WARNING LABEL:** Harmful if put in mouth or swallowed. Eye irritant. Pacs can burst if children put them in mouth or play with them. See warning on back label. Keep out of reach of children. Concentrated detergent pacs can burst if children put in them in mouth or play with them. The liquid inside is harmful if put in mouth, swallowed, or in eyes. Keep pacs out of reach of children. Store container where children cannot reach or climb to it, out of sight and in a secure place. Keep container fully closed. Never leave any pacs out of container. Do not let children handle pacs, even if supervised. Avoid breaking pacs. Do not handle pacs with wet or moist hands. Do not expose pacs to moisture. Do not cut or puncture pacs. If pacs stick together, do not try to separate them. May irritate eyes. Do not get in eyes. First Aid Treatment: Contains nonionic and anionic surfactants, ethoxylated polyethylene polyamine (polymer) and enzymes. Call a Poison Control Center or doctor immediately if detergent gets in mouth or eye or on skin. Immediately and thoroughly rinse eye or skin with water for 15 minutes. If swallowed, give a glass of water or milk. Do not induce vomiting.

### ARM & HAMMER PLUS OXI CRYSTAL BURST

**Smart Score: 13+1**

Price: \$7.99  
42 Loads

**HIGHLIGHTS:** Net cost of \$7.40 (0.23¢ per load) to remove 13 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM CARBONATE PEROXIDE, SODIUM CARBONATE, SODIUM BICARBONATE, HYDRATED SILICA, FABRIC BRIGHTENERS, FRAGRANCE, ANIONIC SURFACTANTS, ENZYME BLEND, NONIONIC SURFACTANTS, ALCOHOL ETHOXYLATES (C12-15), LINEAR ALKYL BENZYL SULFONATES (C10-16), KEROSENE (PETROLEUM), HYDROTREATED, TITANIUM DIOXIDE, POLYESTERS, STARCH, SUBTILISIN, PROPYLENE GLYCOL, SUCROSE

**WARNING LABEL:** Eye irritant. Harmful if swallowed. CAUTION: Contains anionic and nonionic surfactants, sodium carbonate, perfume, and enzymes. Avoid contact with eyes. If contact occurs, flush immediately with water for 10-15 minutes. If swallowed, rinse mouth and drink a glass of water or milk. In either case call a physician. May irritate skin. If detergent sticks to skin, brush off and rinse thoroughly with cool water. KEEP OUT OF REACH OF CHILDREN.

### KIRKLAND SIGNATURE ULTRA CLEAN

**Smart Score: 7\*+1**

Price: \$20.99  
152 Loads

**HIGHLIGHTS:** Net cost of \$9.07 (0.28¢ per load) to remove 7\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS  
STABILIZER, COLORS, ANIONIC SURFACTANTS, NONIONIC SURFACTANTS, FRAGRANCE, FABRIC BRIGHTENERS, ENZYMES

**WARNING LABEL:** HARMFUL IF SWALLOWED OR PUT IN MOUTH. EYE IRRITANT. KEEP OUT OF REACH OF CHILDREN AND PETS. Keep out of reach of children; DO NOT PUT IN MOUTH. DO NOT GET IN EYES. If swallowed, rinse out mouth and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse with water for 15 minutes and seek medical advice.

### SEVENTH GENERATION FREE & CLEAR PACKS

**Smart Score: 10+1**

Price: \$12.99  
45 Loads

**HIGHLIGHTS:** Net cost of \$4.25 (0.13¢ per load) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** sodium carbonate, Sodium citrate, amylase, laureth-6, hydrated silica, cocos nucifera (coconut) oil, protease, mannanase, cellulose, Fragranced with plant-based essential oils and botanical extracts

**WARNING LABEL:** Flush immediately if product enters eyes, drink water if product is swallowed, keep out of eyes, keep out of reach of children, seek medical help if product is swallowed, may be fatal if swallowed, eye irritant.

## UP & UP LAUNDRY PACS, GREEN MEADOW

**Smart Score: 4\*+1**

Price: \$8.49  
35 Loads

**HIGHLIGHTS:** Net cost of \$5.73 (0.18¢ per load) to remove 4\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS

**CLEANING AGENT, ANIONIC SURFACTANTS, NONIONIC SURFACTANTS, ENZYMES**

**WARNING LABEL:** Harmful if swallowed or put in mouth. Eye irritant. Keep pacs out of reach and out of sight of children. Store container where children cannot touch or climb to it, in a locked place if needed. Be sure it is fully closed. Never let children handle pacs, even if supervised. Do not leave pacs outside this container. Avoid breaking pacs. -Water or saliva quickly dissolve pacs. -Never handle with wet hands. -Never pull apart stuck pacs. -Do not puncture or cut open. **FIRST AID:** Call a Poison Control Center (1-800-222-1222) or doctor immediately and: -if swallowed, rinse out mouth, do not induce vomiting. -if in eyes, rinse immediately with water for at least 15 minutes.

## THE HONEST CO. LAUNDRY PACKS

**Smart Score: 7+1**

Price: \$15.99  
50 Loads

**HIGHLIGHTS:** Net cost of \$3.26 (0.10¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Sodium Carbonat, Sodium Carbonate Peroxide, Sodium Metasilicate, Sodium Sulfate, **Lauryl Glucoside, C9-11 Pareth-3, C12-15 Pareth-7**, Sodium Citrate, Tetrasodium Iminodisuccinate, **Alpha Amylase, Alpha Protease**, Cellulose Gum, Silica, **Calcium Silica**, Polyvinyl Alcohol

**WARNING LABEL:** Caring Caution: Avoid contact with eyes. In case of eye contact, flush with water for 15 minutes. Do not ingest. If swallowed, drink water and consult your physician. Keep out of reach of children and pets.

## NELLIE'S ALL-NATURAL LAUNDRY NUGGETS

**Smart Score: 4\*+1**

Price: \$23.99  
50 Loads

**HIGHLIGHTS:** Net Savings of \$1.86 (0.06¢ per load) to remove 4\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS

**SODA ASH, LINEAR ALCOHOL ETHOXYLATES, SODIUM METASILICATE, MONOSOL FILM, COCONUT DERIVED, SURFACTANT, SODIUM CARBONATE, SODIUM CHLORIDE**

**WARNING LABEL:** Caution: Do not get in eyes. First Aid Treatment: Contains Sodium Silicate. If in eyes, rinse with water for 10 min. If swallowed, call poison control centre or doctor immediately. Do not induce vomiting. Keep out of the reach of children.

## CHARLIE'S SOAP LAUNDRY POWDER PACKS

**Smart Score: 1\*+1**

Price: \$15.67  
30 Loads

**HIGHLIGHTS:** Net Savings of \$3.22 (0.10¢ per load) to remove 1\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS

Sodium Carbonate, **C12-15 Pareth-2**, Sodium Metasilicate, Cellulose Gum

**WARNING LABEL:** Eye irritant. Keep away from children.



**MODERE FABRIC SOFTENER**

Our nontoxic† Fabric Softener is formulated with a potent, plant derived ingredient that is designed to help rid garments of static while keeping them silky soft. The light jasmine fragrance also refreshes your clothing and senses with every use.

Price: \$9.99  
32 Loads



- Readily biodegradable & greywater safe
- Nontoxic†
- Tested to biodegrade in 3 weeks‡
- 4X concentrated formula reduces static & wrinkles
- Compatible with both standard & high-efficiency (HE) machines
- Soft jasmine fragrance keeps your clothes smelling fresh
- Use with Modere Laundry Detergent for clean & soft clothing



**INGREDIENTS:**

Water, Dihydrogenated Palmoylethyl Hydroxyethylmonium Methosulfate\*, Alcohol, Modified Polyethylene Glycol Ether, Lactic Acid, Fragrance, Calcium Chloride, Sorbitan Stearate, Denatonium Benzoate

**NOTES:**

\* Plant-derived ingredient

† For customers under normal conditions of use

‡ Full mineralization achieved according to OECD 301D protocol testing

**QUICK SCORE**

<b>7+1</b>	
Competitor Product	Smart Score
Downy Ultra Fabric Softener	6
Gain Ultra Fabric Softener, Island Fresh	9
Mrs. Meyer’s Clean Day, Lemon Verbena	7
Purex Classic Mount Breeze	4
Snuggle Ultra Liquid Fabric Softener, Blue Sparkle	11
<b>TOTALS</b>	<b>7</b>



### DOWNY ULTRA FABRIC SOFTENER

**Smart Score: 6+1**

Price: \$4.99.  
40 Loads

**HIGHLIGHTS:** Net cost of \$6.00 (0.19¢ per load) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** DIETHYLOXYESTER DIMETHYL AMMONIUM CHLORIDE (DEEDMAC), FABRIC SOFTENING AGENT, BENZISOTHIAZOLINONE, FORMIC ACID, DIMETHYL SILOXANES AND SILICONES, PENTASODIUM DTPA, AMMONIUM CHLORIDE, STARCH, CALCIUM CHLORIDE

**WARNING LABEL:** Liquid fabric softener can increase fabric flammability. Using more than recommended can increase this effect. Do not use this product: On children's sleepwear or garments labeled as flame resistant as it may reduce flame resistance. On garments made with fluffier fabrics (such as fleece, velour, chenille, and terry cloth).

### GAIN ULTRA FABRIC SOFTENER, ISL. FRESH

**Smart Score: 9+1**

Price: \$4.79.  
60 Loads

**HIGHLIGHTS:** Net cost of \$7.44 (0.23¢ per load) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** CALCIUM CHLORIDE, WATER, FRAGRANCE, DIETHYLOXYESTER DIMETHYL AMMONIUM CHLORIDE (DEEDMAC), FABRIC SOFTENING AGENTS, BENZISOTHIAZOLINONE, FORMIC ACID, LIQUITINT ORANGE, DIMETHYL SILOXANES AND SILICONES, PENTASODIUM DTPA, AMMONIUM CHLORIDE, STARCH, ALCOHOL DENATURED

**WARNING LABEL:** Liquid fabric softener can increase fabric flammability. Using more than recommended can increase this effect. DO not use this product: \* On children's sleepwear or garments labeled as flame resistant as it may reduce flame resistance. \* On garments made with fluffier fabrics (such as fleece, velour, chenille, and terry cloth).

### MRS. MEYER'S CLEAN DAY, LEMON VERB.

**Smart Score: 7+1**

Price: \$6.79.  
32 Loads

**HIGHLIGHTS:** Net cost of \$3.20 (0.10¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dihydrogenated Palmolethyl Hydroxyethylmonium Methosulfate, Calcium Chloride, Isopropyl Alcohol, Fragrance, Gossypium Herbaceum (Cotton) Seed Extract, Citrus Medica Limonum (Lemon) Peel Oil, Abies Alba (Fir) Leaf Oil, Cymbopogon Schoenanthus (Lemongrass) Oil, Glycerin, Polysorbate 20, PEG-5 Cocoate, Methylisothiazolinone, Benzisothiazolinone

**WARNING LABEL:** CAUTION: Avoid eye contact. Keep out of reach of children and pets. If product gets in eyes flush with water.

### PUREX CLASSIC MOUNT BREEZE

**Smart Score: 4+1**

Price: \$5.54  
40 Loads

**HIGHLIGHTS:** Net cost of \$5.56 (0.17¢ per load) to remove 4 ingredients and 1 warning label.

**INGREDIENTS:** WATER, CALCIUM CHLORIDE, QUATERNARY AMMONIUM COMPOUNDS, METHYLISOTHIAZOLINONE, FRAGRANCE, CATIONIC FABRIC SOFTENERS, DIMETHICONE, LIQUITINT ROYAL BLUE/MC

**WARNING LABEL:** Do not pour directly on fabric as spotting may occur. If spotting does occur, dampen fabric and scrub with mild bar soap. Rewash. Purex Fabric Softener is not intended for use on children's sleepwear or other flame resistant fabrics as it may reduce flame resistance. Do not use on cotton-containing fluffier fabrics such as terry cloth and fleece as this may increase flammability. Do not dilute with water and store. Do not refill bottle with other liquids or beverages. If product freezes or thickens, dissolve a capful in one cup of hot water before use. Keep out of reach of children.

### SNUGGLE ULTRA ..., BLUE SPARKLE

**Smart Score: 11\*+1**

Price: \$11.40  
40 Loads

**HIGHLIGHTS:** Net cost of 0.87¢ (0.03¢ per load) to remove 11\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS:

Water, **FRAGRANCE, QUATERNARY AMMONIUM COMPOUNDS, FABRIC SOFTENERS, Hexyl cinnamic aldehyde, 1,2-Benzisothiazol-3(2H)-one, Isopropyl alcohol, Ethanaminium, 2-hydroxy-N,N-bis(2-hydroxyethyl)- N-methyl-, esters with C16-18 and C18-unsatd, fatty acids, Me sulfates (salts)**

**WARNING LABEL:** CAUTION: AVOID OVERDOSING. When drying small loads or single garments, add only one-half sheet. Snuggle Sheets are not for use on children's sleepwear or other garments labeled as flame resistant as it may reduce flame resistance. KEEP OUT OF REACH OF CHILDREN.

### SEVENTH GENERATION, BLUE EUC. & LAV.

**Smart Score: 6+1**

Price: \$3.99  
32 Loads

**HIGHLIGHTS:** Net cost of \$6.95 (0.22¢ per load) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Water, dihydrogenated palmolethyl hydroxyethylmonium methosulfate, calcium chloride, **dipropylene glycol, sodium carbonate, eucalyptus globulus leaf oil, lavandula angustifolia oil, lavandula hybrida oil, pinus sylvestris leaf oil, benzisothiazolinone, methylisothiazolinone, Linalool**

**WARNING LABEL:** Keep out of reach of children. If product gets into eyes, flush thoroughly with water. If swallowed, drink plenty of water. **WARNING:** Not for use on children's sleepwear or other garments labeled as flame resistant as it may reduce flame resistance. Fabric softeners can increase the flammability of fabric. Avoid using this product on fluffier, cotton-based fabrics such as fleece, flannel and terrycloth.

### SUAVETAL - MORNING SUN

**Smart Score: 6+1**

Price: \$2.97  
32 Loads\*

**HIGHLIGHTS:** Net cost of \$7.02 (0.22¢ per load) to remove 6 ingredients and 1 warning label.

**NOTES:** \* 32 Small Loads \*\* Non Specific Ingredients Below

**INGREDIENTS:** WATER, **COLORS\*\***, **FRAGRANCE, TRI ETHANOL AMINE QUAT (TEAQ), POLYACRYLATES, AMINOTRIMETHYLENE PHOSPHONIC ACID, FABRIC SOFTENER\*\***, LACTIC ACID

**WARNING LABEL:** In case of contact with eyes, rinse thoroughly with water. Do not use on fluffier fabrics containing cotton, such as fleece and terry cloth. The use of liquid fabric softeners can increase the flammability of these types of fabrics by increasing fluffiness. Do not use on children's sleepwear or other flame resistant garments as it may reduce flame resistance. If product freezes or thickens, dissolve a capful in a cup of water. Shake well before use.

### ENSUENO BABY FABRIC SOFTENER

**Smart Score: 7+1**

Price: \$3.49  
34 Loads

**HIGHLIGHTS:** Net cost of \$6.71 (0.21¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, **Quaternized Triethanolamine Diester, Fragrance, Cationic Acrylate Thickener Emulsion, Polydimethyl Siloxane, Aloe Vera Extract, Glutaric Acid Dialdehyde, Dye**

**WARNING LABEL:** Keep out of reach of children. In case of eye contact, rinse thoroughly with water. If swallowed, consult a physician.

### ENSUENO MAX SPRING FRESH

**Smart Score: 7+1**

Price: \$3.49  
34 Loads

**HIGHLIGHTS:** Net cost of \$6.71 (0.21¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Quaternized Triethanolamine Diester, Fragrance, Cationic Acrylate Thickener Emulsion, Polydimethyl Siloxane, Aloe Vera Extract, Glutaric Acid Dialdehyde, Dye

**WARNING LABEL:** Keep out of reach of children. In case of eye contact, rinse thoroughly with water. If swallowed, consult a physician.

### ULTRA DOWNY INFUSION LAVEN. & SEREN.

**Smart Score: 8+1**

Price: \$4.49  
48 Loads

**HIGHLIGHTS:** Net cost of \$7.00 (0.22¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Water, Diethyl ester dimethyl ammonium chloride, Fragrance, Calcium Chloride, Formic acid, Hydrochloric acid, Dye, Polydimethylsiloxane, Methylisothiazolinone, Methylchloroisothiazolinone, Cationic polymer, Diethylenetriamine pentaacetate - sodium salt

**WARNING LABEL:** Liquid fabric softener can increase fabric flammability. Using more than recommended can increase this effect. Do not use this product: on children's sleepwear or garments labeled as flame resistant as it may reduce flame resistance; on garments made with fluffier fabrics (such as fleece, velour, chenille, and terry cloth).

### METHOD BEACH SAGE FABRIC SOFTENER

**Smart Score: 7+1**

Price: \$5.59  
45 Loads

**HIGHLIGHTS:** Net cost of \$5.94 (0.19¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Canola-Amidoethyl Hydroxyethylammonium Methyl Sulfate, Propylene Glycol, Coco Methyl Ester Ethoxylate, Fragrance, Citric Acid, Sodium Citrate, Polymeric Teal, Polymeric Blue, Polymeric Yellow, Preservatives (May Contain: Methylisothiazolinone, Benzisothiazolinone, Phenoxyethanol)

**WARNING LABEL:** May irritate eyes. Do not get in eyes. First Aid Treatment: If in eyes, rinse with water for 15 minutes. If swallowed, call a Poison Control Center or doctor immediately. Do not induce vomiting. Keep out of reach of children.

### AMWAY LEGACY CLEAN – ORIGINAL

**Smart Score: 4\*+1**

Price: \$31.25  
200 Loads

**HIGHLIGHTS:** Net cost of \$4.99 (0.16¢ per load) to remove 4\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS

Water, Dihydrogenated Tallowamidoethyl Hydroxyethylmonium Methosulfate, Isopropyl Alcohol, Fragrance, Calcium Chloride, Potassium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone



**DISHWASHER PACKS: RED PEAR WITH MAGNOLIA**

Red Pear with Magnolia Dishwasher Packs by Modere take two scents and pair it with safe, effective, pre-measured dishwasher detergent.

Price: \$14.99  
32 ct



- Pre-measured pods mean no spills and no need to measure
- Safe formula with rinse aid included won't leave behind spots or residue
- Biodegradable pack is safe for you and the environment
- Powerful detergents destroy even the greasiest of food residue
- Free of: phosphates, dyes, chlorine, and NPE.
- Dissolves easily in hot or cold water
- Standard and European model compatible
- Leaves dishes sparkling
- Built-in rinse aid for spot free dishes

**INGREDIENTS:**

Sodium Citrate, Sodium Carbonate Peroxide, Sodium Sulfate, Sodium Carbonate, Sodium Silicate, Linear Alcohol Ethoxylate, Tetrasodium Iminodisuccinate, Hydrated Silica, Sodium Polyaspartate, Amylase Enzyme Blend, Subtilisin Organic Enzyme Blend (Protease), Polyvinyl Alcohol, Fragrance – Red Pear with magnolia from essential oils

**NOTES:** CAUTION: KEEP OUT OF REACH OF CHILDREN AND PETS. ALWAYS CLOSE THE CONTAINER AFTER USE. HARMFUL IF SWALLOWED. DO NOT PUT IN MOUTH OR INGEST. MAY IRRITATE EYES. Do not get in eyes.

**QUICK SCORE**

<b>12+1</b>	
Competitor Product	Smart Score
Cascade Complete	16
Finish All in 1 Gelpacs	22
Melaleuca Diamond	8
Mrs. Meyer's	7
Sunlight	8
<b>TOTALS</b>	<b>12</b>

### CASCADE COMPLETE PACKS

**Smart Score: 16+1**

Price: \$7.98  
28 Loads

**HIGHLIGHTS:** Net cost of \$5.87 (0.18¢ per load) to remove 16 ingredients and 1 warning label.

**POWDER INGREDIENTS:** Sodium Carbonate, Sodium Sulfate, Sodium Silicate, **Amylase Enzyme, Perfumes, Water, Methyl Glycine Diacetic Acid, Trisodium Salt, Sodium Percarbonate, Modified Polyacrylate, Protease Enzyme, Hydrozincite, Alcohol Alkoxylate, Amine Cobalt Salt,** **LIQUID INGREDIENTS:** Alcohol Alkoxylate, Dipropylene glycol, Glycerine, **Acid Red #33 and/or, FD&C Yellow #5 and/or, Acid Blue 182 and/or, Dye Reactive Green 12,** **FILM INGREDIENTS:** Polyvinyl Alcohol Copolymer

**WARNING LABEL:** Warnings: Keep out of reach of children. Skin Irritant. May cause eye irritation. Avoid contact with eyes and skin. First Aid: If on skin, wash with plenty of soap and water. Get medical attention if irritation persists. If in eyes, Immediately rinse eyes with plenty of water. Remove any contact lenses and continue rinsing eyes for at least 15 minutes. If irritation occurs, get medical attention immediately.

### FINISH ALL IN 1 GELPACS

**Smart Score: 22+1**

Price: \$5.47  
32 Loads

**HIGHLIGHTS:** Net cost of \$9.52 (0.30¢ per load) to remove 22 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM SILICATE, POLYVINYL ALCOHOL, **AMYLASE, FRAGRANCE, WATER, SULFURIC ACID, PHOSPHATES, CAPRYLYL PYRROLIDONE, ZINC SULFATE, METHYLISOTHIAZOLINONE, SODIUM POLYACRYLATE, SODIUM HYPOCHLORITE, PHOSPHONOBUTANETRICARBOXYLIC ACID, POLYCAROXYLATES, ENZYMES, TETRASODIUM GLUTAMATE DIACETATE, POLYMER, ALCOHOL ETHOXYLATES, PROPOXYLATED (C12-15), STYRENE/ACRYLATES COPOLYMER, FILLER, ULTRAMARINES, DIRECT BLUE 199, SODIUM LAURYL SULFATE, BENZISOTHIAZOLINONE, POLYACRYLIC ACID, SUBTILISIN, SODIUM FORMATE, XANTHAN GUM, AMYLASE, ALPHA-, CALCIUM CHLORIDE, POTASSIUM CHLORIDE, SODIUM CHLORIDE, POTASSIUM HYDROXIDE**

**WARNING LABEL:** Warnings: Keep out of reach of children. Skin Irritant. May cause eye irritation. Avoid contact with eyes and skin. First Aid: If on skin, wash with plenty of soap and water. Get medical attention if irritation persists. If in eyes, Immediately rinse eyes with plenty of water. Remove any contact lenses and continue rinsing eyes for at least 15 minutes. If irritation occurs, get medical attention immediately.

### MELALEUCA DIAMOND BRITE AUTOMATIC

**Smart Score: 8+1**

Price: \$9.00  
20 Loads

**HIGHLIGHTS:** Net cost of 0.59¢ (0.02¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** WATER SOFTENER, PRESERVATIVES, NONIONIC SURFACTANTS, FRAGRANCE, SHEETING POLYMER, FLOW AID, MELALEUCA ALTERNIFOLIA (TEA TREE) LEAF OIL, ENZYMES

**WARNING LABEL:** CAUTION: EYE IRRITANT. COMMONSENSE CAUTION: Keep out of reach of children. Do not mix with bleach. FIRST AID TREATMENT: In case of eye contact, flush with plenty of water. If swallowed, drink water and call a physician or Poison Control Center.

### MRS. MEYER'S CLEAN DAY LEMON VERBENA

**Smart Score: 7**

Price: \$7.59  
20 Loads

**HIGHLIGHTS:** Net cost of \$2.85 (0.09¢ per load) to remove 7 ingredients.

**INGREDIENTS:** Sodium Sulfate, Sodium Carbonate, Sodium Citrate, Sodium Carbonate Peroxide, Sodium Silicate, Hydrated Silica, Linear Alcohol Ethoxylate, **Sodium Polyacrylate, Citrus Medica Limonum Peel Oil, Abies Alba Leaf Oil, Cymbopogon Schoenanthus Oil, Protease, Amylase, Fragrance**

### SUNLIGHT LEMON OXI COMPLEX

**Smart Score: 8+1**

Price: \$4.93  
32 Loads

**HIGHLIGHTS:** Net cost of \$10.06 (0.31¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM SILICATE, SODIUM CARBONATE, SODIUM CITRATE, POLYACRYLATES, ALCOHOL ALKOXYLATES, BENZOTRIAZOLE, ENZYMES, LIQUITINT BLUE HP, ALCOHOLS, C16-22, ETHOXYLATED, ALCOHOL ETHOXYLATES (C12-13), TITANIUM DIOXIDE, SUBTILISIN, SODIUM CHLORIDE, SODIUM CARBONATE PEROXIDE, WATER

**WARNING LABEL:** CAUTION: IRRITANT; HARMFUL IF SWALLOWED OR PUT IN MOUTH. MAY IRRITATE EYES OR SKIN. KEEP OUT OF REACH OF CHILDREN. CAUTION: Do not get in eyes. Do not get on skin or clothing. FIRST AID TREATMENT: Contains sodium carbonate, sodium silicate, and enzymes. If swallowed give a glassful of water and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse with water for 15 minutes. If on skin, rinse well with water. THIS PRODUCT DOES NOT CONTAIN PHOSPHATES.

### SEVENTH GENERATION

**Smart Score: 6+1**

Price: \$10.99  
45 Loads

**HIGHLIGHTS:** Net cost of \$7.17 (0.22¢ per load) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Sodium carbonate, Sodium sulfate, Sodium polyaspartate, Sodium silicate, Citric acid, Sodium percarbonate, PPG-10-laureth-7, Sodium magnesium silicate, Sodium aluminosilicate, Protease, Amylase, Polyvinyl Alcohol, Glycerin

**WARNING LABEL:** KEEP OUT OF REACH OF CHILDREN. CAUTION: INJURIOUS TO EYES. HARMFUL IF SWALLOWED. Avoid contact with eyes, mucous membranes and prolonged skin contact. FIRST AID TREATMENT: For product contents see ingredient list. CONTACT WITH EYES: Flush immediately with water for at least 15 minutes and consult a physician. IF SWALLOWED: Drink plenty of water and call a Poison Control Center or physician immediately. Do not induce vomiting.

### THE HONEST CO.

**Smart Score: 3**

Price: \$10.99  
32 Ct

**HIGHLIGHTS:** Net cost of \$4.00 (0.13¢ per ounce) to remove 3 ingredients.

**INGREDIENTS:** Sodium Carbonate, Sodium Citrate, Sodium Metasilicate, Sodium Carbonate Peroxide, Sodium Sulfate, Silica, C9-11 Pareth-3, Sodium Polyaspartate, Tetrasodium Iminodisuccinate, Alpha Amylase, Alpha Protease, Polyvinyl Alcohol

### NELLIE'S ALL NATURAL ... DISH. NUGGETS

**Smart Score: 1+1**

Price: \$11.70  
24 Ct

**HIGHLIGHTS:** Net Savings of 0.61¢ (0.02¢ per ounce) to remove 1 ingredients and 1 warning label.

**INGREDIENTS:** ALCOHOL ETHOXYLATES, CITRIC ACID, SODIUM CITRATE, SODIUM CHLORIDE, SODIUM CARBONATE, SODIUM CARBONATE PEROXIDE

**WARNING LABEL:** Caution: 1. DO NOT PUNCTURE OR UNWRAP POUCH. 2. Handle with dry hands.

DISH WASH

Even the most stubborn of grease is no match for our nontoxic†, high-sudsing Dish Wash. Certified as greywater safe, our formula is both strong and environmentally sound. Plus, enjoy the reinvigorating scent of clementine with every wash.

Price: \$8.99  
16.2 oz



- Readily biodegradable & greywater safe
- Nontoxic†
- Tested to biodegrade in 3 weeks‡
- Concentrated formula cuts through oils & baked-on grease on glass, plastic, ceramic, metal & stoneware
- Get beautifully clean dishes without streaks or water spots after drying
- Fresh scent of clementine invigorates your dishwashing experience



**INGREDIENTS:**

Water, Sodium C14-16 Olefin Sulfonate\*, Sodium Methyl 2-Sulfolaurate\*, Disodium 2-Sulfolaurate\*, Lauryl Betaine\*, Lauramidopropylamine Oxide\*, Myristamidopropylamine Oxide\*, Magnesium Sulfate, Phenoxyethanol, Fragrance, Tetrasodium Glutamate Diacetate

**NOTES:**

- \* Plant-Derived Ingredient
- † For customers under normal conditions of use
- ‡ Full mineralization achieved according to OECD 301D protocol testing

QUICK SCORE

9+1	
Competitor Product	Smart Score
Ajax Triple Action Orange	9
Dawn Ultra Dish Soap	9
Ivory Classic	6
Joy Lemon Scent	13
Palmolive Ultra Strength	8
<b>TOTALS</b>	<b>9</b>



## AJAX TRIPLE ACTION ORANGE

**Smart Score: 9+1**

Price: \$2.97  
52.0 Oz

**HIGHLIGHTS:** Net cost of \$8.06 (0.50¢ per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, Lauramidopropylamine Oxide, Ammonium Lauryl Sulfate, Ammonium Laureth Sulfate, Sodium Chloride, Poloxamer 124, Fragrance, DMDM Hydantoin, Pentasodium Pentetate, Sodium Bisulfite, Methylchloroisothiazolinone, Methylisothiazolinone, FD&C Yellow 5, FD&C Red 40

**WARNING LABEL:** Avoid contact with eyes. If product contacts eyes, rinse thoroughly with water. Do not use with chlorine bleach to avoid irritating fumes.

## DAWN ULTRA DISH SOAP

**Smart Score: 9**

Price: \$4.99  
14.6 Oz

**HIGHLIGHTS:** Net cost of \$3.45 (0.21¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** WATER, PHENOXYETHANOL, FRAGRANCE, SODIUM LAURYL SULFATE, SODIUM LAURETH SULFATE, LAURAMINE OXIDE, ALCOHOL DENAT., SODIUM CHLORIDE, PPG-26, SODIUM HYDROXIDE, METHYLISOTHIAZOLINONE, RED 33, BLUE 1, YELLOW 5

## IVORY CLASSIC

**Smart Score: 6+1**

Price: \$2.82  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$7.09 (0.44¢ per ounce) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** WATER, PHENOXYETHANOL, FRAGRANCE, METHYLISOTHIAZOLINONE, PPG-26, CYCLOHEXANEDIAMINE TETRAACETIC ACID and CYCLOHEXANEDIAMINE, SODIUM LAURETH SULFATE, SODIUM LAURYL SULFATE, ALKYL DIMETHYL AMINE OXIDES, SODIUM CHLORIDE

**WARNING LABEL:** May irritate eyes. Do not get in eyes. Keep out of reach of children. First Aid Treatment: Contains anionic surfactants. If swallowed, drink a glass of water to dilute. If in eyes, rinse with water for 15 minutes.

## JOY LEMON SCENT

**Smart Score: 13+1**

Price: \$2.57  
30.0 Oz

**HIGHLIGHTS:** Net cost of \$7.60 (0.47¢ per ounce) to remove 13 ingredients and 1 warning label.

**INGREDIENTS:** PHENOXYETHANOL, WATER, TRICLOSAN, FD&C YELLOW 5, FRAGRANCE, METHYLISOTHIAZOLINONE, SURFACTANTS, PEI-14 PEG-10/PPG-7 COPOLYMER, PPG-26, CYCLOHEXANEDIAMINE TETRAACETIC ACID and CYCLOHEXANEDIAMINE, SODIUM LAURETH SULFATE, SODIUM LAURYL SULFATE, BIODEGRADABLE ANIONIC SURFACTANTS, ENZYMES, ALKYL DIMETHYL AMINE OXIDES, SODIUM CHLORIDE, ALCOHOL DENATURED and ETHANOL

**WARNING LABEL:** Do not add bleach. Not for use in automatic dishwashers. Keep out of reach of children. If Joy gets in eyes, rinse thoroughly with water. If swallowed, drink a glass of water to dilute.

## PALMOLIVE ULTRA STRENGTH DISH SOAP

**Smart Score: 8**

Price: \$1.99  
20.0 Oz

**HIGHLIGHTS:** Net cost of \$7.00 (0.46¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Lauramidopropylamine Oxide, **Fragrance**, **Ammonium lauryl sulfate**, **Ammonium laureth sulfate**, **Isodeceth-6**, **Poloxamer 124**, Magnesium sulfate, **Pentasodium pentetate**, **Dyes**, Methylisothiazolinone, Benzisothiazolinone, Methylchloroisothiazolinone, **Sodium bisulfite**

## CLOROX ANTIBACTERIAL WITH OXI MAGIC

**Smart Score: 9**

Price: \$2.09  
26.0 Oz

**HIGHLIGHTS:** Net cost of \$7.69 (0.47¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water (Aqua,Eau), **Sodium Lauryl Sulfate**, **Sodium Laureth Sulfate**, **Lauramine Oxide**, Sodium Bicarbonate, **Propylene Glycol**, Sodium Chloride, Citric Acid, Sodium Hydroxide, Methylisothiazolinone, Disodium EDTA, **Fragrance (Parfum)**, **Blue 1 (CI 42090)**, **Ext. Violet 2 (CI 60730)**, **Butyl Phenyl Methylpropional**, **Linalool**

## GAIN ULTRA ORIGINAL

**Smart Score: 9**

Price: \$1.99  
21.6 Oz

**HIGHLIGHTS:** Net cost of \$7.50 (0.46¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, **Sodium Lauryl Sulfate**, **Sodium Laureth Sulfate**, **Lauramine Oxide**, Sodium Chloride, **PPG-26**, **Alcohol Denat.**, Sodium Hydroxide, Methylisothiazolinone, **Fragrance**, **Red 33 colorant (varies by scent)**, **Yellow 5 colorant (varies by scent)**, **Blue 1**

## MRS. MEYER'S CLEAN DAY, LEMON VERB.

**Smart Score: 10+1**

Price: \$3.72  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$5.22 (0.32¢ per ounce) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** Water, Tetrasodium Glutamate Diacetate, **Sodium Lauryl Sulfate**, **Lauryl Glucoside**, **Lauramine Oxide**, **Fragrance**, Polysorbate 20, Glycerin, **Citrus Limon (Lemon) Peel Oil**, **Abies Alba (Fir) Leaf Oil**, **Cymbopogon Schoenanthus (Lemongrass) Oil**, **Quillaja Saponaria (Soap) Bark Extract**, **Aloe Barbadosis Leaf**, Citric Acid, **PEG-5 Cocoate**, Methylisothiazolinone, Benzisothiazolinone

**WARNING LABEL:** Avoid eye contact. Keep out of reach of children and pets. If product gets in eyes, rinse with water. If swallowed, drink a glassful of water.

### UP & UP GREEN APPLE LIQUID HAND WASH

**Smart Score: 15+1**

Price: \$1.99  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$7.65 (0.47¢ per ounce) to remove 15 ingredients and 1 warning label.

**INGREDIENTS:** water, Triclosan, urea, sodium laureth sulfate, sodium dodecylbenzenesulfonate, alcohol denat., lauramine oxide, magnesium chloride, sodium methyl 2-sulfopalmitate, fragrance, sodium metabisulfite, disodium 2-sulfopalmitate, methyl palmitate, tetrasodium EDTA, methylchloroisothiazolinone, methylisothiazolinone, benzophenone-4, FD&C Yellow No. 5, FD&C Blue No. 1

**WARNING LABEL:** For external use only; Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away. In case of eye contact, rinse thoroughly with water.

### GREEN WORKS LIQUID DISH. DET. ORIGINAL

**Smart Score: 9+1**

Price: \$3.55  
22.0 Oz

**HIGHLIGHTS:** Net cost of \$6.38 (0.39¢ per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, Sodium Lauryl Sulfate, Caprylyl/Capryl Glucoside, Glycerin, Cocamine Oxide, Lauryl Glucoside, Ethanol, Citric Acid, d-Limonene, Fragrance, Isopropanol, Liquitint® Blue HP Dye, Liquitint® Bright Yellow Dye, Methylisothiazolinone, Sodium Chloride

**WARNING LABEL:** As with all soap products, avoid contact with eyes. In case of eye contact, rinse thoroughly with water. If swallowed, drink a glassful of water to dilute. Keep out of reach of children.

### METHOD DISH SOAP SEA MINERALS

**Smart Score: 9+1**

Price: \$2.99  
18.0 Oz

**HIGHLIGHTS:** Net cost of \$6.30 (0.39¢ per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** METHYLISOTHIAZOLINONE, METHYLCHLOROISOTHIAZOLINONE, FRAGRANCE, BOTANICAL OIL, SODIUM LAURYL SULFATE, POLYMERIC BLUE, LAURAMINE OXIDE, DECYL GLUCOSIDE, LAURYL GLUCOSIDE, WATER, GLYCERIN, ALCOHOL DENATURED, SODIUM CHLORIDE, CITRIC ACID, ETHANOL, MAGNESIUM NITRATE

**WARNING LABEL:** Keep out of reach of children. In case of eye contact, rinse thoroughly with water. If swallowed, drink a glass of water to dilute.

### MELALEUCA DISHWASHING LIQUID LEMON

**Smart Score: 8+1**

Price: \$5.50  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$3.42 (0.21¢ per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** SURFACTANTS, WATER SOFTENER, BUFFER, COLORS, PRESERVATIVES, FRAGRANCE, MELALEUCA ALTERNIFOLIA (TEA TREE) LEAF OIL, ALOE BARBADENSIS (ALOE VERA), CITRIC ACID

**WARNING LABEL:** CAUTION: EYE IRRITANT. COMMONSENSE CAUTION: EYE IRRITANT. Keep out of reach of children. Do not use with chlorine bleach. Avoid contact with eyes. If product contacts eyes, rinse thoroughly with water. Do not use in automatic dishwashers.



**MULTI-PURPOSE CLEANING WIPES**

Let’s get down and dirty. Life can get a little messy—we’ve been there. For those times, and more, we have the perfect solution for you. Clean up with the Multi-Purpose Cleaning Wipes by Modere.

Price: \$6.99  
40 ct



- Powerful cleaning with no streaky residue
- Strong and sturdy substrate that can be used again and again
- Convenient dispensing canister for quick cleanups
- Helps eliminate odors without harsh chemicals like ammonia or bleach
- Fresh lemon scent invigorates your home
- Free of: phosphates, dyes, and NPE
- Disposable and safe for the environment

**INGREDIENTS:**

Water, Proprietary Blend (Detergent, Chelator, Surfactant, Fragrance) Dicapryl/Dicaprylyl Dimonium Chloride, Benzalkonium Chloride

**NOTES:** Does not contain: SLS, SLES, Ammonia, Bleach or Phosphates

**QUICK SCORE**

<b>5+1</b>	
Competitor Product	Smart Score
Clorox Disinfectant Wipes	4
Green Works	6
Lysol Disinfectant Wipes	3
Seventh Generation Disinfecting Wipes	6
Up & Up	5
<b>TOTAL</b>	<b>5</b>

### CLOROX DISINFECTANT WIPES

**Smart Score: 4+1**

Price: \$4.71  
35 Ct

**HIGHLIGHTS:** Net cost of \$1.61 (0.04¢ per wipe) to remove 4 ingredients and 1 warning label.

**INGREDIENTS:** ALKYL DIMETHYL BENZYL AMMONIUM CHLORIDE (C14 60%, C16 30%, C12 5%, C18 5%), ALKYL DIMETHYL ETHYLBENZYL AMMONIUM CHLORIDE (C12-14), ALKYL DIMETHYL ETHYLBENZYL AMMONIUM CHLORIDES (C12-18), ISOPROPYL ALCOHOL

**WARNING LABEL:** KEEP OUT OF REACH OF CHILDREN.

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS. CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling. FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. For further information, call (800) 227-1860. PHYSICAL OR CHEMICAL HAZARDS: Do not use or store near heat or open flame.

### GREEN WORKS NATURALLY...COMPOSTABLE

**Smart Score: 6+1**

Price: \$2.99  
30 Ct

**HIGHLIGHTS:** Net cost of \$3.00 (0.08¢ per wipe) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Filtered Water, Coconut-Based Cleaning Agent (Nonionic Surfactant: Alkyl Polyglucoside), Corn-Based Ethanol (Ethanol SDA-3C), Glycerin, Preservative, Silicon Antifoaming, Fragrance, 100% Wood-Based Fibers (Wipes)

**WARNING LABEL:** Keep out of reach of children.

### LYSOL DISINFECTANT WIPES

**Smart Score: 3+1**

Price: \$5.09  
35 Ct

**HIGHLIGHTS:** Net cost of \$1.17 (0.03¢ per wipe) to remove 3 ingredients and 1 warning label.

**INGREDIENTS:** n-Alkyl (C14 50%, C12 40%, C16 10%) dimethyl benzyl ammonium chloride, Alkyl C12-18 Dimethylbenzyl Ammonium Chloride, Alkyl C12-14 Dimethylethylbenzyl Ammonium Chloride

**WARNING LABEL:** KEEP OUT OF REACH OF CHILDREN.

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS. CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling. FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. For further information, call (800) 227-1860. PHYSICAL OR CHEMICAL HAZARDS: Do not use or store near heat or open flame.

### SEVENTH GENERATION LEMONGRASS ...

**Smart Score: 6+1**

Price: \$2.99  
35 Ct

**HIGHLIGHTS:** Net cost of \$3.57 (0.09¢ per wipe) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Water, Thymol, Sodium Lauryl Sulfate, Copper Sulfate Pentahydrate, Citric Acid, Origanum Vulgare Oil, Cymbopogon, Cymbopogon Schoenanthus Oil

**WARNING LABEL:** Keep out of reach of children.

### UP & UP LEMON SCENT

**Smart Score: 5+1**

Price: \$3.99  
75 Ct

**HIGHLIGHTS:** Net cost of \$4.86 (.12¢ per wipe) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** OCTYL DECYL DIMETHYL AMMONIUM CHLORIDE (0.0909%), DIOCTYL DIMETHYL AMMONIUM CHLORIDE (0.0364%), DIDECYL DIMETHYL AMMONIUM CHLORIDE (0.0545%), ALKYL (C14, 50% C12, 40% C16, 10%) DIMETHYL BENZYL AMMONIUM CHLORIDE (0.1212%), OTHER INGREDIENTS (99.6970%)

**WARNING LABEL:** Keep out of reach of children. Caution: See back panel for precautionary statements and first aid. Precautionary Statements: Hazards to humans and domestic animals. Caution: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. First Aid: If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor or going for treatment.

### NICE! DISINFECTANT WIPES FRESH

**Smart Score: 5+1**

Price: \$2.99  
75 Ct

**HIGHLIGHTS:** Net cost of \$5.40 (0.13¢ per wipe) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** Octyl Decyl Dimethyl Ammonium Chloride, Dioctyl Dimethyl Ammonium Chloride, Didecyl Dimethyl Ammonium Chloride, N-Alkyl (C14 50%, C12 40%, C16 10%) Dimethyl Benzyl Ammonium Chloride, Other Ingredients

**WARNING LABEL:** Keep out of reach of children. Hazards to humans and domestic animals. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. If in eyes: Hold eyes open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after first 5 minutes, the continue rinsing the eye. Call a Poison Control Center (1-800-222-1222) or doctor for treatment advice. Have the product or container label with you when calling Poison Control Center or Doctor or going for treatment.

### SUN & EARTH ALL SURFACE WIPES

**Smart Score: 4**

Price: \$6.98  
80 Ct

**HIGHLIGHTS:** Net cost of \$3.50. (0.09¢ per wipe) to remove 4 ingredients.

**INGREDIENTS:** Filtered Water, Citrate Salt, Orange Oil, Alkylpolyglycoside, d-Limonene, Alcohol

### J.R. WATKINS ALL PURPOSE LEMON WIPES

**Smart Score: 4+1**

Price: \$5.49  
35 Ct

**HIGHLIGHTS:** Net cost of 0.72¢ (0.02¢ per wipe) to remove 4 ingredients and 1 warning label.

**INGREDIENTS:** FRAGRANCE, METHYLISOTHIAZOLINONE, POTASSIUM SORBATE, COCAMIDOPROPYL BETAINE, TETRASODIUM GLUTAMATE DIACETATE, PRESERVATIVE / AGENT DE CONSERVATION, DECYL GLUCOSIDE, WATER, SD ALCOHOL 40B, SODIUM CITRATE, CITRIC ACID, SODIUM CARBONATE, ETHANOL

**WARNING LABEL:** Keep all household cleaners out of reach of children.

FRESH SPACE

Freshen up any space with FreshSpace by Modere. From your couch and kitchen counter to shoes and stale air, it works to destroy odors at their source without controversial chemicals. Plus, enjoy the reviving water lily fragrance with every spray.

Price: \$6.99  
4.0 oz



- Eliminates odors on fabrics, hard surfaces & in the air
- Works great on: clothing, car interiors, couches, garbage cans, bathrooms, kitchens & more
- Safely eliminate odors without harsh chemicals like CFCs, phthalates, acetone & formaldehyde
- The mood-enhancing water lily fragrance rejuvenates & uplifts any room or garment

**INGREDIENTS:**

Water, Polysorbate 80, Fragrance, Soyethyl Morpholinium Ethosulfate, Methylchloroisothiazolinone, Methylisothiazolinone

QUICK SCORE

10+1

Competitor Product	Smart Score
Air Wick	6
Febreze Air Effects Linen & Sky	9
Freshwave	9
Glade	10
Lysol Disinfectant Spray Crisp Linen	14
<b>TOTALS</b>	<b>10</b>



## AIR WICK

**Smart Score: 6+1**

Price: \$1.39  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$6.30 (\$1.57 per ounce) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** WATER, SODIUM BORATE, FRAGRANCE, TRIDECETH-4, COMPRESSED AIR, BENZISOTHIAZOLINONE, ETHANOL, ALCOHOL DENATURED

**WARNING LABEL:** Keep out of reach of children. Eye Irritant. Contents under pressure. Do Not spray towards face. Avoid contact with eyes and skin. Container May Explode If Heated. Do Not puncture or incinerate container. Do Not expose to heat or store at temperatures above 120 deg F, as the container may burst. First Aid: If in eyes, Immediately rinse eyes with plenty of water. Remove contact lenses and continue to rinse for at least 15 minutes. If irritation persists, get medical attention. If on skin, wash with soap and water. If irritation develops, get medical attention. Product contains fragrance oil. Note to Parents: Use only as directed. Intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal. Help stop inhaled abuse.

## FEBREZE AIR EFFECTS LINEN & SKY

**Smart Score: 9+1**

Price: \$2.99  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$5.50 (\$1.37 per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** WATER, FRAGRANCE, DEODORIZING AGENT, NON-FLAMMABLE NATURAL PROPELLANT, \*UNSPECIFIED QUALITY CONTROL AGENTS, CYCLODEXTRIN, DIALKYL SULFOSUCCINATES, BENZISOTHIAZOLINONE, NITROGEN, ALCOHOL DENATURED, HYDROGENATED CASTOR OIL, SODIUM CITRATE, CITRIC ACID

**WARNING LABEL:** Caution: Contents under pressure. Read back panel carefully. Safe for use around cats and dogs. As with other air care products, not for use around birds. Caution: Use only as directed. Intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal. Help stop inhalation abuse. For more information, visit [www.Inhalant.org](http://www.Inhalant.org). Some hard surfaces may become damp when sprayed. Avoid slips or falls. Keep out of reach of children and pets. Do not spray toward face. If eye contact occurs, rinse well with water. If irritation persists, get medical attention. Do not expose to heat or open flame, or store at temperatures above 120 degrees F. Dispose of properly. Do not puncture or incinerate container. Do not freeze.

## FRESH WAVE

**Smart Score: 9**

Price: \$7.99  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$3.00 (0.75¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Polysorbate 80, Sorbitan oleate, Lime oil, Pine needle oil, Anise seed oil, Clove (bud) oil, Red cedarwood oil, Tocopherol alpha, Proprietary preservatives, Balance: Proprietary essential oils blend Trade Secret per Uniform Trade Secrets Act

## GLADE AEROSOL CRISP WATERS

**Smart Score: 10+1**

Price: \$1.00  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$6.49 (\$1.62 per ounce) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** WATER, FRAGRANCE, BOTANICAL OIL, SODIUM PHOSPHATE, QUATERNIUM-10, SURFACTANT, ISOBUTANE, PROPANE, SORBITAN OLEATE, ALCOHOL DENATURED, PROPYLENE GLYCOL

**WARNING LABEL:** Caution: Contents under pressure. Do not expose to heat or open flame or store at temperatures above 120 degree F. Do not puncture or incinerate. Intentional misuse by deliberately concentrating and inhaling contents can be harmful or fatal. Note: Keep children and pets off treated areas until dry. Do not spray on pets. Do not spray around birds. Do not use in small confined pet areas without adequate ventilation. Caution: Eye Irritant. Do not spray towards face. Avoid contact with eyes. If eye contact occurs, rinse with plenty of water for 20 minutes. If irritation persists, consult a physician. Avoid inhalation of spray mist. Sensitive individuals should use in small area before treating large rooms or whole house. Contains alcohol, surfactant and fragrance. Keep out of reach of children and pets.

### LYSOL DISINFECTANT SPRAY CRISP LINEN

**Smart Score: 14+1**

Price: \$5.29  
19.0 Oz

**HIGHLIGHTS:** Net cost of \$5.88 (\$1.47 per ounce) to remove 14 ingredients and 1 warning label.

**INGREDIENTS:** WATER, Alkyl (C14 (50%), C12 (40%), C16 (10%), Dimethyl Benzyl Ammonium Saccharinate (0.10%), Ethanol (58.00%), ETHANOLAMINE, MIPA-BORATE, AMMONIUM HYDROXIDE, MYRISTALKONIUM SACCHARINATE, FRAGRANCE, BUTANE, PROPANE, MEA-BORATE, ALCOHOL DENATURED

**WARNING LABEL:** Keep out of reach of children. See back panel for additional precautionary statements. Precautionary Statements: Hazards to humans and domestic animals. Causes moderate eye irritation. Do not spray in eyes, on skin or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. First Aid: If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice. Contact Number: Questions? Comments or in case of an emergency, call toll free 1-800-228-4722. Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment. Physical Hazards: Flammable: Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130 degrees F may cause bursting.

### PURE CITRUS AIR FRESHENER, LEMON

**Smart Score: 4+1**

Price: \$5.39  
7.0 Oz

**HIGHLIGHTS:** Net cost of \$3.91 (0.98¢ per ounce) to remove 4 ingredients and 1 warning label.

**INGREDIENTS:** TANGERINE OIL TERPENES, TERPENES AND TERPENOIDS - GRAPEFRUIT-OIL, CITRUS AURANTIUM DULCIS (ORANGE) FRUIT WATER, CITRUS SPECIES LEAF EXTRACT

**WARNING LABEL:** Warnings: Do not let Pure Citrus come in contact with any plastic, vinyl, varnished or painted surfaces. If contact occurs, rinse with a mild detergent and water. Contents under pressure and flammable. Do not puncture or incinerate. Do not expose to temperatures above 125F. Do not use near fire or flame. Keep Out of Reach of Children. Use only according to label directions. Eye Irritant. Avoid contact with skin or eyes. In the event of contact, the area involved should be thoroughly flushed with water for at least 10 minutes. Petroleum jelly may also be applied to help relieve sensitive skin from burning. Call your regional Poison Control Center for further assistance if necessary.

### LAUNDRESS HOME SPRAY

**Smart Score: 3**

Price: \$10.00  
8 00z

**HIGHLIGHTS:** Net cost of \$1.99 (0.50¢ per ounce) to remove 3 ingredients.

**INGREDIENTS:** Deionized water, alcohol, essential oils, fragrance

### YUMMI AROMATHERAPY ROOM SPRAY

**Smart Score: 5**

Price: \$8.00  
4.0 Oz

**HIGHLIGHTS:** Net Savings of \$1.01 (0.25¢ per ounce) to remove 5 ingredients.

**INGREDIENTS:** purified water, tea tree mint essential oil blend, saponified coconut, olive and jojoba oils, organic aloe vera, natural rosemary extract preservative

**MODERE LAUNDRY DETERGENT**

Our biodegradable Laundry Detergent features a unique blend of plant derived surfactants to cleanse clothes without controversial chemicals. Plus, the powerfully-concentrated formula easily removes stains while the soft jasmine scent freshens every load.

Price: \$12.99  
32 Loads



- Readily biodegradable & greywater safe
- Nontoxic†
- Tested to biodegrade in 3 weeks‡
- 4X concentrated formula eliminates tough stains & debris
- Compatible with both standard & high-efficiency (HE) machines
- Soft jasmine fragrance keeps your clothes smelling fresh
- Use with Modere Fabric Softener for clean & soft clothing



**INGREDIENTS:**

Water, C12-16 parath-7\*, caprylyl/capryl glucoside\*, C10-16 alkyl glucoside\*, sodium cocoate\*, sodium citrate, polyoxyethylene sorbitol tristearate, sodium methyl 2-sulfolaurate\*, disodium 2-sulfolaurate\*, fragrance, subtilisin, tetrasodium EDTA, sodium gluconate, calcium chloride, 4-formylphenylboronic acid, alpha-amylase, benzisothiazolinone, methylisothiazolinone, methylchloroisothiazolinone

**NOTES:** \*plant-derived ingredient  
† for customers under normal conditions of use

**QUICK SCORE**

<b>26+1</b>	
Competitor Product	Smart Score
Arm & Hammer	16
ERA 2X Ultra Active Stainfighter Formula	26
Gain Original	29
Persil ProClean Power Liquid, Intense Fresh	26
Tide Original	33
<b>TOTALS</b>	<b>26</b>

### ARM & HAMMER

**Smart Score: 16+1**

Price: \$7.99.  
107 Loads

**HIGHLIGHTS:** Net cost of \$10.60 (0.33¢ per load) to remove 16 ingredients and 1 warning label.

**INGREDIENTS:** WATER, FRAGRANCE, SODIUM ALKYL ARYL ETHER SULFATES, DISODIUM DISTYRYLBIPHENYL DISULFONATE, BIODEGRADABLE ANIONIC SURFACTANTS, BIODEGRADABLE NONIONIC SURFACTANTS, ALCOHOL ETHOXYLATED (C12-14), ALCOHOL ETHOXYLATES (C12-15), LINEAR ALKYL BENZENE SULFONATE, POLYACRYLIC ACID, TINOPALS, EDTA, LIQUITINT BLUE, SODIUM LAURETH SULFATE, LINEAR ALKYL BENZENE SULFONATE, LILIAL, SODIUM BICARBONATE, SODIUM CARBONATE, OLEIC ACID

**WARNING LABEL:** CAUTION: EYE IRRITANT. HARMFUL IF SWALLOWED. KEEP OUT OF REACH OF CHILDREN. In case of eye contact, flush with water. If swallowed, drink a glass of water. In either case, call a physician. If on skin, rinse thoroughly with water.

### ERA 2X ULTRA ACTIVE STAINFIGHTER

**Smart Score: 26+1**

Price: \$3.97  
32 Loads

**HIGHLIGHTS:** Net cost of \$9.02 (0.28¢ per load) to remove 26 ingredients and 1 warning label.

**INGREDIENTS:** WATER, SODIUM BORATE, ETHANOLAMINE, DISODIUM DIAMINOSTILBENE DISULFONATE, FRAGRANCE, BIODEGRADABLE SURFACTANTS, ENZYMES, ALCOHOL ETHOXYLATES (C10-16), ALCOHOL ETHOXY SULFATES, PENTETIC ACID, DIETHYLENE GLYCOL, DIMETHICONE, LINEAR ALKYL BENZENE SULFONATE, LIQUITINT BLUE, POLYETHYLENEIMINE ETHOXYLATES, SODIUM CUMENESULFONATE, ANIONIC SURFACTANTS, ALCOHOL ETHOXYLATES (C16-18, 25EO), ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALCOHOL SULFATE, SODIUM SALTS (C10-16), ALKYL BENZENESULFONIC ACID MONOETHANOLAMINE SALT (C10-C16), FORMIC ACID, CALCIUM SALT, PROTEASE, SODIUM FORMATE, CITRIC ACID, PROPYLENE GLYCOL, SODIUM HYDROXIDE, SODIUM FATTY ACIDS, ALCOHOL DENATURED and ETHANOL

**WARNING LABEL:** Keep out of reach of children. If swallowed, give a glassful of water. Call a physician. In case of eye contact, flush with water. Do not reuse this package for dispensing beverages or other liquids.

### GAIN ORIGINAL

**Smart Score: 29+1**

Price: \$7.19  
25 Loads

**HIGHLIGHTS:** Net cost of \$3.79 (0.12¢ per load) to remove 29 ingredients and 1 warning label.

**INGREDIENTS:** WATER, ETHANOLAMINE, SODIUM BORATE, DISODIUM DIAMINOSTILBENE DISULFONATE, FRAGRANCE, BIODEGRADABLE ANIONIC SURFACTANTS, ENZYMES, BIODEGRADABLE NONIONIC SURFACTANTS, ALCOHOL ETHOXY SULFATES, DIETHYLENE GLYCOL, ALCOHOL ETHOXYLATE, LINEAR ALKYL BENZENE SULFONATES, POLYETHYLENEIMINE ETHOXYLATES, SODIUM CUMENESULFONATE, PENTETIC ACID, 1,3-PROPANEDIAMINE, N,N"-1,2-ETHANEDIYLBIS-, DIMETHICONE, LIQUITINT GREEN, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, MONOETHANOLAMINE CITRATE, ALKYL BENZENE SULFONATE, ETHANOLAMINE SALT, PENTASODIUM DTPA, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES, SODIUM FORMATE, FORMIC ACID, CALCIUM SALT, AMYLASE, PROTEASE, SODIUM FATTY ACIDS, CITRIC ACID, PROPYLENE GLYCOL, SODIUM HYDROXIDE, HYDROGENATED CASTOR OIL, ALCOHOL DENATURED

**WARNING LABEL:** Eye irritant. Harmful if swallowed. CAUTION: May irritate eyes. Do not reuse this package for dispensing beverages or other liquids. KEEP OUT OF REACH OF CHILDREN. FIRST AID TREATMENT: Contains biodegradable surfactants (anionic and nonionic) and enzymes. If swallowed, give a glassful of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse well with water for 15 minutes.

### PERSIL PROCLEAN POWER LIQUID, INTENSE

**Smart Score: 26+1**

Price: \$11.99  
64 Loads

**HIGHLIGHTS:** Net cost of \$7.00 (0.22¢ per load) to remove 26 ingredients and 1 warning label.

**INGREDIENTS:** TETRASODIUM EDTA, WATER, SODIUM CITRATE, SODIUM BORATE, COLORS, BORIC ACID, FRAGRANCE, DISODIUM DISTYRYLBIPHENYL DISULFONATE, SURFACTANTS, ENZYMES, ALCOHOL ETHOXY SULFATES, ALCOHOL ETHOXYLATE, ALKYL BENZENE SULFONATE, POLYETHYLENEIMINE ETHOXYLATES, DIMETHYL SILOXANES AND SILICONES, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALCOHOL ETHOXYLATES (C12-18), LINEAR ALKYL BENZENE SULFONATE, SODIUM SALT (C10-13), ALCOHOL ETHER SULFATE, SODIUM EDTA, BORIC ACID, MONOSODIUM SALT, PROTEASE, AMYLASE, CELLULASE, LIPASE, MANNANASE, SODIUM FORMATE, SODIUM SOAP, PROPYLENE GLYCOL, ETHANOL

**WARNING LABEL:** CAUTION: Avoid contact with eyes. Do not ingest. FIRST AID: EYES: Flush with water for at least 15 minutes. If irritation persists, contact a physician. INGESTION: Rinse mouth. Give a large full glass of water or milk. Contact a physician. KEEP OUT OF REACH OF CHILDREN.

### TIDE ORIGINAL

**Smart Score: 33+1**

Price: \$7.92  
25 Loads

**HIGHLIGHTS:** Net cost of \$2.85 (0.09¢ per load) to remove 33 ingredients and 1 warning label.

**INGREDIENTS:** WATER, SODIUM BORATE, ETHANOLAMINE, FRAGRANCE, DISODIUM DIAMINOSTILBENE DISULFONATE, BIODEGRADABLE ANIONIC SURFACTANTS, ENZYMES, BIODEGRADABLE NONIONIC SURFACTANTS, ALCOHOL ETHOXYLSULFATES, LINEAR ALKYL BENZENE SULFONATE, ALCOHOL SULPHATE, POLYETHYLENEIMINE ETHOXYLATES, DIQUATERNIUM ETHOXYLSULFATES, DIETHYLENE GLYCOL, LAURETH-9, PENTETIC ACID, PEG-75, LIQUITINT BLUE, DIMETHICONE, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, LINEAR ALKYL BENZYL SULFONATES (C10-16), MONOETHANOLAMINE CITRATE, ALKYL BENZENE SULFONATE, ETHANOLAMINE SALT, ALCOHOL SULFATES, SODIUM SALT, PENTASODIUM DTPA, PROTEASE, ALKYL DIMETHYL AMINE OXIDES, AMYLASE, SODIUM FORMATE, FORMIC ACID, CALCIUM SALT, MANNANASE, PROPYLENE GLYCOL, CITRIC ACID, SODIUM HYDROXIDE, ETHANOL, SODIUM FATTY ACIDS, ALCOHOL DENATURED

**WARNING LABEL:** MAY IRRITATE EYES. Do not get in eyes. Do not reuse this packaging for dispensing beverages or other liquids. KEEP OUT OF REACH OF CHILDREN. FIRST AID TREATMENT: Contains biodegradable surfactants (anionic and nonionic). If swallowed, give a glassful of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse well with water for 15 minutes.

### ALL

**Smart Score: 12+1**

Price: \$7.99  
63 Loads

**HIGHLIGHTS:** Net cost of \$8.93 (0.28¢ per load) to remove 12 ingredients and 1 warning label.

**INGREDIENTS:** WATER, STILBENE-TRIAZINE DERIVATIVE, BIODEGRADABLE ANIONIC SURFACTANTS, BIODEGRADABLE NONIONIC SURFACTANTS, ALCOHOL ETHER SULFATE, C12-15 PARETH-9, SODIUM DODECYLBENZENESULFONATE, ACRYLIC POLYMER, ALCOHOL ETHOXYLATES (C10-16), ENZYMES, SODIUM CARBONATE, SODIUM HYDROXIDE, COCONUT FATTY ACID, ALCOHOL DENATURED and ETHANOL

**WARNING LABEL:** CAUTION: Eye irritant. May be harmful if swallowed. CAUTION: In case of eye contact, flush with water. If swallowed, drink a glass of water. Call a physician. KEEP OUT OF REACH OF CHILDREN.

### CHEER STAY COLORFUL

**Smart Score: 11+1**

Price: \$7.48  
64 Loads

**HIGHLIGHTS:** Net cost of \$9.25 (0.29¢ per load) to remove 11 ingredients and 1 warning label.

**INGREDIENTS:** ETHANOLAMINE, SURFACTANTS, ANIONIC SURFACTANTS, BENZENESULFONIC ACID, SODIUM SALT, ALCOHOL ETHOXYLATES (C16-18, 25EO), ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALCOHOL SULFATE, SODIUM SALTS (C10-16), ALKYL BENZENESULFONIC ACID MONOETHANOLAMINE SALT (C10-C16), ENZYMES, ALCOHOL DENATURED, ETHANOL

**WARNING LABEL:** CAUTION: EYE IRRITANT. HARMFUL IF SWALLOWED. CAUTION: KEEP OUT OF REACH OF CHILDREN.

### DREFT STAGE 2: ACTIVE BABY DETERGENT

**Smart Score: 23+1**

Price: \$15.99  
64 Loads

**HIGHLIGHTS:** Net cost of \$5.00 (0.16¢ per load) to remove 23 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM BORATE, FRAGRANCE, FABRIC BRIGHTENERS, BIODEGRADABLE ANIONIC SURFACTANTS, ENZYMES, BIODEGRADABLE NONIONIC SURFACTANTS, ALCOHOL ETHOXYLSULFATES, DIETHYLENE GLYCOL, MONOETHANOLAMINE CITRATE, ALKYL BENZENE SULFONATE, ETHANOLAMINE SALT, POLYETHYLENEIMINE ETHOXYLATES, SODIUM CUMENESULFONATE, PENTETIC ACID, DIMETHICONE, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, SODIUM FORMATE, PROTEASE, AMYLASE, MANNANASE, CELLULOSE, PROPYLENE GLYCOL, ETHANOL, SODIUM FATTY ACIDS, ALCOHOL DENATURED

**WARNING LABEL:** CAUTION: Eye irritant. Harmful if swallowed. Keep out of reach of children. If swallowed, give a glassful of water. Call a physician. In case of eye contact, flush with water. Do not reuse this packaging for dispensing beverages or other liquids.

### MRS. MEYER'S CLEAN DAY, LAVENDER

**Smart Score: 12+1**

Price: \$17.59  
64 Loads

**HIGHLIGHTS:** Net cost of \$4.20 (0.13¢ per load) to remove 12 ingredients and 1 warning label.

**INGREDIENTS:** WATER, METHYLISOTHIAZOLINONE, SODIUM METHYL 2-SULFOLAURATE, BENZISOTHIAZOLINONE, SODIUM CITRATE, FRAGRANCE, LAURETH-7, LAVANDULA ANGUSTIFOLIA (LAVENDER) OIL, CITRUS AURANTIUM DULCIS (ORANGE) PEEL OIL, TETRASODIUM GLUTAMATE DIACETATE, ALCOHOL ETHOXYLATES (C12-16), FATTY ACIDS, METHYL ESTERS, SULFONATED, SODIUM SALTS (C12-18), LAURYL GLUCOSIDE, SUBTILISIN, AMYLASE, MANNANASE, LIPASE, COCONUT FATTY ACID, SODIUM SULFATE, SODIUM CHLORIDE, POTASSIUM HYDROXIDE, FATTY ACIDS(C8-18)

**WARNING LABEL:** CAUTION: EYE IRRITANT. Avoid eye contact. Keep out of reach of children and pets. If product gets in eyes flush with water for 15 minutes. If swallowed, drink a glassful of water. Consult physician if irritation persists.

### OXICLEAN HD, SPARKLING FRESH

**Smart Score: 11+1**

Price: \$8.10  
67 Loads

**HIGHLIGHTS:** Net cost of \$9.12 (0.29¢ per load) to remove 11 ingredients and 1 warning label.

**INGREDIENTS:** METHYLISOTHIAZOLINONE, BENZISOTHIAZOLINONE, SUBTILISIN, AMYLASE, ALPHA-, SODIUM BORATE, FRAGRANCE, DISODIUM DISTYRYLBIPHENYL DISULFONATE, BIODEGRADABLE ANIONIC SURFACTANTS, ENZYMES, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALCOHOL ETHOXYLATES (C12-15), BENZENESULFONIC ACID, C10-16-ALKYL DERIVATIVE, TETRASODIUM EDTA, POLYESTERS, MANNANASE, ENDO-1,4-BETA-, GLYCERIN, SODIUM HYDROXIDE, CITRIC ACID

**WARNING LABEL:** CAUTION: Eye irritant. Harmful if swallowed. KEEP OUT OF REACH OF CHILDREN. In case of eye contact, flush with water. If swallowed, drink a glass of water. In either case, call a physician. If on skin, rinse thoroughly with water.

### SEVENTH GENERATION NATURAL...

**Smart Score: 8+1**

Price: \$8.99  
33 Loads

**HIGHLIGHTS:** Net cost of \$4.27 (0.13¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** BENZISOTHIAZOLINONE, SUBTILISIN, WATER, SODIUM CITRATE, METHYLISOTHIAZOLINONE, LAURETH-6, SODIUM LAURYL SULFATE, PROTEASE, AMYLASE, MANNANASE, AMYLASE, ALPHA-, BETA-MANNANASE, GLYCERIN, SODIUM CHLORIDE, OLEIC ACID, SODIUM HYDROXIDE, CALCIUM CHLORIDE, CITRIC ACID

**WARNING LABEL:** Keep out of reach of children. If product gets into eyes, flush thoroughly with water. If swallowed, drink plenty of water.

### WOOLITE COMPLETE

**Smart Score: 14+1**

Price: \$14.20  
25 Loads

**HIGHLIGHTS:** Net Savings of \$5.19 (0.16¢ per load) to remove 14 ingredients and 1 warning label.

**INGREDIENTS:** WATER, METHYLISOTHIAZOLINONE, BENZISOTHIAZOLINONE, SULFURIC ACID, TRIETHANOLAMINE, FRAGRANCE, ALKYL BENZENE SULFONIC ACID, ALCOHOL ETHOXYLATES (C12-16, 7EO), SODIUM LAURETH SULFATE, TETRASODIUM GLUTAMATE DIACETATE, FILLER, BHT, ALCOHOL ETHOXYLATES (C12-16), BENZENESULFONIC ACID, C10-16-ALKYL DERIVATIVE, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, SODIUM FORMATE, SODIUM HYDROXIDE, COCONUT FATTY ACID, SODIUM CHLORIDE, FATTY ACIDS(C8-18)

**WARNING LABEL:** Keep out of reach of children. Eye Irritant. May be harmful if swallowed. Do not get in eyes. May be severely irritating to eyes. Do not ingest. Avoid contact with skin. Contains anionic surfactants. First Aid: If in eyes, immediately rinse with plenty of water. Remove any contact lenses and continue rinsing eyes for at least 15 minutes. If irritation persists, get medical attention. If swallowed, rinse mouth and drink a glass of water. Do not induce vomiting. Call a physician or Poison Control Center. Contains no phosphates.

## GREEN WORKS FREE & CLEAR

**Smart Score: 9+1**

Price: \$11.99  
64 Loads

**HIGHLIGHTS:** Net cost of \$7.00 (0.22 ¢ per load) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, alkyl polyglucoside, sodium alkyl sulfates, boric acid, sodium borate, glycerin, oleic acid, calcium chloride, natural enzymes, biodegradable preservative, salt, sodium gluconate, sodium hydroxide, sodium oleate

**WARNING LABEL:** Eye irritant. May be harmful if swallowed. Do not get laundry soap in eyes. Do not ingest. Keep out of reach of children.

## METHOD 8X FREE & CLEAR HE

**Smart Score: 15+1**

Price: \$12.99  
50 Loads

**HIGHLIGHTS:** Net cost of \$4.68 (0.15¢ per load) to remove 15 ingredients and 1 warning label.

**INGREDIENTS:** Coco/Soy Methyl Ester, Sulfonate/Ethoxylate, Lauryl + Oleoyl Alcohol Ethoxylates, Glycerin, Purified Water, Sodium Alkane Sulfonate, PEG 300 Monoctyl Ether, Mipalactate, Ethanol, Ethyl Glycerin Acetal Levulinate, Carboxymethylinulin, Propanediol, Cellulase, Protease, Amylase, Mannanase, Carboxylate Powder, Distyrylbiphenolsulfonate

**WARNING LABEL:** Eye irritant, see side panel. First Aid Treatment: If in eyes, rinse with water for 15 minutes. If swallowed, call a poison control center or doctor immediately. Do not induce vomiting. Contains: fatty acids, C12-18, methyl esters, sulfonated, sodium salts, alcohols, C12-16, ethoxylated, sulfonic acids, petroleum, sodium salts, poly (oxy-1,2-ethanediyl), alpha-octyl-omega-hydroxy-ethanol, bacillus subtilis neutral protease, alkyl polyglycoside, ethyl levulinate glycerol ketal. Keep out of reach of children.

## FAB SPRING MAGIC ULTRA

**Smart Score: 8+1**

Price: \$7.88  
32 Loads

**HIGHLIGHTS:** Net cost of \$5.11 (0.16¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** FORMALDEHYDE and FORMALDEHYDE SOLUTION (FORMALIN), METHANOL, BIODEGRADABLE ANIONIC, SURFACTANTS, BIODEGRADABLE NONIONIC SURFACTANTS, SODIUM DODECYLBENZENESULFONATE, ALCOHOL ETHOXYLATES (C14-15), ALCOHOL DENATURED, SODIUM CARBONATE, SODIUM SULFATE, SODIUM HYDROXIDE

**WARNING LABEL:** EYE IRRITANT: In case of contact with eyes, rinse thoroughly with water. If swallowed, slowly drink a glassful of milk or water. Call a physician. KEEP OUT OF REACH OF CHILDREN.

## AMWAY LEGACY OF CLEAN SA8 LT. SCENT

**Smart Score: 11+1**

Price: \$47.30  
133 Loads

**HIGHLIGHTS:** Net cost of \$1.61 (0.05¢ per load) to remove 11 ingredients and 1 warning label.

**INGREDIENTS:** Water, C10-16 Alcohol Ethoxylate, Hexylene Glycol, Whole Cut Fatty acid (C8-18 and C18-unsaturated), C12-14 Alcohols Ethoxylated Propoxylated, Propylene Glycol, Glycereth-26, Potassium Hydroxide, Fragrance, Triazinyl diaminostilbene disulfonic acid, sodium salt, Subtilisins, Glycerin, Citric Acid, Alpha-amylase

**WARNING LABEL:** Harmful if swallowed. Causes serious eye damage. Prevention Wash face, hands and any exposed skin thoroughly after handling. Do not eat, drink or smoke when using this product. Wear eye/face protection. IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. Immediately call a POISON CENTER or doctor/physician. DANGER Ingestion IF SWALLOWED: Call a POISON CENTER or doctor/physician if you feel unwell rinse mouth. Dispose of contents/container to an approved waste disposal plant. Keep out of reach of children.

### MELALEUCA: MELAPOWDER 6X HE

**Smart Score: 7+1**

Price: \$25.00  
96 Loads

**HIGHLIGHTS:** Net cost of \$4.66 (0.15¢ per load) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** SOLUBILIZING AGENT, PRESERVATIVES, NONIONIC SURFACTANTS, ANIONIC SURFACTANTS, FABRIC BRIGHTENERS, SOIL RELEASE AID and DISPERSION AID, ENZYMES

**WARNING LABEL:** Eye Irritant. COMMONSENSE CAUTION: Eye irritant. Harmful if swallowed. Keep out of the reach of children. In case of eye contact, flush with plenty of water, If swallowed, drink a glassful of water. Call physician or Poison Control Center if irritation persists.

### IVORY ULTRA SNOW LIQUID LAUNDRY

**Smart Score: 23+1**

Price: \$4.99  
16 Loads

**HIGHLIGHTS:** Net cost of \$3.01 (0.09¢ per load) to remove 23 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM BORATE, ETHANOLAMINE, CATIONIC SURFACTANTS, DISODIUM DIAMINOSTILBENE, DISULFONATE, FRAGRANCE, ANIONIC SURFACTANTS, ENZYMES, NONIONIC SURFACTANTS, ALCOHOL ETHOXY SULFATES, PENTETIC ACID, DIETHYLENE GLYCOL, DIMETHICONE, LINEAR ALKYL BENZENE, SULFONATES, PEG-75, POLYETHYLENEIMINE ETHOXYLATES, FORMIC ACID, CALCIUM SALT, CELLULASE LAURAMINE OXIDE, PROTEASE, SODIUM FORMATE, CITRIC ACID, ETHANOL, PROPYLENE GLYCOL, SODIUM HYDROXIDE, WATER, ALCOHOL DENATURED, ETHANOL

**WARNING LABEL:** EYE IRRITANT. HARMFUL IF SWALLOWED. KEEP OUT OF REACH OF CHILDREN. IF SWALLOWED, GIVE A GLASSFUL OF WATER. CALL A PHYSICIAN. IN CASE OF EYE CONTACT, FLUSH WITH WATER. DO NOT REUSE THIS PACKAGE FOR DISPENSING BEVERAGES OR OTHER LIQUIDS.

### CHARLIE'S SOAP LIQUID LAUNDRY

**Smart Score: 2\*+1**

Price: \$11.25  
40 Loads

**HIGHLIGHTS:** Net cost of \$3.99 (0.12¢ per load) to remove 2\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS:

Water, Surfactants, C12-15 Parath-2, sodium carbonate

**WARNING LABEL:** eye irritant-keep away from children.

### DYNAMO 2X ULTRA, FREE & CLEAR

**Smart Score: 4\*+1**

Price: \$17.89  
65 Loads

**HIGHLIGHTS:** Net cost of \$4.18 (0.13¢ per load) to remove 4\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS:

FORMALDEHYDE and FORMALDEHYDE SOLUTION (FORMALIN), SODIUM DODECYLBENZENESULFONATE, ALCOHOL ETHOXYLATES (C14-15), SODIUM CARBONATE, ALCOHOL DENATURED

**WARNING LABEL:** Caution: No Label Information Available





**MODERE LAUNDRY POWDER**

Our Laundry Powder’s low-sudsing surfactants and non-chlorinated bleaching agent are tough on stains and safe on colors.

Price: \$14.99  
48 Loads



- Effective
- Tough on stains, safe on colors
- Gentle formula contains no harsh chemicals
- Rinses clean like any good detergent should

Our Laundry Powder is not only effective, it's a conscious formula. Low-sudsing surfactants and a non-chlorinated bleaching agent make it tough on stains, safe on colors. Of course, it's also free of dyes, fragrances, and phosphates.

**INGREDIENTS**

5%-15%: Oxygen-based Bleaching Agent, 5%-15%: Anionic surfactant, <5%: Non-ionic Surfactant, Disodium carbonate, compound with hydrogen peroxide (2:3), Sodium dodecylbenzenesulfonate

**Notes:**

EPA/DfE recognition does not constitute endorsement of this product. The Design for the Environment logo signifies that the formula for this product, as Modere, Inc. has represented it to the EPA, contains ingredients with more positive health and environmental characteristics than conventional cleaners. EPA/DfE relies solely on Modere, Inc., its integrity and good faith, for information on the composition, ingredients, and attributes of this product. EPA/DfE has not independently identified, i.e., via chemical analysis, the ingredients in the product formula, nor evaluated any of Modere, Inc.’s non-ingredient claims. EPA/DfE provides its evaluation only as to the environmental and human health characteristics of the product, based on currently available information and scientific understanding.

**QUICK SCORE**

<b>16+1</b>	
Competitor Product	Smart Score
All Powder Detergent Free Clear	15
Gain Ultra Original Powdered	13
Persil ProClean Original Powder	23
Purex Classic Powder	8
Tide Original Laundry Powder	23
<b>TOTALS</b>	<b>16</b>

### ALL POWDER DETERGENT FREE CLEAR

**Smart Score: 15+1**

Price: \$18.22  
40 Loads

**HIGHLIGHTS:** Net Savings of \$6.87 (0.14¢ per load) to remove 15 ingredients and 1 warning label.

**INGREDIENTS:** FABRIC BRIGHTENERS, STILBENE-TRIAZINE DERIVATIVE, BIODEGRADABLE ANIONIC SURFACTANTS, WATER SOFTENERS, ENZYMES, PROCESSING AIDS, BIODEGRADABLE NONIONIC SURFACTANTS, FATTY ACID METHYL ESTER SULFONATES, SODIUM DODECYLBENZENESULFONATE, ACRYLIC POLYMER, ALCOHOL ETHOXYLATES (C12), LINEAR ALKYL BENZYL SULFONATES (C10-16), ALCOHOL ETHOXYLATES (C12-15), SODIUM SILICATE, PROTEASE, CELLULOSE GUM, SODIUM SILICOALUMINATE, SUBTILISIN, SODIUM CARBONATE PEROXIDE, SODIUM CARBONATE, SODIUM CHLORIDE, WATER, SODIUM HYDROXIDE, SODIUM SULFATE

**WARNING LABEL:** Contains sodium carbonate. In case of eye contact, rinse thoroughly with water. If swallowed, drink a glass of water or milk. Call a physician. KEEP OUT OF REACH OF CHILDREN.

### GAIN ULTRA ORIGINAL POWDERED

**Smart Score: 13+1**

Price: \$15.42  
120 Loads

**HIGHLIGHTS:** Net cost of \$8.82 (0.18¢ per load) to remove 13 ingredients and 1 warning label.

**INGREDIENTS:** Sodium Sulfate, Sodium Carbonate, Linear Alkylbenzene Sulfonate, Silicate, Sodium Aluminosilicate, Water, Bentonite, Sodium Polyacrylate, Ethoxylate, Sodium Laureth Sulfate, Fragrance, Disodium Diaminostilbene Disulfonate, Polyethylene Glycol 4000, Lipase enzyme, Protease enzyme, Pigment Green 7

**WARNING LABEL:** Eye irritant. May be harmful if swallowed. May irritate eyes. Do not get in eyes. Keep out of reach of children, first aid treatment: Contains biodegradable anionic surfactants and enzymes. If swallowed, give a glassful of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting, if in eyes, rinse well with water for 15 minutes. **Product Warning:** wash hands with soap and water after handling, seek medical help if product is swallowed, seek fresh air if product is inhaled, keep out of reach of children, keep out of eyes, flush immediately if product enters eyes

### PERSIL PROCLEAN ORIGINAL POWDER

**Smart Score: 23+1**

Price: \$10.79  
50 Loads

**HIGHLIGHTS:** Net cost of \$4.63 (0.10¢ per ounce) to remove 23 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM ALUMINUM SILICATE, SODIUM CARBONATE PEROXYDRATE, ALKYL BENZENE SULFONATE, TETRAACETYLETHYLENEDIAMINE, SODIUM CARBONATE, FATTY ALCOHOL SULFATE, ALCHOL ETHOXYLATE, SODIUM POLYCARBOXYLATE, SODIUM POLYACRYLATE, SODIUM CITRATE, PROPYLENE TEREPHTALATE POLYESTER, CARBOXYMETHYL CELLULOSE, SODIUM SULFATE, PROTEASE, POLYETHYLENE GLYCOL, SODIUM CHLORIDE, SODIUM SOAP, POLYDIMETHYLSILOXANE, STILBENE DISULFONIC ACID, DISODIUM DISTYRYL BIPHENYL DISULFONATE, MYLASE, CELLULASE, LIPASE, MANNANASE, FRAGRANCE, BENZYL SALICYLATE, CITRONELLOL, HEXYLCINNAMALDEHYDE, LINALOOL

**WARNING LABEL:** Caution: Irritant. May be harmful if swallowed. Read cautions on back. Contains surfactants, inorganic builders, enzymes and fragrance. Avoid contact with eyes. Do not ingest. Avoid prolonged skin contact with concentrated product. First Aid: Eyes: Flush with water for at least 15 minutes. If irritation persists, contact a physician. Ingestion: Rinse mouth; give a large full glass of water or milk. Contact a physician. Keep out of reach of children. **Product Warning:** flush immediately if product enters eyes, keep out of eyes, seek medical help if product is swallowed

### PUREX CLASSIC POWDER

**Smart Score: 8**

Price: \$4.92  
37 Loads

**HIGHLIGHTS:** Net cost of \$8.61 (0.18¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** SODIUM DODECYLBENZENESULFONATE, POLYACRYLATES, 2,2'-STILBENEDISULFONIC ACID, 4,4'-BIS((4-ANILINO-6-MORPHOLINO-S-TRIAZIN-2-YL)AMINO)-, SODIUM SALT, FRAGRANCE, BENZENESULFONIC ACID, SODIUM SALT, C12-15 PARETH-9, ZINC RICINOLEATE, ALCOHOL ETHOXYLATES (C12-16), SODIUM SILICATE, SODIUM CHLORIDE, SODIUM CARBONATE, WATER, SODIUM SULFATE, SODIUM CARBONATE PEROXIDE

## TIDE ORIGINAL LAUNDRY POWDER

**Smart Score: 23+1**

Price: \$11.99  
68 Loads

**HIGHLIGHTS:** Net cost of \$6.53 (0.14¢ per load) to remove 23 ingredients and 1 warning label.

**INGREDIENTS:** water, alcoholethoxy sulfate, linear alkylbenzene sulfonate, propylene glycol, citric acid, sodium hydroxide, borax, ethanolamine, ethanol, alcohol sulfate, polyethyleneimine ethoxylate, sodium fatty acids, diquatonium ethoxysulfate, protease, diethylene glycol, laureth 9, alkyldimethylamine oxide, fragrance, amylase, disodium diaminostilbene disulfonate, DTPA, sodium formate, calcium formate, polyethylene glycol 4000, mannanase, Liquitint™ Blue (a dye), dimethicone

**WARNING LABEL:** Eye irritant. May be harmful if swallowed. May irritate eyes. Do not get in eyes. Keep out of reach of children. First Aid Treatment: Contains biodegradable anionic surfactants and enzymes. If swallowed, give a glassful of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting. If in eyes, rinse well with water for 15 minutes. Product Warning: keep out of eyes, wash hands with soap and water after handling, seek medical help if product is swallowed, seek fresh air if product is inhaled, keep out of reach of children, flush immediately if product enters eyes

## ARM & HAMMER PLUS OXICLEAN FR. SCENT

**Smart Score: 17+1**

Price: \$14.19  
130 Loads

**HIGHLIGHTS:** Net cost of \$9.75 (0.20¢ per load) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** NONIONIC SURFACTANTS, ANIONIC SURFACTANTS, FRAGRANCE, PHOSPHATES, SODIUM ALKYL ARYL ETHER SULFATES, DISODIUM DISTYRYLBIPHENYL DISULFONATE, ENZYMES, ALCOHOL ETHOXYLATES (C12-16), LINEAR ALKYL BENZENE SULFONATES, POLYACRYLIC ACID, TINOPALS, GRAPHTOL BLUE, ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, SODIUM LAURETH SULFATE, ACUSOL 425N POLYMER, SUBTILISIN, AMYLASE, ALPHA-, SODIUM CARBONATE, WATER, POTASSIUM CHLORIDE, SODIUM SULFATE, SODIUM BICARBONATE, SODIUM CARBONATE PEROXIDE

**WARNING LABEL:** Eye irritant. Harmful if swallowed. Contains anionic and nonionic surfactants, sodium carbonate, perfume and enzymes. Avoid contact with eyes. If contact occurs, flush immediately with water for 10-15 minutes. If swallowed, rinse mouth and drink a glass of water or milk. In either case call a physician. May irritate skin. If detergent sticks on skin, brush off and rinse thoroughly with cool water. Keep out of reach of children. Product Warning: Keep out of reach of children, keep out of eyes, flush immediately if product enters eyes, avoid contact with skin

## CHEER STAY COLORFUL FRESH CLEAN

**Smart Score: 10+1**

Price: \$15.99  
120 Loads

**HIGHLIGHTS:** Net cost of \$8.59 (0.18¢ per ounce) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** Sodium Carbonate, Sodium Sulfate, Sodium Aluminosilicate, Linear Alkylbenzene Sulfonate, Sodium Laureth Sulfate, Sodium Polyacrylate, Silicate, Water, Sodium Percarbonate, Fragrance, Silicone, Protease, Amylase, Lipase

**WARNING LABEL:** Eye irritant. May be harmful if swallowed. May irritate eyes. Do not get in eyes. Keep out of reach of children, first aid treatment: Contains biodegradable anionic surfactants and enzymes. If swallowed, give a glassful of water or milk and call a Poison Control Center or doctor immediately. Do not induce vomiting, If in eyes, rinse well with water for 15 minutes.

**Product Warning:** wash hands with soap and water after handling, seek medical help if product is swallowed, seek fresh air if product is inhaled, keep out of reach of children, keep out of eyes, flush immediately if product enters eyes.

## SEVENTH GENERATION FREE & CLEAR

**Smart Score: 8+1**

Price: \$17.99  
70 Loads

**HIGHLIGHTS:** Net cost of \$2.65 (0.06¢ per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Sodium carbonate, laureth-6, sodium citrate, sodium silicate, sodium aluminosilicate, sodium bicarbonate, sodium percarbonate, magnesium sulfate, cocos nucifera (coconut) oil, lauryl polyglucose, cellulose gum, sodium carboxymethyl inulin, protease, amylase

**WARNING LABEL:** Eye irritant. Harmful if swallowed. Keep out of reach of children. In case of eye contact, flush with water for at least 15 minutes. If swallowed, drink a glassful of water. Contact a physician.

## SURF POWDER DETERGENT SPRING BURST

**Smart Score: 8+1**

Price: \$9.03  
40 Loads

**HIGHLIGHTS:** Net cost of \$4.15 (0.09¢ per load) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** NONIONIC SURFACTANTS, ANIONIC SURFACTANTS, FRAGRANCE, STILBENE-TRIAZINE DERIVATIVE, FATTY ACID METHYL ESTER SULFONATES, SODIUM DODECYLBENZENESULFONATE, ACRYLIC POLYMER, LINEAR ALKYL BENZYL SULFONATES (C10-16), SODIUM SILICATE, SODIUM CARBONATE, SODIUM SULFATE, WATER, SODIUM CHLORIDE, SODIUM HYDROXIDE

**WARNING LABEL:** In case of eye contact, flush well with water. If swallowed, drink a glass of water. Call a physician. KEEP OUT OF REACH OF CHILDREN.

## TIDE ULTRA FREE & GENTLE

**Smart Score: 17+1**

Price: \$10.55  
40 Loads

**HIGHLIGHTS:** Net cost of \$2.33 (0.05¢ per load) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** SODIUM POLYACRYLATE, DISODIUM DIAMINOSTILBENE DISULFONATE, ETHOXYLATE, LINEAR ALKYL BENZENE SULFONATE, SILICATE, SILICONE FLUID and SILICON COMPOUNDS, PEG-75, ANIONIC SURFACTANTS, ENZYMES, LINEAR ALKYL BENZYL SULFONATES (C10-16), ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALKYL BENZENESULFONIC ACID MONOETHANOLAMINE SALT (C10-C16), ALKYL SULFATES, CELLULASE, PROTEASE, SODIUM SILICOALUMINATE, SODIUM CARBONATE, SODIUM CARBONATE PEROXIDE, SODIUM SULFATE, WATER

**WARNING LABEL:** Eye irritant. May be harmful if swallowed. In case of eye contact, flush with water. If swallowed, give a glassful of water or milk. Call a physician. Keep out of reach of children.

## DREFT ULTRA POWDER LAUNDRY

**Smart Score: 10+1**

Price: \$12.36  
40 Loads

**HIGHLIGHTS:** Net cost of 0.16¢ (0.00¢ per load) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** ANIONIC SURFACTANTS, SURFACTANTS, SILICATE, LINEAR ALKYL BENZYL SULFONATES (C10-16), ALCOHOL ETHOXYLATES (C10-C16) SODIUM SALT, ALKYL BENZENESULFONIC ACID, MONOETHANOLAMINE SALT (C10-C16), ALKYL SULFATES, ENZYMES, SODIUM SILICOALUMINATE, SODIUM CARBONATE PEROXIDE, SODIUM CARBONATE

**WARNING LABEL:** Caution: Eye irritant. May be harmful if swallowed. Keep out of reach of children.

## FAB SPRING MAGIC ULTRA POWDER

**Smart Score: 12+1**

Price: \$3.98  
32 Loads

**HIGHLIGHTS:** Net cost of \$9.02 (0.19¢ per load) to remove 12 ingredients and 1 warning label.

**INGREDIENTS:** FABRIC BRIGHTENERS, FRAGRANCE, NONIONIC SURFACTANTS, SODIUM POLYACRYLATE, METHANOL, ANIONIC SURFACTANTS, WATER SOFTENERS, PROCESSING AIDS, ANTI-REDEPOSITION AGENT, LINEAR ALKYL BENZENE SULFONATES, SODIUM SILICATE, SODIUM TOLUENESULFONATE, SODIUM CARBONATE, SODIUM SULFATE, ETHANOL, SODIUM HYDROXIDE

**WARNING LABEL:** CAUTION: EYE IRRITANT. In case of contact with eyes, rinse thoroughly with water. If swallowed, slowly drink a glassful of milk or water. Call a physician. KEEP OUT OF REACH OF CHILDREN.

**AMWAY LAUNDRY POWDER**

**Smart Score: 9+1**

Price: \$47.60  
150 Loads

**HIGHLIGHTS:** Net Savings of 0.24¢ (0.01¢ per load) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Sodium Carbonate, **C10-16 Alcohol Ethoxylate**, Citric Acid, **Fumaric Acid**, Hydrated Silica, Water, **Sodium Carboxymethyl Cellulose**, Sodium Chloride, **Sucrose**, **Fragrance**, **Triazinyl diaminostilbene disulfonic acid**, **sodium salt**, **Starch**, **Protease Enzyme**, Sodium Sulfate

**WARNING LABEL:** Warning: Causes serious eye damage. Prevention; wear eye/face protection, Wash hands thoroughly after handling. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing Immediately call a POISON CENTER or doctor/physician. Disposal Dispose of contents/container to an approved waste disposal plant. Toxic to aquatic life.

**IVORY ULTRA SNOW CONCENTRATED**

**Smart Score: 14+1**

Price: \$9.98  
40 Loads

**HIGHLIGHTS:** Net cost of \$3.01 (0.06¢ per load) to remove 14 ingredients and 1 warning label.

**INGREDIENTS:** **ETHOXYLATES**, **DISODIUM DIAMINOSTILBENE DISULFONATE**, **FRAGRANCE**, **SODIUM POLYACRYLATE**, **ANIONIC SURFACTANTS**, **ENZYMES**, **ALKYL SULFATES**, **LINEAR ALKYL BENZENE SULFONATES**, **PEG-75**, **SILICATE**, **SILICONE FLUID** and **SILICON COMPOUNDS**, **BENTONITE**, **PROTEASE**, **SODIUM SILICOALUMINATE**, **SODIUM CARBONATE**, **SODIUM CARBONATE PEROXIDE**, **SODIUM SULFATE**, **WATER**

**WARNING LABEL:** Caution: In case of eye contact, flush with water. If swallowed, give a glassful of water or milk. Call a Physician. Keep out of reach of children.

**CHARLIE'S SOAP LAUNDRY POWDER**

**Smart Score: 2\*+1**

Price: \$17.49  
100 Loads

**HIGHLIGHTS:** Net cost of \$6.59 (0.14¢ per load) to remove 2\* ingredients and 1 warning label.

**INGREDIENTS:** \*NOT FORTHCOMING ON INGREDIENTS: Sodium Carbonate, **C12-15 pareth-2**, Sodium Metasilicate, **Surfactants**, Sodium Silicate

**WARNING LABEL:** Caution: Eye Irritant - Keep away from Children Harmful if Swallowed.

**NELLIE'S ALL NATURAL LAUNDRY SODA**

**Smart Score: 1+1**

Price: \$21.00  
100 Loads

**HIGHLIGHTS:** Net cost of \$4.91 (0.10¢ per load) to remove 1 ingredients and 1 warning label.

**INGREDIENTS:** **LINEAR ALCOHOL ETHOXYLATE**, **SODIUM METASILICATE**, **ALCOHOL ETHOXYLATES (C12)**, **SODIUM CARBONATE**, **SODIUM CHLORIDE**, **SODIUM CARBONATE PEROXIDE**

**WARNING LABEL:** Caution: MAY IRRITATE EYES. Do not get in eyes. Keep out of reach of children. FIRST AID TREATMENT Contains sodium silicate and sodium carbonate. If in eyes, rinse with water for 10 min. If swallowed, call poison control center or doctor immediately. Do not induce vomiting.

**MODERE TOOTHPASTE**

Freshen up without the fluoride. Our Toothpaste is made with natural peppermint oil to support minty-fresh breath and healthy oral care.

Price: \$6.99  
6.1 oz



- First ever EWG VERIFIED™ toothpaste in the world & part of the fully-verified Modere Oral Care line
- All products bearing the EWG VERIFIED mark meet rigorous criteria, including compliance with strict ingredient standards, manufacturing transparency & robust labeling
- Sugar free
- Fluoride free
- Water-soluble abrasives clean without damaging tooth enamel
- Supports healthy teeth & gums
- Our non-toxic formula means it is safe for the whole family
- Natural peppermint oil freshens breath

**INGREDIENTS:**

Sorbitol, Water, Hydrated silica, Xylitol, Sodium cocosulfate, Mentha piperita (peppermint) oil, Calcium glycerophosphate, Cellulose gum, Arginine, Rebaudioside A, Sodium chlorite, Chlorophyllin-copper complex

**QUICK SCORE**

**10+1**

Competitor Product	Smart Score
Aqua Fresh Whitening Action	8
Colgate Total Whitening	12
Crest 3D White	9
Oral B Pro Expert	15
Sensodyne Extra Whitening	8
<b>TOTALS</b>	<b>10</b>

## AQUA FRESH WHITENING ACTION

**Smart Score: 8+1**

Price: \$2.89  
5.6 Oz

**HIGHLIGHTS:** Net cost of \$3.84 (0.63¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.15% w/v Fluoride Ion)

**INACTIVE INGREDIENTS:** Water, Sorbitol, Hydrated Silica, Glycerin, PEG-8, Flavor, Sodium Lauryl Sulfate, Xanthan Gum, Titanium Dioxide, Cocamidopropyl Betaine, Sodium Saccharin, Iron Oxide, Red 30

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If you accidentally swallow more than used for brushing, get medical help or contact a Poison Control Center right away.

## COLGATE TOTAL WHITENING

**Smart Score: 12+1**

Price: \$3.49  
5.8 Oz

**HIGHLIGHTS:** Net cost of \$3.32 (0.54¢ per ounce) to remove 12 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.24%), (0.14% w/v Fluoride Ion)), Triclosan (0.30%)

**INACTIVE INGREDIENTS:** Water, Hydrated Silica, Sorbitol, Cellulose Gum, Glycerin, PVM/MA Copolymer, Sodium Lauryl Sulfate, Flavor, Sodium Hydroxide, Carrageenan, Propylene Glycol, Sodium Saccharin, Mica, Titanium Dioxide, FD&C Blue No. 1

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a poison control center right away.

## CREST 3D WHITE

**Smart Score: 9+1**

Price: \$4.42  
6.4 Oz

**HIGHLIGHTS:** Net cost of \$2.78 (0.46¢ per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride

**INACTIVE INGREDIENTS:** Water, Sorbitol, Hydrated Silica, Cellulose Gum, Disodium Pyrophosphate, Sodium Lauryl Sulfate, Flavor, Sodium Hydroxide, Sodium Saccharin, Carbomer, Xanthan Gum, Polyethylene, Mica, Titanium Dioxide, Blue 1 Lake

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a poison control center right away.

## ORAL B PRO EXPERT

**Smart Score: 15+1**

Price: \$5.36  
2.5 Oz

**HIGHLIGHTS:** Net Savings of \$6.09 (\$1.00 per ounce) to remove 15 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Stannous Fluoride, Sodium Hexametaphosphate, Sodium Fluoride

**INACTIVE INGREDIENTS:** Glycerin, Water, Hydrated Silica, Propylene Glycol, PEG-6, Zinc Lactate, CI 77891, Sodium Lauryl Sulfate, Aroma, Sodium Gluconate, Chondrus Crispus, Trisodium, Phosphate, Sodium Saccharin, Xanthan Gum, Limonene, Silica, CI 74260

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.



**SENSODYNE EXTRA WHITENING**

**Smart Score: 8+1**

Price: \$5.49  
4.0 Oz

**HIGHLIGHTS:** Net Savings of \$1.38 (0.23¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Potassium Nitrate (5%), Sodium Fluoride (0.15%) w/v Fluoride Ion

**INACTIVE INGREDIENTS:** Water, Sorbitol, Hydrated Silica, Glycerin, Pentasodium Triphosphate, PEG-8, Flavor, Titanium Dioxide, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Xanthan Gum, Sodium Hydroxide, Sodium Saccharin, Sucralose

**WARNING LABEL:** Stop use and ask a dentist if the problem persists or worsens (Sensitive teeth may indicate a serious problem that may need prompt care by a dentist), pain/sensitivity still persists after 4 weeks of use.

**AIM**

**Smart Score: 8+1**

Price: \$3.36  
5.5 Oz

**HIGHLIGHTS:** Net cost of \$3.26 (0.56¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.24%)

**INACTIVE INGREDIENTS:** Sorbitol, Water, Cellulose Gum, Hydrated Silica, PEG-8, Sodium Lauryl Sulfate, SD Alcohol 38-B, Flavor, Sodium Saccharin, Blue 1, Yellow 10

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**ARM & HAMMER ADVANCE WHITE**

**Smart Score: 9+1**

Price: \$3.74  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$3.19 (0.52¢ per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.243%)

**INACTIVE INGREDIENTS:** Water, Sodium Bicarbonate, PEG-8, Tetrasodium Pyrophosphate, PEG/PPG 116/66 Copolymer, Sodium Carbonate Peroxide, Silica, Sodium, Saccharin, Flavor, Sodium Lauroyl, Sarcosinate, Sodium Lauryl Sulfate

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**CLOSE UP FRESHENING GEL**

**Smart Score: 8+1**

Price: \$1.79  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$5.17 (0.85¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.24%)

**INACTIVE INGREDIENTS:** Sorbitol, Water, Cellulose Gum, Hydrated Silica, PEG-8, Sodium Lauryl Sulfate, SD Alcohol 38-B, Flavor, Sodium Saccharin, Red 33, Red 40

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

## HELLO EXTRA WHITENING FLUORIDE

**Smart Score: 5+1**

Price: \$4.49  
4.2 Oz

**HIGHLIGHTS:** Net cost of 0.47¢ (0.08¢ per ounce) to remove 5 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Monofluorophosphate (0.76%) (0.15% w/v Fluoride Ion)

**INACTIVE INGREDIENTS:** Sorbitol, Purified Water, Hydrated Silica, Glycerin, Xylitol, Calcium Carbonate, Flavor, Xanthan Gum, Sodium Lauryl Sulfate, Titanium Dioxide and Stevia Rebaudiana Leaf Extract

**WARNING LABEL:** Keep out of reach of children under 6 years of age. If more than used for swallowing is accidentally swallowed, get medical help or contact a Poison Control Center right away. Twist off cap to remove foil seal.

## TOM'S ... ANTIPLAQUE & WHITENING

**Smart Score: 5+1**

Price: \$5.50  
4.29 Oz

**HIGHLIGHTS:** Net Savings of 0.83¢ (0.14¢ per ounce) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** Water, Natural Flavor (Peppermint Oil), Calcium Carbonate, Glycerin, Xylitol, Hydrated Silica, Sodium Lauryl Sulfate, Zinc Citrate, Carrageenan, Sodium Bicarbonate

**WARNING LABEL:** Keep out of reach of children under 6.

## DR BRITE MINT WHITENING MINERAL

**Smart Score: 14**

Price: \$9.00  
4.2 Oz

**HIGHLIGHTS:** Net Savings of \$6.08 (\$1.00 per ounce) to remove 14 ingredients.

**INGREDIENTS:** Aqua (Purified Water), Organic Vegetable Glycerin, Calcium Carbonate (Mineral), Hydrated Silica (Mineral), Organic Cocos Nucifera (Coconut) Oil, Kaolin Clay (Mineral), Ascorbic Acid (Vitamin C), Potassium Cocoate (Organic Coconut Oil Derived), Organic Mentha Spicata (Spearmint) Leaf Oil, Organic Siraitia Grosvenorii (Monk Fruit) Extract, Organic Stevia Rebaudiana Leaf/Stem Extract, Organic Mentha Arvensis (Menthol) Crystals, Organic Azadirachta Indica (Neem) Extract, Ubiquinone (CoQ10), Carbon (Activated Charcoal Coconut Derived)

## KID'S CREST CAVITY PROTECT.-BUBBLEGUM

**Smart Score: 8+1**

Price: \$4.49  
4.2 Oz

**HIGHLIGHTS:** Net cost of \$3.37 (0.55¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.243%) (0.15% w/v Fluoride Ion)

**INACTIVE INGREDIENTS:** Sorbitol, Water, Hydrated Silica, Sodium Lauryl Sulfate, Trisodium Phosphate, Cellulose Gum, Flavor, Sodium Phosphate, Sodium Saccharin, Carbomer, Red 28

**WARNING LABEL:** Keep out of reach of children under 6 yrs. of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away. Do not use if inner foil is torn, cut or missing.



**MODERE MOUTH RINSE**

Ditch the alcohol and switch to peppermint. Our alcohol-free Mouth Rinse freshens breath without that burning sensation, eliminating bad breath with natural peppermint oil.

Price: \$7.99  
16.9 oz



- First ever EWG VERIFIED™ mouth rinse in the world & part of the fully-verified Modere Oral Care line
- All products bearing the EWG VERIFIED mark meet rigorous criteria, including compliance with strict ingredient standards, manufacturing transparency & robust labeling
- Freshens breath without alcohol
- Natural peppermint oil eliminates bad breath
- Leaves mouth invigorated & minty fresh
- Supports healthy teeth and gums
- Oxidizes & dissolves food film for effective cleaning

**INGREDIENTS:**

Water, Sodium Chlorite, Mentha Piperita (Peppermint) Oil

**QUICK SCORE**

**9+1**

Competitor Product	Smart Score
Act Mint Fluoride Rinse Anticavity	13
Colgate Optic White	7
Crest Scope Outlast	7
Listerine Original	8
Oral B Fluorinse	9
<b>TOTALS</b>	<b>9</b>

ACT MINT FLUORIDE RINSE ANTICAVITY

**Smart Score: 13+1**

Price: \$3.57  
18.0 Oz

**HIGHLIGHTS:** Net cost of \$4.64 (0.27¢ per ounce) to remove 13 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride (0.05%) (0.02% W/V Fluoride Ion)

**INACTIVE INGREDIENTS:** Water, Sorbitol, Poloxamer 407, Propylene Glycol, Menthol, Methyl Salicylate, Sodium Phosphate, Disodium Phosphate, Potassium Sorbate, Polysorbate 20, Sodium Saccharin, Flavor, Cetylpyridinium Chloride, Calcium Disodium EDTA, Sodium Benzoate, Green 3, Yellow 5

**WARNING LABEL:** Do not swallow the rinse. Do not eat or drink for 30 minutes after rinsing. Instruct children under 12 years of age in good rinsing habits (to minimize swallowing). Supervise children as necessary until capable of using without supervision. Children Under 6 Years of Age: Consult a dentist or doctor.

COLGATE OPTIC WHITE

**Smart Score: 7+1**

Price: \$6.99  
32.0 Oz

**HIGHLIGHTS:** Net cost of \$4.30 (0.25¢ per ounce) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Propylene Glycol, Sorbitol, Hydrogen Peroxide, Polysorbate 20, Sodium Acrylates/Methacryloylethyl Phosphate Copolymer, Phosphoric Acid, Citric Acid, Flavor, PVM/MA Copolymer, Sodium Saccharin

**WARNING LABEL:** Do not swallow. Keep out of reach of children younger than 12 years old. If more than used for rinsing is accidentally swallowed, get medical attention or contact to Poison Control Center right away. If irritation develops, stop use and consult a dentist. Store at 59 F to 77 F. Keep from freezing. Cap sealed with printed band.

CREST SCOPE OUTLAST

**Smart Score: 7+1**

Price: \$4.67  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$3.32 (0.22¢ per ounce) to remove 7 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Cetylpyridinium chloride, Domiphen bromide, Denatured alcohol

**INACTIVE INGREDIENTS:** Water, Glycerin, Polysorbate 80, Sodium saccharin, Sodium benzoate, Benzoic acid, Blue 1, Yellow 5

**WARNING LABEL:** Keep out of reach of children. If more than used for rinsing is accidentally swallowed, seek professional assistance or contact a Poison Control Center immediately.

LISTERINE ORIGINAL

**Smart Score: 8+1**

Price: \$3.97.  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$4.02 (0.24¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Eucalyptol 0.092%, Menthol 0.042%, Methyl salicylate 0.060%, Thymol 0.064%

**INACTIVE INGREDIENTS:** Water, alcohol (26.9%), benzoic acid, poloxamer 407, sodium benzoate, caramel

**WARNING LABEL:** Keep out of reach of children. If more than used for rinsing is accidentally swallowed, seek professional assistance or contact a Poison Control Center immediately.

## ORAL B FLUORINSE

**Smart Score: 9+1**

Price: \$4.63  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$3.36 (0.20¢ per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride 0.2% (w/w)

**INACTIVE INGREDIENTS:** Purified water, Methylparaben, Polysorbate 80, Sodium saccharin, Methyl salicylate, Propylparaben, Sodium hydroxide, Spearmint oil, Menthol, Blue 1, Yellow 10

**WARNING LABEL:** DO NOT SWALLOW. Keep out of reach of children. If more than used for rinsing is swallowed, administer calcium (e.g. milk) and get medical help or contact a Poison Center right away.

## CREST 3D WHITE LUXE

**Smart Score: 6+1**

Price: \$3.99  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$3.78 (0.22¢ per ounce) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Hydrogen Peroxide, Propylene Glycol, Sodium Hexametaphosphate, Poloxamer 407, Sodium Citrate, Flavor, Sodium Saccharin, Citric Acid

**WARNING LABEL:** Keep out of reach of children under twelve years of age. In case of accidental ingestion, seek professional assistance or contact a Poison Control Center right away. Cap sealed with printed band.

## NATURAL DENTIST FLUORIDE

**Smart Score: 8+1**

Price: \$7.49  
16.9 Oz

**HIGHLIGHTS:** Net cost of 0.50¢ (0.03¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Sodium Fluoride 0.05% (0.02% w/v fluoride ion)

**INACTIVE INGREDIENTS:** Purified water, vegetable glycerin, aloe vera gel, sodium phosphate monobasic, xylitol, natural flavors, olivamidopropyl betaine (sourced from olives), citric acid, grapefruit seed extract, menthol

**WARNING LABEL:** As with all drugs, keep out of reach of children under 6 years. If more than used for rinsing is accidentally swallowed, get medical help or contact a poison control center immediately. Do not use if safety seal is broken or missing.

## TOM'S OF MAINE WICKED FRESH

**Smart Score: 5**

Price: \$3.99  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$3.78 (0.22¢ per ounce) to remove 5 ingredients.

**INGREDIENTS:** Water, Glycerin, Sorbitol, Organic Aloe Barbadensis Leaf Juice, Propanediol, Xylitol, Natural Flavor, Benzoic Acid, Zinc Chloride, Menthol

## TOOTH & GUM TONIC / DENTAL HERB

**Smart Score: 9+1**

Price: \$31.00  
18.0 Oz

**HIGHLIGHTS:** Net Savings of \$21.12 (\$1.25 per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Deionized water, vegetable glycerine, extracts of echinacea angustifolia, echinacea purpurea and gotu kola, pure essential oils of peppermint, red thyme, cinnamon bark, eucalyptus globulus and lavender, plant saponins

**WARNING LABEL:** Not recommended for use by children under 6 years of age. Do not swallow.

## UP & UP SPLENDID WHITE

**Smart Score: 7+1**

Price: \$4.40  
32.0 Oz

**HIGHLIGHTS:** Net cost of \$5.67 (0.34¢ per ounce) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Hydrogen Peroxide, Propylene Glycol, Sodium Hexametaphosphate, Poloxamer 407, Sodium Citrate, Flavor, PEG-40 Hydrogenated Castor Oil, Sodium Saccharin, Citric Acid

**WARNING LABEL:** Safety sealed with printed neckband for your protection. Caution: Keep out of reach of children under 12 years of age. If more than used for rinsing is accidentally swallowed, get medical help or contact a Poison Control Center right away. If gum irritation occurs, stop use and consult a dentist.

## THERABREATH MILD MINT FRESH BREATH

**Smart Score: 3+1**

Price: \$7.69  
16.0 Oz

**HIGHLIGHTS:** Net Savings of 0.13¢ (0.01¢ per ounce) to remove 3 ingredients and 1 warning label.

**INGREDIENTS:** Purified Water, OXYD-8 (Dr. Katz's Patented Version of ClO2), PEG-40 Hydrogenated Castor Oil, Tetrasodium EDTA, Sodium Bicarbonate, Sodium Benzoate, Essential Oil of Peppermint, Sodium Hydroxide

**WARNING LABEL:** Keep out of the reach of children. If spilled on fabrics, wash out immediately. This product was sealed with protective packaging at the laboratory. If seal is missing, do not use.

## DR BRITE MINT CLEANSING MOUTH RINSE

**Smart Score: 8**

Price: \$15.00  
16.0 Oz

**HIGHLIGHTS:** Net Savings of \$7.85 (0.46¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** Aqua (Purified Water), Organic Vegetable Glycerin, Organic Aloe Barbadensis (Aloe Vera) Leaf Juice, Ascorbic Acid (Vitamin C), Activated Charcoal, Organic Cocos Nucifera (Coconut) Oil, Organic Mentha Spicata (Spearmint) Leaf Extract, Organic Menthol, Xylitol, Organic Stevia Rebadiana Leaf Extract





**MODERE DEODORANT**

Our deodorant is different. This formula keeps you smelling and feeling fresh all day, using the natural deodorizing benefits of coriander, sage, eucalyptus and aloe vera - and without the use of aluminium.

Price: \$6.99  
1.7 oz



- Aluminium free.
- Natural deodorizing benefits of coriander, sage, eucalyptus and aloe vera to help keep you smelling and feeling fresh.

**INGREDIENTS**

Methylpropanediol, aloe barbadensis leaf juice, butylene glycol, hamamelis virginiana (witch hazel) extract, water, coriandrum sativum (coriander) seed extract, alcohol, salvia officinalis (sage) leaf extract, commiphora myrrha resin extract, eucalyptus globulus leaf extract, saccharomyces ferment, fragrance (parfum)

**QUICK SCORE**

**9+1**

Competitor Product	Smart Score
Degree For Men	11
Dove Advanced Care	9
Secret Original Solid	8
Speed Stick Irish Spring Original	9
Suave Antiperspirant Deodorant Powder	9
<b>TOTALS</b>	<b>9</b>

## DEGREE FOR MEN

**Smart Score: 11+1**

Price: \$5.14  
2.7 Oz

**HIGHLIGHTS:** Net cost of \$3.75 (\$2.21 per ounce) to remove 11 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Tetrachlorohydrate GLY

**INACTIVE INGREDIENTS:** Cyclopentasiloxane, Stearyl Alcohol, PPG-14 Butyl Ether, Hydrogenated Castor Oil, Talc, Fragrance (Parfum), PEG-8 Distearate, Sodium Starch, Octenylsuccinate, Mannitol, BHT

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use and ask a doctor if rash or irritation occurs.

## DOVE ADVANCED CARE

**Smart Score: 9+1**

Price: \$4.89  
2.6 Oz

**HIGHLIGHTS:** Net cost of \$3.79 (\$2.23 per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Tetrachlorohydrate GLY (11.4%)

**INACTIVE INGREDIENTS:** Cyclopentasiloxane, Stearyl Alcohol, C12-15 Alkyl Benzoate, PPG-14 Butyl Ether, Hydrogenated Castor Oil, PEG-8, Fragrance (Parfum), Dimethicone, Silica, Polyethylene, Helianthus Annuus (Sunflower) Seed Oil, Steareth-100BHT

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use if rash or irritation occurs. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

## SECRET ORIGINAL SOLID

**Smart Score: 8+1**

Price: \$3.59  
2.6 Oz

**HIGHLIGHTS:** Net cost of \$4.73 (\$2.78 per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum zirconium trichlorohydrate Gly (anhydrous) 15%

**INACTIVE INGREDIENTS:** Stearyl Alcohol, Talc, Mineral Oil, Dimethicone, Hydrogenated Castor Oil, PPG-14 Butyl Ether, Petrolatum, Fragrance, Behenyl Alcohol

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use if rash or irritation occurs. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

## SPEED STICK IRISH SPRING ORIGINAL

**Smart Score: 9+1**

Price: \$4.22  
2.7 Oz

**HIGHLIGHTS:** Net cost of \$4.33 (\$2.55 per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Tetrachlorohydrate Gly 15% (Antiperspirant)

**INACTIVE INGREDIENTS:** Cyclomethicone, Stearyl Alcohol, Mineral Oil, Talc, Hydrogenated Castor Oil, PPG-14 Butyl Ether, Fragrance, Steareth-100, Steareth-2, Behenyl Alcohol

**WARNING LABEL:** For external use only. Do not use on broken skin. Discontinue use if rash or irritation develops. Keep out of reach of children.

**SUAVE ANTIPERSPIRANT ... POWDER**

**Smart Score: 9+1**

Price: \$3.66  
1.4 Oz

**HIGHLIGHTS:** Net cost of \$2.55 (\$1.50 per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Chlorohydrate

**INACTIVE INGREDIENTS:** Cyclopentasiloxane, Isopropyl Palmitate, Stearyl Alcohol, Mineral Oil, Talc, Hydrogenated Castor Oil, Fragrance (Parfum), Steareth-100, BHT

**WARNING LABEL:** For external use only. Do not use on broken skin. Discontinue use if rash or irritation develops. Keep out of reach of children.

**ARRID XX REGULAR**

**Smart Score: 8+1**

Price: \$4.19  
2.6 Oz

**HIGHLIGHTS:** Net cost of \$4.25 (\$2.50 per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Diisopropyl Adipate, Cyclopentasiloxane, Stearyl Alcohol, PPG-14 Butyl Ether, Talc, Hydrogenated Castor Oil, Fragrance, Laureth-4, Blue 1

**WARNING LABEL:** If swallowed, get medical help or contact a Poison Control Center right away.

**AXE PHOENIX STICK**

**Smart Score: 8+1**

Price: \$3.92  
2.7 Oz

**HIGHLIGHTS:** Net cost of \$4.52 (\$2.66 per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dipropylene Glycol, Propylene Glycol, Sodium Stearate, Fragrance (Parfum), C12-15 Alkyl Benzoate, Disodium EDTA, BHT, Simethicone, Ext. Violet 2 (CI 60730), Blue 1 (CI 42090)

**WARNING LABEL:** For external use only. Do not use on broken skin. Stop use if rash or irritation occurs.

**BAN ROLL ON REGULAR**

**Smart Score: 6+1**

Price: \$6.57  
3.5 Oz

**HIGHLIGHTS:** Net cost of \$3.82 (\$2.23c per ounce) to remove 6 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Chlorohydrate

**INACTIVE INGREDIENTS:** Water, PPG-11 Stearyl Ether, Steareth-2, Steareth-20, Fragrance, Disodium EDTA, BHT, Hordeum Distichon (Barley) Extract, Santalum Album (Sandalwood) Extract, Phellodendron Amurense Bark Extract

**WARNING LABEL:** For external use only. Stop if rash or irritation occurs. Do not use on broken skin. Ask a doctor before use if you have kidney disease.

## BURT'S BEES DEODORANT FOR MEN

**Smart Score: 8**

Price: \$6.98  
2.6 Oz

**HIGHLIGHTS:** Net cost of \$2.43 (\$1.43 per ounce) to remove 8 ingredients.

**INGREDIENTS:** Cocos Nucifera (Coconut) Oil, Zea Mays (Corn) Starch, Sesamum Indicum (Sesame) Seed Oil, Beeswax, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Medica Limonum (Lemon) Peel Oil, Citrus Aurantium Dulcis (Sweet Orange) Peel Oil, Pogostemon Cablin (Patchouli) Oil, Citrus Reticulata (Petitgrain) Leaf Oil, Abies Sibirica (Fir) Needle Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

## DEGREE SHOWER CLEAN FOR WOMEN

**Smart Score: 8+1**

Price: \$5.14  
2.6 Oz

**HIGHLIGHTS:** Net cost of \$3.63 (\$2.13¢ per ounce) to remove 8 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Tetrachlorohydrate Gly

**INACTIVE INGREDIENTS:** Cyclopentasiloxane, Stearyl Alcohol, 12-15 Alkyl Benzoate, PPG-14 Butyl Ether, Hydrogenated Castor Oil, Fragrance (Parfum), Polyethylene, BHT

**WARNING LABEL:** For external use only. Stop use if rash or irritation occurs. Do not use on broken skin.

## MITCHUM ADVANCED CARE FOR WOMEN

**Smart Score: 22+1**

Price: \$5.05  
2.25 Oz

**HIGHLIGHTS:** Net cost of \$3.17 (\$1.87 per ounce) to remove 22 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium tetrachlorohydrate Gly

**INACTIVE INGREDIENTS:** Aloe Barbadensis Leaf Extract, Water, Cyclopentasiloxane, Stearyl Alcohol, C12-15 Alkyl Benzoate, Hydrogenated Castor Oil, Dimethicone, Talc, Parfum (Fragrance), PEG-8 Distearate, Tocopheryl Acetate, Hydrogen Peroxide, Mannitol, Sodium Starch Octenylsuccinate, Silica Dimethicone Silylate, Hydrated Silica, Sodium Ascorbate, BHT, Citric Acid, Calcium Disodium EDTA, Linalool, Benzyl Salicylate, Citronellol, Hydroxycitronellal, Hexyl Cinnamal, Limonene, Benzyl Benzoate, Geraniol, Cinnamyl Alcohol, Alpha Isomethyl Ionone, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde 23540

**WARNING LABEL:** For external use only. Stop if rash or irritation occurs. Do not use on broken skin. Ask a doctor before use if you have kidney disease.

## MITCHUM FOR MEN ADVANCED...ICE FRESH

**Smart Score: 21+1**

Price: \$5.05  
2.25 Oz

**HIGHLIGHTS:** Net cost of \$3.17 (\$1.87 per ounce) to remove 21 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium tetrachlorohydrate Gly

**INACTIVE INGREDIENTS:** Aloe Barbadensis Leaf Extract, Water, Cyclopentasiloxane, Stearyl Alcohol, PPG-14 Butyl Ether, Hydrogenated Castor Oil, Talc Parfum (Fragrance), PEG-8 Distearate, Tocopheryl Acetate, Hydrogen Peroxide, Silica Dimethicone Silylate, Sodium Ascorbate, BHT, Citric Acid, Mannitol, Silica, Sodium Starch Octenylsuccinate, Calcium Sodium EDTA, Linalool, Limonene, Benzyl Salicylate, Coumarin, Hexyl Cinnamal, Citral, Geraniol, Citronellol

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use and ask a doctor if rash or irritation occurs.

**OLD SPICE ORIGINAL CLASSIC SOLID**

**Smart Score: 5+1**

Price: \$2.44  
3.25 Oz

**HIGHLIGHTS:** Net cost of \$5.71 (\$3.36 per ounce) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** WATER, ALCOHOL DENAT, PROPYLENE GLYCOL, SODIUM STEARATE, FRAGRANCE, TETRASODIUM EDTA, GREEN 5

**WARNING LABEL:** Flammable. Do not apply near flame or while smoking. Do not apply to broken skin. If rash or irritation develops, discontinue use. Use only as directed. Keep out of reach of children.

**RIGHT GUARD XTREME DEF. 5 FRESH.BLAST**

**Smart Score: 9+1**

Price: \$3.52  
3.25 Oz

**HIGHLIGHTS:** Net cost of \$4.69 (\$2.76 per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Trichlorohydrate Gly

**INACTIVE INGREDIENTS:** Cyclomethicone, Stearyl Alcohol, PPG-14 Butyl Ether, Hydrogenated Castor Oil, Talc, Cetyl Alcohol, Fragrance, Myristyl Myristate, Polyethylene, 2-Benzylheptanol, Phenoxyethanol, Zea Mays (Corn) Starch

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use and ask a doctor if rash or irritation occurs.

**SCHMIDT'S NATURAL DEODORANT**

**Smart Score: 6+1**

Price: \$8.99  
3.25 Oz

**HIGHLIGHTS:** Net cost of \$2.25 (\$1.35 per ounce) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Maranta Arundinacea (Arrowroot) Powder, Sodium Bicarbonate (Baking Soda), Cocos Nucifera (Coconut) Oil, Euphorbia Cerifera (Candelilla) Wax, Butyrospermum Parkii (Shea Butter), Caprylic/Capric Triglyceride (Fractionated Coconut Oil), Sambucus Nigra Extract (PhytoCide Elderberry OS)

**WARNING LABEL:** For external use only. Do not use on broken skin. Discontinue use if rash or irritation develops. Keep out of reach of children.

**SECRET ORIGINAL ROLL ON**

**Smart Score: 6+1**

Price: \$3.39  
2.0 Oz

**HIGHLIGHTS:** Net cost of \$4.11 (\$2.42 per ounce) to remove 6 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum chlorohydrate (anhydrous) 14%

**INACTIVE INGREDIENTS:** Water, PPG-15 stearyl ether, Steareth-2, Steareth-20, Fragrance, Disodium EDTA, BHT

**WARNING LABEL:** For external use only. Do not use on broken skin. Ask a doctor before use if you have kidney disease. Stop use if rash or irritation occurs. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

## SPEED STICK POWDER FRESH – LADY

**Smart Score: 9+1**

Price: \$1.58  
1.4 Oz

**HIGHLIGHTS:** Net cost of \$5.07 (\$2.98 per ounce) to remove 9 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Aluminum Zirconium Tetrachlorohydrate Gly

**INACTIVE INGREDIENTS:** Elaeis Guineensis (Palm) Kernel Oil, Stearyl Alcohol, Cyclomethicone, C12-15 Alkyl Benzoate, PPG-14 Butyl Ether, Hydrogenated Castor Oil, Hydrogenated Soybean Oil, PEG-8 Distearate, Fragrance, Hydrolyzed Corn Starch, Behenyl Alcohol

**WARNING LABEL:** For external use only. Do not use on broken skin. Discontinue use if rash or irritation develops. Keep out of reach of children.

## TOM'S OF MAINE LONG LASTING ...

**Smart Score: 9**

Price: \$6.09  
2.25 Oz

**HIGHLIGHTS:** Net cost of \$2.39 (\$1.41 per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Propylene Glycol (Vegetable Derived), Sodium Stearate, Organic Aloe Barbadensis Leaf Juice, Zinc Ricinoleate, Glyceryl Laurate, Humulus Lupulus (Hops) (Extracted with CO2) Cone Extract, Organic Helianthus Annuus (Sunflower) Seed Oil, Ascorbic Acid, Organic Cymbopogon Flexuosus Oil

## ARM & HAMMER ESSENTIALS FRESH

**Smart Score: 10+1**

Price: \$3.89  
2.5 Oz

**HIGHLIGHTS:** Net cost of \$4.34 (\$2.56 per ounce) to remove 10 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dipropylene Glycol, Propylene Glycol, Sodium Stearate, Sodium Bicarbonate (Baking Soda), Coriandrum Sativum (Coriander) Seed Oil, Rosmarinus Officinalis (Rosemary) Essential Oil, Lavandula Hybrid (Lavender) Oil, Fragrance, Triclosan, Tetrasodium EDTA, Allantoin (Comfrey Root)

**WARNING LABEL:** Do not apply to broken skin. If a rash or irritation develops, discontinue use. Keep out of reach of children.

## ALBA BOTANICAL ... CLEAR LAVENDER

**Smart Score: 9**

Price: \$7.00  
2.0 Oz

**HIGHLIGHTS:** Net cost of \$1.04 (\$0.61 per ounce) to remove 9 ingredients.

**INGREDIENTS:** Glycerin, Aqua (Water), Sodium Stearate, Steareth-100, Aloe Barbadensis Leaf Juice, Camellia Oleifera Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Panax Ginseng Root Extract, Usnea Barbata (Lichen) Extract, Bisabolol, Ethylhexylglycerin, Glyceryl Stearate, Oleic Acid, Sodium Bicarbonate, Sodium Chloride, Stearic Acid, Stearyl Alcohol, Linalool, Fragrance (Parfum)



SHAMPOO FOR ALL HAIR TYPES

From dried to dyed, our sulfate-free Shampoo for All Hair Types gently cleanses every head of hair. Our formula is also never tested on animals, so you can rest assured that it’s safe for both you and your furry friends.

Price: \$12.99  
11.8 oz



- No animal testing & PETA certified cruelty-free
- Free of sulfate, parabens & ethoxylate
- Gentle enough for all hair types, even color treated hair
- Formula is supremely gentle, moisturizing & suitable for use by the entire family
- Contains safety-tested ingredients that clean your hair & make it look healthier

Wash your hair with our Shampoo for All Hair Types to cleanse clean and live clean.

**INGREDIENTS**

Water, sodium C14-16 olefin sulfonate, cocamidopropyl hydroxysultaine, decyl glucoside, cocamidopropyl betaine, sodium cocoyl isethionate, starch hydroxypropyltrimonium chloride, caprylyl pyrrolidone, hydroxyacetophenone, citrus medica limonum (lemon) peel extract, 1,2-hexanediol, caprylyl glycol, disodium EDTA, butylene glycol, hydrolyzed rice protein, arnica montana flower extract, salvia officinalis (sage) leaf extract, urtica dioica (nettle) extract, rosmarinus officinalis (rosemary) leaf extract, nasturtium officinale extract, fragrance, phenoxyethanol

QUICK SCORE

<b>15</b>	
Competitor Product	Smart Score
Dove Nutritive Solutions Daily Moisture	11
Garnier Fructis Pure Clean	19
Loreal Ever Pure Volume	23
Pantene Moisture Renewal	11
Suave Ocean Breeze	9
<b>TOTALS</b>	<b>15</b>



## DOVE NUTRITIVE SOL. ... DAILY MOISTURE

**Smart Score: 11**

Price: \$4.99  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$8.08 (0.69¢ per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Sodium Laureth Sulfate**, Sodium Chloride, Glycol Distearate, **Dimethiconol**, **Fragrance (Parfum)**, Glycerin, Carbomer, Guar Hydroxypropyltrimonium Chloride, **TEA-Dodecylbenzenesulfonate**, Citric Acid, Tetrasodium EDTA, **DMDM Hydantoin**, **PEG-45M**, **PPG-9**, Methylchloroisothiazolinone, Methylisothiazolinone, **Mica (CI 77019)**, **Titanium Dioxide (CI 77891)**, **Yellow 5 (CI 19140)**, **Red 33 (CI 17200)**

## GARNIER FRUCTIS PURE CLEAN

**Smart Score: 19**

Price: \$4.49  
12.5 Oz

**HIGHLIGHTS:** Net cost of \$8.75 (0.74¢ per ounce) to remove 19 ingredients.

**INGREDIENTS:** WATER, COCAMIDOPROPYL BETAINE, PHENOXYETHANOL, **SODIUM LAURETH SULFATE**, CITRIC ACID, GLYCERIN, SODIUM HYDROXIDE, SODIUM CHLORIDE, **HEXYLENE GLYCOL**, SODIUM BENZOATE, **PARFUM/FRAGRANCE**, **PYRUS MALUS FRUIT EXTRACT/APPLE FRUIT EXTRACT**, **SALICYLIC ACID**, **POLYQUATERNIUM-10**, **LINALOOL**, **HEXYL CINNAMAL**, **NIACINAMIDE**, **PYRIDOXINE HCl**, **SACCHARUM OFFICINARUM EXTRACT/SUGAR CANE EXTRACT**, **CAPRYLIC/CAPRIC TRIGLYCERIDE**, **HYDROXYPROPYLTRIMONIUM LEMON PROTEIN**, **SODIUM ACETATE**, **ISOPROPYL ALCOHOL**, **RUBUS FRUTICOSUS FRUIT EXTRACT/BLACKBERRY FRUIT EXTRACT**, **ACETUM/VINEGAR/VINAIGRE**, **CITRUS LIMON PEEL EXTRACT/LEMON PEEL EXTRACT**, **LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE**, **CAMELLIA SINENSIS LEAF EXTRACT**, **MALPIGHIA PUNICIFOLIA FRUIT EXTRACT/ACEROLA FRUIT EXTRACT**, **POTASSIUM SORBATE**

## LOREAL EVER PURE VOLUME

**Smart Score: 23**

Price: \$6.79  
8.5 Oz

**HIGHLIGHTS:** Net cost of \$3.56 (0.56¢ per ounce) to remove 23 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betain, Sodium Cocoyl Isethionate, **Sodium Lauryl Sulfoacetate**, **Disodium Laureth Sulfosuccinate**, **Sodium Lauroyl Sarcosinate**, Glycol Distearate, **Glycereth-26**, Decyl Glucoside, **Parfum/Fragrance**, **PPG-5-Ceteth-20**, **Amodimethicone**, **Polyquaternium-7**, **Methylparaben**, **PEG-55 Propylene Glycol Oleate**, **Propylene Glycol**, Carbomer, **C11-15 Pareth-7**, **Benzophenone-3**, **Benzyl Salicylate**, **Hexyl Cinnamal**, Glycerin, **Trideceth-12**, **Laureth-9**, **Linalool**, **Tocopherol**, **Limonene**, **Benzyl Alcohol**, **Juniperus Communis Oil/Juniperus Communis Fruit Oil**, Methylchloroisothiazolinone, **Rosmarinus Officinalis Oil/Rosemary Leaf Oil**, Methylisothiazolinone, Sodium Hydroxide, Citric Acid

## PANTENE MOISTURE RENEWAL

**Smart Score: 11**

Price: \$3.84  
12.6 Oz

**HIGHLIGHTS:** Net cost of \$9.93 (0.80¢ per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Fragrance**, **Sodium Laureth Sulfate**, Sodium Citrate, **Sodium Xylenesulfonate**, **Stearyl Alcohol**, **Sodium Lauryl Sulfate**, Sodium Chloride, Cetyl Alcohol, Citric Acid, Sodium Benzoate, **Polyquaternium-6**, Guar Hydroxypropyltrimonium Chloride, Tetrasodium Edta, **Trisodium Ethylenediamine Disuccinate**, **Trihydroxystearin**, **Mica**, **Titanium Dioxide**, **Panthenol**, **Panthenyl Ethyl Ether**, **Silica**, **Iron Oxides**, Methylchloroisothiazolinone, Methylisothiazolinone

## SUAVE OCEAN BREEZE

**Smart Score: 9**

Price: \$1.94  
30.0 Oz

**HIGHLIGHTS:** Net cost of \$12.23 (\$1.04 per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, **Sodium Laureth Sulfate**, **Cocamide MEA**, Ammonium Chloride, **Fragrance (Parfum)**, **Hydroxypropyl Methylcellulose**, Tetrasodium EDTA, **DMDM Hydantoin**, Citric Acid, **Propylene Glycol**, Tocopheryl Acetate, Methylchloroisothiazolinone, Methylisothiazolinone, Sorbitol, **PPG-9**, Algae Extract, **Blue 1 (CI 42090)**, **Yellow 5 (CI 19140)**

## ARGAN OIL OF MOROCCO

**Smart Score: 15**

Price: \$8.99  
13.0 Oz

**HIGHLIGHTS:** Net cost of \$4.83 (0.41¢ per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Sodium C14-16 Olefin Sulfonate**, Cocamidopropyl Hydroxysultaine, Sodium Cocoyl Isethionate, **PPG-2 Hydroxyethyl Coco Isostearamide**, **Argania Spinosa (Argan) Kernel Oil**, Panthenol, Dimethicone, **Amodimethicone**, Glycol Stearate, **PEG-120 Methyl Glucose Dioleate**, Guar Hydroxypropyltrimonium Chloride, **Polyquaternium-6**, **Polyquaternium-10**, **Laureth-4**, **Laureth-23**, Cetrimonium Chloride, **Trideceth-12**, Citric Acid, **Fragrance (Parfum)**, Tetrasodium EDTA, Sodium Chloride, **Diazolidinyl Urea**, **Iodopropynyl Butylcarbamate**, **Yellow 5 (CI 19140)**, **Red 40 (CI 16035)**

## AUSSIE MEGA MOIST

**Smart Score: 8+1**

Price: \$4.82  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$8.78 (0.74¢ per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Sodium Lauryl Sulfate**, **Sodium Laureth Sulfate**, Glycol Distearate, Sodium Citrate, **Cocamide MEA**, **Sodium Xylenesulfonate**, **Fragrance/Parfum**, Aloe Barbadensis Leaf Extract, Simmondsia Chinensis (Jojoba) Seed Oil, **Ecklonia Radiata Extract**, Dimethicone, Citric Acid, Sodium Benzoate, Sodium Chloride, Guar Hydroxypropyltrimonium Chloride, Tetrasodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone, **Yellow 5**, **Red 33**

**WARNING LABEL:** This product contains a chemical known in the State of California to cause cancer and/or birth defects or other reproductive harm. For more information go to: [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

## HEAD & SHOULDERS CLASSIC CLEAN

**Smart Score: 9**

Price: \$5.99  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$7.75 (0.66¢ per ounce) to remove 9 ingredients.

**ACTIVE INGREDIENTS:** **Pyrithione Zinc 1%**

**INACTIVE INGREDIENTS:** Water, Cocamidopropyl Betaine, **Fragrance**, **Sodium Lauryl Sulfate**, **Sodium Laureth Sulfate**, Glycol Distearate, **Zinc Carbonate**, Sodium Chloride, **Sodium Xylenesulfonate**, Dimethicone, Sodium Benzoate, Guar Hydroxypropyltrimonium Chloride, **Magnesium Carbonate Hydroxide**, Methylchloroisothiazolinone, Methylisothiazolinone, **Blue 1**, **Red 33**

## HERBAL ESSENCES HELLO HYDRATION

**Smart Score: 10**

Price: \$2.97  
10.1 Oz

**HIGHLIGHTS:** Net cost of \$9.52 (0.81¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Sodium Lauryl Sulfate, Sodium Laureth Sulfate, Glycol Distearate, Zea Mays (Corn) Silk Extract, Orchis Masculina Flower Extract, Cocos Nucifera (Coconut) Fruit Extract, Sodium Citrate, Cocamide MEA, Sodium Xylenesulfonate, Fragrance/Parfum, Dimethicone, Citric Acid, Sodium Benzoate, Polyquaternium-76, Sodium Chloride, Tetrasodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone, Blue 1**

## NEXXUS THERAPPE ... CAVIER COMPLEX

**Smart Score: 10**

Price: \$12.99  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$1.64 (0.14¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, Urtica Dioica (Nettle) Extract, Disodium EDTA, **Sodium Laureth Sulfate, Disodium Laureth Sulfosuccinate, Sodium Chloride, Glycol Distearate, Polyquaternium-10, PEG-6, Caprylic/Capric Glycerides, Rosmarinus Officinalis (Rosemary) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Fragrance (Parfum), Cocamide MEA, Citric Acid, DMDM Hydantoin, Methylchloroisothiazolinone, Methylisothiazolinone, PPG-9**

## PERT PLUS CLASSIC CLEAN SHAMP./COND.

**Smart Score: 10**

Price: \$6.65  
16.5 Oz

**HIGHLIGHTS:** Net cost of \$8.23 (0.70¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Disodium EDTA, **Ammonium Laureth Sulfate, Ammonium Lauryl Sulfate, Glycol Distearate, Cocamide MEA, Dimethicone, Cetyl Alcohol, Fragrance, Sodium Citrate, Polymethacrylamidopropyltrimonium Chloride, Sodium Benzoate, PEG-14M, Dihydrogenated Tallowamidoethyl Hydroxyethylmonium Methosulfate, Sodium Chloride, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Ammonium Xylenesulfonate, Yellow 10, Blue 1,**

## REDKEN EXTREME SHAMPOO

**Smart Score: 15**

Price: \$15.50  
10.1 Oz

**HIGHLIGHTS:** Net Savings of \$5.12 (0.43¢ per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, **Sodium Laureth Sulfate, Coco-Betaine, Glycol Distearate, Sodium Chloride, Dimethicone, Parfum/Fragrance, Cocamide MIPA, Sodium Benzoate, Hexylene Glycol, Salicylic Acid, Guar Hydroxypropyltrimonium Chloride, Carbomer, Cetyl Alcohol, Behentrimonium Methosulfate, Quaternium-33, Benzyl Benzoate, Limonene, Arginine, 2-Oleamido-1,3-Octadecanediol, Hydrolyzed Soy Protein, Linalool, Benzyl Alcohol, Methyl Cocoate, Sodium Cocoate, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Sodium Hydroxide, Citric Acid**

## TRESEMME MOISTURE RICH

**Smart Score: 14**

Price: \$3.99  
28.0 Oz

**HIGHLIGHTS:** Net cost of \$11.31 (0.96¢ per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, **Sodium Laureth Sulfate**, Sodium Chloride, **Dimethiconol**, **Fragrance (Parfum)**, Glycerin, Carbomer, **Styrene/Acrylates Copolymer**, Guar Hydroxypropyltrimonium Chloride, **TEA-Dodecylbenzenesulfonate**, Citric Acid, Glycol Distearate, Tocopheryl Acetate, **Ascorbic Acid**, Panthenol, **Niacinamide**, **Biotin**, **Cocamide MEA**, Tetrasodium EDTA, **DMDM Hydantoin**, **PEG-45M**, **PPG-9**, Polysorbate 20, Methylchloroisothiazolinone, Methylisothiazolinone, **Mica (CI 77019)**, **Titanium Dioxide (CI 77891)**

## WEN BY CHAZ DEAN SWEET ALMOND MILK

**Smart Score: 14**

Price: \$32.00  
16.0 Oz

**HIGHLIGHTS:** Net Savings of \$10.61 (0.90¢ per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, **Aloe Vera Gel**, Glycerin, **Chamomile Extract**, **Cherry Bark Extract**, **Calendula Extract**, **Rosemary Extract**, **Behentrimonium Chloride**, **Stearamidopropyl Dimethylamine**, Cetyl Alcohol, **Emulsifying Wax**, Panthenol, **Trimethylsilylamodimethicone**, **Hydrolyzed Whole Wheat Protein**, **PEG-60 Almond Glyceride**, **Menthol**, **Essential Oils**, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, **Fragrance**

## PAUL MITCHELL SHAMPOO ONE

**Smart Score: 16**

Price: \$11.19  
10.14 Oz

**HIGHLIGHTS:** Net Savings of 0.96¢ (0.08¢ per ounce) to remove 16 ingredients.

**INGREDIENTS:** Water, **Sodium Laureth Sulfate**, **Cocamide MEA**, Cocamidopropyl Betaine, Panthenol, **Bisamino PEG/PPG 41/3 Aminoethyl PG Propyl Dimethicone**, **Hedychium Coronarium Extract**, **PEG 12 Dimethicone**, **Bisamino PEG/PPG 41/3 Aminoethyl PG Propyl Dimethicone**, **Algae (Seaweed) Extract**, **Aloe Vera (Aloe Barbadensis) Extract**, **Anthemis Nobilis (Roman Chamomile) Flower Extract**, **Lawsonia Inermis (Henna) Extract**, **Simmondsia Chinensis (Jojoba) Seed Extract**, **Rosmarinus Officinalis (Rosemary) Extract**, **PEG 12 Dimethicone**, **Triticum Vulgare (Wheat Germ) Oil**, **Polyquaternium 11**, Sodium Chloride, Citric Acid, **Hydroxypropylmethylcellulose**, Methylchloroisothiazolinone, Methylisothiazolinone, **Magnesium Chloride**, **Magnesium Nitrate**, Tetrasodium EDTA, **Fragrance**, **Benzyl Alcohol**, **Coumarin**

## SUN BUM BEACH FORMULA HAIR

**Smart Score: 16**

Price: \$17.99  
10.0 Oz

**HIGHLIGHTS:** Net Savings of \$8.24 (0.70¢ per ounce) to remove 16 ingredients.

**INGREDIENTS:** Water (Aqua), Sodium Methyl Cocoyl Taurate, **Sodium Coco-Sulfate**, **Coco-Betaine**, **Sodium Cocoyl Glutamate**, **Fragrance (Parfum)**, **Cocos Nucifera (Coconut) Oil**, **Musa Sapientum (Banana) Flower Extract**, **Musa Sapientum (Banana) Leaf Extract**, **Musa Sapientum (Banana) Peel Extract**, **Musa Sapientum (Banana) Pulp Extract**, **Helianthus Annuus (Sunflower) Seed Oil**, **Hydrolyzed Quinoa**, **Propylene Glycol**, **Cinnamidopropyltrimonium Chloride**, Sodium Chloride, **PEG-55 Propylene Glycol Oleate**, Guar Hydroxypropyltrimonium Chloride, **Lactic Acid**, **DM-DM Hydantoin**, **Benzyl Salicylate**, **Benzyl Benzoate**, **Yellow 5/CI 19140**

CONDITIONER FOR ALL HAIR TYPES

Your search for the perfect daily hair conditioner is over. It's effective without being heavy, and light enough to rinse out or leave in for added conditioning.

Price: \$14.99  
11.8 oz



- Contains keratin amino acids – the stuff your hair is actually made of - to fortify damaged hair, making it feel stronger, shinier and less vulnerable to damage.
- Free from animal fats like tallow which can weigh hair down.
- Did we mention how soft and silky this will make your hair feel?
- Light formulation is even suitable for leaving in your hair for extra soft and lovely locks.

Conditioner for All Hair Types is a lightweight, moisturizing formula with keratin amino acids and panthenol that leaves hair soft and silky without weighing it down.

**INGREDIENTS:**

Water, myristyl alcohol, dicetyldimonium chloride, fragrance, hydroxyethylcellulose, cetyl alcohol, cetrimonium chloride, stearalkonium chloride, panthenol, keratin amino acids, phenoxyethanol

QUICK SCORE

<b>13</b>	
Competitor Product	Smart Score
Dove Nutritive Solutions Daily Moisture	11
Garnier Fructis Pure Clean	21
Loreal Ever Pure Volume	18
Pantene Moisture Renewal	9
Suave Ocean Breeze	8
<b>TOTALS</b>	<b>13</b>

## DOVE NUTRITIVE SOL ... DAILY MOISTURE

**Smart Score: 11**

Price: \$4.99  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$10.08 (0.85¢ per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Cetrimonium Chloride, Cetearyl Alcohol, Dimethicone, Stearamidopropyl Dimethylamine, Behentrimonium Chloride, Fragrance (Parfum), Glycerin, Dipropylene Glycol, Lactic Acid, Amodimethicone, Potassium Chloride, Disodium EDTA, DMDM Hydantoin, Arginine, Lysine HCl, Propylene Glycol, Methylchloroisothiazolinone, Methylisothiazolinone, Yellow 5 (CI 19140), Red 33 (CI 17200)

## GARNIER FRUCTIS PURE CLEAN

**Smart Score: 21**

Price: \$4.49  
12.5 Oz

**HIGHLIGHTS:** Net cost of \$10.28 (0.87¢ per ounce) to remove 21 ingredients.

**INGREDIENTS:** WATER, PHENOXYETHANOL, CETRIMONIUM CHLORIDE, CETEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, AMODIMETHICONE, PARFUM/FRAGRANCE, ISOPROPYL ALCOHOL, PYRUS MALUS FRUIT EXTRACT/APPLE FRUIT EXTRACT, BENZOIC ACID, TRIDECETH-6, POTASSIUM HYDROXIDE, ARGANIA SPINOSA KERNEL OIL, NIACINAMIDE, PYRIDOXINE HCl, HEXYL CINNAMAL, CITRIC ACID, SACCHARUM OFFICINARUM EXTRACT/SUGAR CANE EXTRACT, BENZYL ALCOHOL, LINALOOL, AMYL CINNAMAL, TOCOPHEROL, HYDROXYPROPYLTRIMONIUM LEMON PROTEIN, CI 19140/YELLOW 5, CI 15985/YELLOW 6, CITRUS LIMON PEEL EXTRACT/LEMON PEEL EXTRACT, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, CAMELLIA SINENSIS LEAF EXTRACT

## LOREAL EVER PURE VOLUME

**Smart Score: 18**

Price: \$6.79  
8.5 Oz

**HIGHLIGHTS:** Net cost of \$5.56 (0.47¢ per ounce) to remove 18 ingredients.

**INGREDIENTS:** Water, Cetearyl Alcohol, Behentrimonium Chlorid, Isopropyl Myristate, Cetyl Esters, Parfum/Fragrance, Dimethicone, Polyquaternium-37, Paraffinum Liquidum/Mineral Oil/Huile Minerale, Methylparaben, Sodium Chloride, Amodimethicone, Benzophenone-3, Ethylhexyl Methoxycinnamate, Mentha Piperita (Peppermint) Leaf Extract, Tocopherol, Limonene, PPG-1 Trideceth-6, Chlorhexidine Dihydrochloride, Linalool, Rosmarinus Officinalis Oil/Rosemary Leaf Oil, Butylphenyl Methylpropional, Citric Acid, Citronellol

## PANTENE MOISTURE RENEWAL

**Smart Score: 9**

Price: \$3.99  
12.6 Oz

**HIGHLIGHTS:** Net cost of \$11.25 (0.95¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Fragrance, Stearyl Alcohol, Behentrimonium Methosulfate, Bis-Aminopropyl Dimethicone, Benzyl Alcohol, Dicapryldimonium Chloride, Disodium Edta, Histidine, Panthenol, Panthenyl Ethyl Ether, Citric Acid, Methylchloroisothiazolinone, Yellow 5, Methylisothiazolinone, Red 33

## SUAVE OCEAN BREEZE

**Smart Score: 8**

Price: \$1.99  
30.0 Oz

**HIGHLIGHTS:** Net cost of \$14.21 (\$1.20 per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, **Stearamidopropyl Dimethylamine, Fragrance (Parfum), Lactic Acid, Potassium Chloride, Disodium EDTA, Propylene Glycol, PEG-150 Distearate, 2-Bromo-2-Nitropropane-1,3-Diol, Tocopheryl Acetate, Methylchloroisothiazolinone, Methylisothiazolinone, Sorbitol, Algae Extract, Blue 1 (CI 42090), Yellow 5 (CI 19140)**

## ARAGAN OIL OF MOROCCO

**Smart Score: 12**

Price: \$6.47  
13.0 Oz

**HIGHLIGHTS:** Net cost of \$9.12 (0.77¢ per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Panthenol, Cetearyl Alcohol, Behentrimonium Chloride, Glycerin, **Argania Spinosa (Argan) Kernel Oil, Hydrolyzed Keratin, Theobroma Cacao (Cocoa) Seed Butter, Persea Gratissima (Avocado) Oil, Aloe Barbadensis Leaf Juice, Glycol Stearate, Glycol Distearate, Cetearth-20, Isopropyl Alcohol, Dimethicone, Cyclotetrasiloxane, Citric Acid, Cyclopentasiloxane, Coacos Nucifera (Coconut) Oil, Tetrasodium EDTA, DMDM Hydantoin, Methylchloroisothiazolinone, Methylisothiazolinone, Yellow 5 (CI 19140), Red 40 (CI 16035), Fragrance (Parfum)**

## AUSSIE MEGA MOIST

**Smart Score: 8**

Price: \$4.82  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$10.78 (0.91¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, **Stearyl Alcohol, Stearamidopropyl Dimethylamine, Fragrance/Parfum, Aloe Barbadensis Leaf Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Ecklonia Radiata Extract, Bis-Aminopropyl Dimethicone, Benzyl Alcohol, EDTA, Glutamic Acid, Methylchloroisothiazolinone, Methylisothiazolinone**

## HEAD & SHOULDERS CLASSIC CLEAN

**Smart Score: 6**

Price: \$6.99  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$8.88 (0.75¢ per ounce) to remove 6 ingredients.

**ACTIVE INGREDIENTS:** Pyrithione Zinc 0.5%

**INACTIVE INGREDIENTS:** Water, Cetyl Alcohol, Phenoxyethanol, **Fragrance, Stearyl Alcohol, Stearamidopropyl Dimethylamine, Glutamic Acid, Dimethicone, Benzyl Alcohol, Citric Acid, Sodium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone**

HERBAL ESSENCES HELLO HYDRATION

**Smart Score: 9**

Price: \$2.97  
10.1 Oz

**HIGHLIGHTS:** Net cost of \$11.52 (0.98¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Stearyl Alcohol, Behentrimonium Chloride, Bis-Aminopropyl Dimethicone, Zea Mays (Corn) Silk Extract, Orchis Masculina Flower Extract, Cocos Nucifera (Coconut) Fruit Extract, Fragrance/Parfum, Benzyl Alcohol, Disodium EDTA, Sodium Hydroxide, Methylchloroisothiazolinone, Methylisothiazolinone, Blue 1

NEXXUS THERAPPE ... CAVIER COMPLEX

**Smart Score: 14**

Price: \$16.99  
13.5 Oz

**HIGHLIGHTS:** Net cost of 0.14¢ (0.01¢ per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Cetrimonium Chloride, Cetearyl Alcohol, Cyclopentasiloxane, Dimethicone, BIS (C13-15 Alkoxy) PG-Amodimethicone, Stearalkonium Chloride, Hydrogenated Coconut Oil, Honey Extract, Tocopheryl Acetate, Fragrance (Parfum), Aminopropyl Dimethicone, Dimethiconol, Isostearamidopropyl Dimethylamine, DMDM Hydantoin, C14-15 Alcohols, Disodium EDTA, Citric Acid, Butylene Glycol, Iodopropynyl Butylcarbamate, Yellow 5 (CI 19140), Red 4 (CI 14700), Red 33 (CI 17200), Blue 1 (CI 42090)

PERT PLUS CLASSIC CLEAN SHAMP./COND.

**Smart Score: 10**

Price: \$6.65  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$9.18 (0.78¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Disodium EDTA, Ammonium Laureth Sulfate, Ammonium Lauryl Sulfate, Glycol Distearate, Cocamide MEA, Dimethicone, Fragrance, Sodium Citrate, Polymethacrylamidopropyltrimonium Chloride, Sodium Benzoate, PEG-14M, Dihydrogenated Tallowamidoethyl Hydroxyethylmonium Methosulfate, Sodium Chloride, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Ammonium Xylenesulfonate, Yellow 10, Blue 1

REDKEN EXTREME

**Smart Score: 14**

Price: \$16.50  
8.5 Oz

**HIGHLIGHTS:** Net Savings of \$7.92 (0.67¢ per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Cetyl Alcohol, Cetearyl Alcohol, Behentrimonium Chloride, Glycerin, Cetyl Esters, Isopropyl Myristate, Isopropyl Alcohol, Parfum/Fragrance, Lauryl PEG/PPG-18/18 Methicone, Behentrimonium Methosulfate, Citric Acid, Chlorhexidine Digluconate, Quaternium-33, Dodecene, Poloxamer 407, Benzyl Benzoate, Arginine, 2-Oleamido-1,3-Octadecanediol, Hydrolyzed Soy Protein, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol



TRESEMME MOISTURE RICH

**Smart Score: 12**

Price: \$3.99  
28.0 Oz

**HIGHLIGHTS:** Net cost of \$13.31 (\$1.13 per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Panthenol, Cetrimonium Chloride, Cetearyl Alcohol, Dimethicone, Stearamidopropyl Dimethylamine, Behentrimonium Chloride, Tocopheryl Acetate, Ascorbic Acid, Niacinamide, Biotin, Fragrance (Parfum), Dipropylene Glycol, Lactic Acid, Potassium Chloride, Amodimethicone, Disodium EDTA, DMDM Hydantoin, PEG-7 Propylheptyl Ether, Polysorbate 20, PEG-150 Distearate, Methylchloroisothiazolinone, Methylisothiazolinone

PAUL MITCHELL THE CONDITIONER

**Smart Score: 25**

Price: \$20.00  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$1.03 (0.09¢ per ounce) to remove 25 ingredients.

**INGREDIENTS:** Water, Cetearyl Alcohol, Stearyl Alcohol, Glycerin, Ceteth 2, Cetrimonium Bromide, Bisamino PEG/PPG 41/3 Aminoethyl PG Propyl Dimethicone, Dimethicone Bisamino Hydroxypropyl Copolyol/Algae/Aloe Barbadensis/Chamomile, Hedychium Coronarium Extract, PEG 12 Dimethicone, Algae (Seaweed) Extract, Aloe Vera (Aloe Barbadensis) Extract, Anthemis Nobilis (Roman Chamomile) Flower Extract, Lawsonia Inermis (Henna) Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Rosmarinus Officinalis (Rosemary), Triticum Vulgare (Wheat Germ), Amidopropyl Ethyldimonium Ethosulfate, Citric Acid, Blue 1 Lake (CI 42090), DMDM Hydantoin, Iodopropynyl Butylcarbamate, Methylparaben, Propylparaben, Fragrance (Parfum), Citronellol, Coumarin, Geraniol, Hexylcinnamal, Limonene

SUN BUM BEACH FORMULA HAIR

**Smart Score: 16**

Price: \$17.99  
10.0 Oz

**HIGHLIGHTS:** Net Savings of \$6.24 (0.53¢ per ounce) to remove 16 ingredients.

**INGREDIENTS:** Water (Aqua), Cetyl Alcohol, Behentrimonium Chloride, Cetyl Esters, Myristyl Alcohol, Fragrance (Parfum), Stearyl Alcohol, Phenoxyethanol, Aloe Barbadensis (Aloe Vera) Leaf Juice, Cinnamidopropyltrimonium Chloride, Cocos Nucifera (Coconut) Oil, Musa Sapientum (Banana) Flower Extract, Musa Sapientum (Banana) Leaf Extract, Musa Sapientum (Banana) Peel Extract, Musa Sapientum (Banana) Pulp Extract, Helianthus Annuus (Sunflower) Seed Oil, Benzyl Salicylate, Benzyl Benzoate, Hydrolyzed Quinoa, Simmondsia Chinensis (Jojoba) Seed Oil, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Yellow 5/CI 19140

WEN BY CHAZ DEAN SWEET ALMOND MILK

**Smart Score: 14**

Price: \$32.00  
16.0 Oz

**HIGHLIGHTS:** Net Savings of \$8.61 (0.73¢ per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Aloe Vera Gel, Glycerin, Chamomile Extract, Cherry Bark Extract, Calendula Extract, Rosemary Extract, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Cetyl Alcohol, Emulsifying Wax, Panthenol, Trimethylsilylamodimethicone, Hydrolyzed Whole Wheat Protein, PEG-60 Almond Glyceride, Menthol, Essential Oils, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance

MODERE SHOWER GEL

Made with pomegranate and other nourishing ingredients, our Shower Gel gives you a luxurious lather without the sulfates. Enjoy the sweet, gentle foam and uplifting botanical extracts that rejuvenate your senses every time.

Price: \$13.99  
11.8 oz



- Certified cruelty free by PETA
- Provides a luxurious lather without sulfates
- Invigorating citrus scent
- The sweet, gentle foam is made from a natural sugar derivative
- Uplifting botanical extracts rejuvenate the senses
- Gently exfoliates with natural, soothing ingredients for silky, smooth skin
- Contains lush sudsing elements to make every shower feel like a spa day
- Includes panthenol, a derivative of vitamin B5 that conditions your skin
- Made with glycerin, a humectant that attracts, draws in & retains moisture
- Contains cranberry fruit extract, a powerful fruit that provides skin conditioning benefits

**INGREDIENTS**

Water, sodium cocoyl isethionate, sodium lauroyl methyl isethionate, glycerin, cocamidopropyl hydroxysultaine, panthenol, glycol distearate, carbomer, disodium cocoyl glutamate, sodium hydroxide, guar hydroxypropyltrimonium chloride, glyceryl caprylate, 1,2-hexanediol, decylene glycol, caprylyl glycol, tetrasodium glutamate diacetate, caprylhydroxamic acid, punica granatum extract, vaccinium macrocarpon (cranberry) fruit extract, phenoxyethanol, fragrance

QUICK SCORE

11

Competitor Product	Smart Score
Caress Daily Silk	15
Dove Deep Moisture	10
Olay Ultra Moisture	5
Softsoap Shea Butter & Almond Oil Moisturizing	11
Suave Essentials ... Creamy Cocoa Butter & Shea	12
<b>TOTALS</b>	<b>11</b>

CARESS DAILY SILK

**Smart Score: 15**

Price: \$5.21  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$8.87 (0.75¢ per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Glycerin, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Acrylates Copolymer, Cocamide MEA, Fragrance/Fragrancia, Prunus Persica (Peach) Fruit Extract, Citrus Aurantium Dulcis (Orange) Flower Extract, Glycine Soda (Soybean) Oil, Helianthus Annuus (Sunflower) Seed Oil, Hydrolyzed Silk, PPG-9, Sodium or/o Ammonium Chloride, Tetrasodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone, Mica, Red 33, Titanium Dioxide, Yellow 5

DOVE DEEP MOISTURE

**Smart Score: 10**

Price: \$3.97  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$10.09 (0.85¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Guar Hydroxypropyltrimonium Chloride, Glycerin, Fragrance (Parfum), Cocamidopropyl Betaine, Sodium Hydroxypropyl Starch Phosphate, Lauric Acid, Sodium Lauroyl Glycinate, Sodium Lauroyl Isethionate, Hydrogenated Soybean Oil, Glycine Soja (Soybean) Oil Or Helianthus Annuus (Sunflower) Seed Oil, Sodium Chloride, Dmdm Hydantoin, Stearic Acid, Citric Acid, Bht, Tetrasodium Edta, Methylisothiazolinone, Iodopropynyl Butylcarbamate

OLAY ULTRA MOISTURE

**Smart Score: 5**

Price: \$4.97  
11.8 Oz

**HIGHLIGHTS:** Net cost of \$9.02 (0.76¢ per ounce) to remove 5 ingredients.

**INGREDIENTS:** Water, Sodium Hydroxide, Guar Hydroxypropyltrimonium Chloride, Fragrance/Parfum, Petrolatum, Sodium Trideceth Sulfate, Sodium Chloride, Cocamidopropyl Betaine, Trideceth-3, Sodium Benzoate, Xanthan Gum, Glyceryl Oleate, Mineral Oil/Huile Minérale, Disodium Edta, Citric Acid, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Butyrospermum Parkii (Shea) Butter, Methylchloroisothiazolinone, Methylisothiazolinone

SOFTSOAP SHEA BUTTER & ALMOND OIL

**Smart Score: 11**

Price: \$3.99  
15.0 Oz

**HIGHLIGHTS:** Net cost of \$10.85 (0.92¢ per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Glycol Distearate, Sodium Hydroxide, Sodium laureth sulfate, Acrylates Copolymer, Cocamidopropyl Betaine, Fragrance, Laureth-4, Sodium Chloride, DMDM Hydantoin, Butyrospermum Parkii (Shea Butter), Tetrasodium EDTA, Citric Acid, Gelatin, Acacia Senegal Gum, Mica, Xanthan Gum, Prunus Dulcis (Sweet Almond) Fruit Extract, Iron Oxides, Titanium Dioxide

## SUAVE ESSENTIALS ... COCOA BUTTER

**Smart Score: 12**

Price: \$2.39  
18.0 Oz

**HIGHLIGHTS:** Net cost of \$12.42 (\$1.05 per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Glycerin, **Sodium Laureth Sulfate**, Ammonium Chloride, **Cocamide MEA**, **Fragrance**, **Honey Extract**, Theobroma Cacao (Cocoa) Seed Butter, **Butyrospermum Parkii (Shea) Butter Extract**, **Hydrolyzed Milk Protein**, Glycol Stearate, Citric Acid, Tetrasodium EDTA, **PPG-9**, **Propylene Glycol**, **Stearamide Amp**, **Tocopheryl Acetate (Vitamin E)**, Methylchloroisothiazolinone, Methylisothiazolinone, **Blue 1 (CI 42090)**, **Red 33 (CI 17200)**, **Yellow 5 (CI 19140)**

## AVEENO DAILY MOISTURIZING

**Smart Score: 10**

Price: \$6.99  
18.0 Oz

**HIGHLIGHTS:** Net cost of \$9.41 (0.80¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Glycerin, Guar Hydroxypropyltrimonium Chloride, Glycol Distearate, Cocamidopropyl Betaine, **Sodium Laureth Sulfate**, **Avena Sativa (Oat) Kernel Flour**, **Avena Sativa (Oat) Kernel Extract**, **Avena Sativa (Oat) Kernel Flour**, **Glycine Soja (Soybean Oil)**, **Hydroxypropyltrimonium Hydrolyzed Wheat Starch**, **Helianthus Annuus (Sunflower) Seed Oil**, Tetrasodium EDTA, **Polyquaternium-10**, **Quaternium-15**, Myristyl Alcohol, **Fragrance**, Citric Acid

## BURT'S BEES PEPPERMINT & ROSEMARY

**Smart Score: 17+1**

Price: \$8.00  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$6.12 (0.52¢ per ounce) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Phenoxyethanol, Decyl Glucoside, **Lauryl Glucoside**, **Sucrose Laurate**, **Coco-Betaine**, Betaine, **Sodium Cocoyl Hydrolyzed Soy Protein**, **Coco-Glucoside**, Glyceryl Oleate, Sodium Chloride, Mentha Piperita (Peppermint) Oil, **Achillea Millefolium Extract**, **Chamomilla Recutita (Matricaria) Flower Extract**, **Cymbopogon Schoenanthus Extract**, **Humulus Lupulus (Hops) Extract**, **Rosmarinus Officinalis (Rosemary) Leaf Extract**, **Melissa Officinalis Leaf Extract**, **Hydroxypropyltrimonium Honey**, Citric Acid, **Glucose**, **Parfum (Fragrance)**, **Lactoperoxidase**, **Glucose Oxidase**, **Limonene**, **Linalool**

**WARNING LABEL:** Peppermint oil, while naturally refreshing, can be irritating to sensitive areas, including eyes. Rinse well, and discontinue use if irritation persists. Avoid contact with eyes.

## NEUTROGENA RAINBATH REFRESHING

**Smart Score: 7**

Price: \$9.99  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$6.62 (0.56¢ per ounce) to remove 7 ingredients.

**INGREDIENTS:** Water, Sodium Hydroxide, Sodium Chloride, **Sodium Laureth Sulfate**, Cocamidopropyl Betaine, **Fragrance**, Polysorbate 20, Tetrasodium EDTA, **PEG-80 Sorbitan Laurate**, Citric Acid, **DMDM Hydantoin**, **Red 40**, **Yellow 5**, **Blue 1**

## ST. IVES RENEW & PURIFY SEA SALT

**Smart Score: 11+1**

Price: \$3.97  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$12.04 (\$1.02 per ounce) to remove 11 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, **Sodium Laureth Sulfate, Pumice, Acrylates Copolymer, Sodium Chloride, Cocamide MEA, Sea Salt, Macrocyctis Pyrifera (Kelp) Extract, Fragrance, Citric Acid, Tetrasodium EDTA, PPG-9, DMDM Hydantoin, Propylene Glycol, Methylchloroisothiazolinone, Methylisothiazolinone, Titanium Dioxide (CI 77891), Yellow 5 (CI 19140)**

**WARNING LABEL:** Avoid contact with eyes.

## UP & UP DEEP MOISTURIZING

**Smart Score: 16**

Price: \$3.92  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$12.06 (\$1.02 per ounce) to remove 16 ingredients.

**INGREDIENTS:** Water, Glycerin, Guar Hydroxypropyltrimonium Chloride, Cocamidopropyl Betaine, **Sodium Hydroxypropyl Starch Phosphate, Sodium Laureth Sulfate, Glycine Soja (Soybean) Oil, Sodium Cocoyl Glycinate, Lauric Acid, Sodium Chloride, Fragrance, Sodium Lauroyl Isethionate, Stearic Acid, Hydrogenated Soybean Oil, DMDM Hydantoin, Citric Acid, Palmitic Acid, Cyamopsis Tetragonoloba (Guar) Gum, Sodium Isethionate, BHT, Tetrasodium EDTA, Methylisothiazolinone, Iodopropynyl Butylcarbamate, Etidronic Acid, Titanium Dioxide**

## NIVEA MOISTURE CREME BODY WASH

**Smart Score: 13+1**

Price: \$5.49  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$10.16 (0.86¢ per ounce) to remove 13 ingredients and 1 warning label.

**INGREDIENTS:** Water/Aqua, **Sodium Laureth Sulfate, Glycerin, Cocamidopropyl Betaine, PEG-7 Glyceryl Cocoate, Glyceryl Glucoside, Panthenol, Helianthus Annuus (Sunflower) Seed Oil, Octyldodecanol, Lanolin Alcohol, Polyquaternium-7, PEG-40 Hydrogenated Castor Oil, Styrene/Acrylates Copolymer, PEG-200 Hydrogenated Glyceryl Palmate, Fragrance/Fragrancia, Citric Acid, Sodium Benzoate**

**WARNING LABEL:** Keep out of reach of children. For external use only. Avoid contact with eyes.

## MRS. MEYER'S® LAVENDER BODY WASH

**Smart Score: 7**

Price: \$7.99  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$8.10 (0.69¢ per ounce) to remove 7 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Hydroxysultaine, Sodium Methyl 2-Sulfolaurate, Glycerin, **Sodium Laurylglucosides Hydroxypropylsulfonate, Sodium Cocoamphoacetate, Linum Usitatissimum (Linseed) Seed Oil, Chamomilla Recutita (Matricaria) Flower Extract, Lavandula Angustifolia (Lavender) Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Olea Europaea (Olive) Fruit Oil, Aloe Barbadensis Leaf Juice, Fragrance, Decyl Glucoside, Disodium 2-Sulfolaurate, Citric Acid, Sodium Chloride, Potassium Sorbate, Sodium Benzoate**



**BODY BAR**

Our Body Bar is a safe, simple soap that cleanses skin without stripping it of moisture. Naturally-derived ingredients like oats also help soothe during cleansing, leading to softer and healthier looking skin.

Price: \$8.99  
3.5 oz (3 Pack)



- PETA-certified cruelty free
- Skin feels comfortably clean, not stripped
- Contains gentle exfoliants for smoother feeling & looking skin
- Includes naturally-derived ingredients from oats, olives, apricots & more
- Made with plant-derived cleansing agents
- An uncomplicated, uncluttered, down-to-earth soap
- Dermatologist tested & customer approved
- pH balanced
- Free of SLS & harsh chemicals

Our Body Bar helps you cleanse clean to live clean.

**INGREDIENTS:**

Sodium palmate, sodium palm kernelate, water, glycerin, avena sativa (oat) kernel protein, olea europaea (olive) fruit oil, sodium chloride, sodium citrate, C12-15 alkyl benzoate, astrocaryum murumuru seed butter, guar hydroxypropyltrimonium chloride, tetrasodium glutamate diacetate, citric acid, prunus armeniaca (apricot) seed powder, camellia sinensis leaf extract, aspalathus linearis leaf extract, pelargonium graveolens flower oil, fragrance (parfum), iron oxide (CI 77499), iron oxide (CI 77492), iron oxide (CI 77491)

**QUICK SCORE**

**13**

Competitor Product	Smart Score
Caress Daily Silk	17
Dial	12
Dove Bar	8
Olay Ultra Moisture with Shea Butter	17
Zest Aqua	12
<b>TOTALS</b>	<b>13</b>

## CARESS DAILY SILK

**Smart Score: 17**

Price: \$3.87  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$6.45 (0.61¢ per ounce) to remove 17 ingredients.

**INGREDIENTS:** Water/Agua, Sodium Chloride, **Sodium Lauroyl Isethionate**, Stearic Acid, **Sodium Tallowate or Sodium Palmitate**, **Sodium Stearate**, **Sodium Isethionate**, Lauric Acid, Sodium C14-16 Olefin Sulfonate, **Sodium Cocoate or Sodium Palm Kernelate**, **Fragrance/Frangancia**, Dipropylene Glycol, Prunus Persica (Peach) Fruit Extract, Citrus Aurantium Dulcis (Orange) Flower Extract, Hydrolyzed Silk, Propylene Glycol, Tetrasodium EDTA, Tetrasodium Etidronate, Red 4, Titanium Dioxide, Yellow 6, Yellow 10

## DIAL

**Smart Score: 12**

Price: \$4.99  
40.0 Oz

**HIGHLIGHTS:** Net cost of \$7.68 (0.73¢ per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Glycerin, Sodium Chloride, **Soap**, Sodium Tallowate (\*Contains one or more of these ingredients), Sodium Cocoate (\*), Sodium Palm Kernelate (\*), Sodium Palmate (\*), **Coconut Acid**, **Palm Acid**, **Tallow Acid**, **Palm Kernel Acid**, **Fragrance**, PEG-8, Hippophae Rhamnoides Fruit Juice, Pentasodium Pentetate, Tetrasodium Etidronate, Orange 4, Red 40

## DOVE BAR

**Smart Score: 8**

Price: \$3.47  
9.51 Oz

**HIGHLIGHTS:** Net cost of \$5.16 (0.49¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Sodium Chloride, Sodium Cocoate Or Sodium Palm Kernelate, **Fragrance**, **Sodium Lauroyl Isethionate**, Stearic Acid, **Sodium Tallowate Or Sodium Palmitate**, Lauric Acid, **Sodium Isethionate**, **Sodium Stearate**, Cocamidopropyl Betaine, Tetrasodium Edta, Tetrasodium Etidronate, Titanium Dioxide (Ci 77891)

## OLAY ULTRA MOISTURE WITH SHEA BUTTER

**Smart Score: 17**

Price: \$4.99  
22.5 Oz

**HIGHLIGHTS:** Net cost of \$6.66 (0.63¢ per ounce) to remove 17 ingredients.

**INGREDIENTS:** Glycerin, Water, Sodium Chloride, **Sodium Lauroyl Isethionate**, Paraffin, **Sodium Cocoglyceryl Ether Sulfonate**, Talc, **Magnesium Stearate**, Stearic Acid, **Sodium Isethionate**, **Magnesium Cocoate**, **Sodium Stearate**, **Coconut Acid**, Sodium Cocoate, **Fragrance**, **Magnesium Laurate**, Lauric Acid, Titanium Dioxide, Sodium Laurate, Tetrasodium EDTA, Etidronic Acid, Butyrospermum Parkii (Shea Butter) Extract, PEG-90M



## ZEST AQUA

**Smart Score: 12**

Price: \$1.98  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$7.26 (0.69¢ per ounce) to remove 12 ingredients.

**INGREDIENTS:** Sodium Palmate, Sodium Palm Kernelate, Water, Glycerin, Sodium Chloride, **Sodium Tallowate**, Sodium Cocoate, **Coconut Acid, Palm Acid, Palm Kernel Acid, Tallow Acid, Fragrance**, Aloe Barbadensis Leaf Extract, **Malva Sylvestris (Mallow) Extract**, Tocopherol, **Titanium Dioxide, Pentasodium Pentetate, Tetrasodium Etidronate, Yellow 10, Green 3**

## IRISH SPRING

**Smart Score: 9**

Price: \$3.49.  
11.25 Oz

**HIGHLIGHTS:** Net cost of \$5.73 (0.49¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Sodium Cocoate and/or Sodium Palm Kernelate, Sodium Chloride, **Fragrance, Sodium Tallowate**, Glycerin, **Hydrogenated Tallow Acid, Coconut Acid, Pentasodium Pentetate, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Titanium Dioxide, D&C Green 8, FD&C Green 3**

## IVORY

**Smart Score: 6**

Price: \$3.39  
25.36 Oz

**HIGHLIGHTS:** Net cost of \$7.59 (0.72¢ per ounce) to remove 6 ingredients.

**INGREDIENTS:** Sodium Palmate, Water, Sodium Palm Kernelate, Glycerin, **Sodium Tallowate**, Sodium Cocoate, Sodium Chloride, **Fragrance, Coconut Acid (may contain), Palm Kernel Acid (may contain), Tallow Acid (may contain), Palm Acid (may contain), Tetrasodium EDTA**

## JERGENS MILD SOAP PURE & NATURAL

**Smart Score: 4**

Price: \$1.27.  
9.0 Oz

**HIGHLIGHTS:** Net cost of \$7.51 (0.72¢ per ounce) to remove 4 ingredients.

**INGREDIENTS:** Sodium Palmate, Water/Eau, Sodium Palm Kernelate, Glycerin, Sodium Chloride, **Sodium Tallowate**, Sodium Cocoate, **Fragrance/Parfum, Tallow Acid, Coconut Acid, Tetrasodium EDTA, Sodium Hydroxide**

## LEVER 2000 ORIGINAL

**Smart Score: 13**

Price: \$3.97  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$7.25 (0.69¢ per ounce) to remove 13 ingredients.

**INGREDIENTS:** Water, Sodium Chloride, Glycerin, **Sodium Tallowate**, Sodium Cocoate, Stearic Acid, Cocamidopropyl Betaine, **Fragrance**, **Sodium Methyl 2 – Sulfolaurate**, **Petrolatum**, **Tocopheryl Acetate (Vitamin E Acetate)**, **Mineral Oil**, **Helianthus Annuus (Sunflower) Seed Oil**, **Coconut Acid**, **Sodium Stearate**, Sodium Sulfate, **Disodium 2 – Sulfolaurate**, Tetrasodium EDTA, **Tetrasodium Etidronate**, **BHT**, **Titanium Dioxide (CI 77891)**

## MRS MEYER'S CLEAN DAY BAR SOAP, GER.

**Smart Score: 8**

Price: \$3.99  
5.3 Oz

**HIGHLIGHTS:** Net cost of \$1.09 (0.10¢ per ounce) to remove 8 ingredients.

**INGREDIENTS:** **Sodium Palmate (Rainforest Alliance Certified)**, (May Also Contain Sodium Palm Kernelate), Water, Glycerin, Olea Europaea (Olive) Fruit Oil, Sodium Chloride, Sodium Cocoate, **Fragrance**, **Pelargonium Graveolens (Geranium) Flower Oil**, **Rosa Centifolia (Rose) Flower Oil**, **Eugenia Caryophyllus (Clove) Flower Oil**, **Titanium Dioxide**, **Pentasodium Pentetate**, **Tetrasodium Etidronate**

## TOM'S MORNING MINT

**Smart Score: 1**

Price: \$3.99  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$0.61 (0.06¢ per ounce) to remove 1 ingredient.

**INGREDIENTS:** Sodium Palmate, Sodium Palm Kernelae, Water, Glycerin, Sodium Chloride, Sodium Cocoate, **Natural Fragrance**, Sodium Gluconate, Butyrospermum Parkii (Shea) Butter

## SAFEGUARD ANTIBACTERIAL BAR SOAP

**Smart Score: 11+1**

Price: \$3.99  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$6.37 (0.61¢ per ounce) to remove 11 ingredient and 1 warning label.

**ACTIVE INGREDIENTS:** **Triclocarban - 0.75 %**

**INACTIVE INGREDIENTS:** **Sodium Tallowate**, Sodium Palmate, Sodium Cocoate, Sodium Palm Kernelate, Water, **Fragrance**, Sodium Chloride, Glycerin, **Coconut Acid**, **Palm Kernel Acid**, **Tallow Acid**, **Palm Acid**, **Titanium Dioxide**, Tetrasodium EDTA, **Yellow 10**, **Red 4**, **Green 5**

**WARNING LABEL:** For external use only. Keep out of reach of children except under adult supervision. If swallowed, get medical help or contact a Poison Control Center right away.



HAND WASH

Rejuvenate your hands with this mild formula containing plant-derived detergents that are tough on dirt but gentle on your skin.

Price: \$5.99  
8.1 oz



- Washes away bacteria\* with a rich lather that tells you your hands are clean
- Brazilian rosewood and cranberry fragrance invigorates your hand washing experience
- Plant-derived surfactants for a natural clean

Free of: artificial color, triclosan, phosphates, dyes, chlorine, parabens, sulfates, and NPE

**INGREDIENTS:**

Water, sodium c14-16 olefin sulfonate, decyl glucoside†, cocamidopropyl, hydroxysultaine, propanediol, sodium isostearoyl lactylate†, ammonium chloride, hydroxyacetophenone, phenoxyethanol, disodium cocoamphodiacetate†, fragrance, polysorbate 20†, sodium methyl cocoyl taurate, 1,2-hexanediol, caprylyl glycol, tetrasodium glutamate diacetate

**NOTES:** † plant derived surfactant

QUICK SCORE

<b>7+1</b>	
Competitor Product	Smart Score
Dial Complete	15
Method Gel Hand Soap Sea Minerals	5
Mrs. Meyers Clean Day Lavender	3
Seventh Generation Free & Clean	5
Softsoap Aquarium	5
<b>TOTALS</b>	<b>7</b>

## DIAL COMPLETE

**Smart Score: 15**

Price: \$1.84  
7.5 Oz

**HIGHLIGHTS:** Net cost of \$4.39 (0.54¢ per ounce) to remove 15 ingredients.

**ACTIVE INGREDIENTS:** Benzethonium Chloride – 0.20%

**INACTIVE INGREDIENTS:** Water, Glycerin, Lauramine Oxide, Sunflowerseedamidopropyl Ethyldimonium Ethosulfate, Cocamidopropyl Betaine, Hydroxypropyl Methylcellulose, DMDM Hydantoin, PEG-9, Chlorhexidine Digluconate, Parfum (Fragrance), Citric Acid, Sodium Chloride, Zinc Sulfate, Dimethyl Lauramine, Tetrasodium EDTA, Dimethyl Myristamine, CI 14700 (Red 4), CI 19140 (Yellow 5), Butylphenyl Methylpropional, Hexamethylindanopyran

## METHOD GEL HAND SOAP SEA MINERALS

**Smart Score: 5+1**

Price: \$5.13  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$2.53 (0.31¢ per ounce) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** Water, Cocamidopropyl Hydroxysultaine, Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Glycerin, Aloe Barbadensis Extract, Tocopheryl Acetate (Vitamin E), Citric Acid, Sodium Chloride, Sodium Citrate, Methylisothiazolinone, Methylchloroisothiazolinone, Fragrance (Parfum: Linalool, Lyral), Blue 1 (CI 42090), External Violet (CI 60730)

**WARNING LABEL:** Avoid eye contact. In case of contact, flush with water.

## MRS. MEYERS CLEAN DAY LAVENDER

**Smart Score: 3+1**

Price: \$3.59  
12.5 Oz

**HIGHLIGHTS:** Net cost of \$3.66 (0.45¢ per ounce) to remove 3 ingredients and 1 warning label.

**INGREDIENTS:** Water, Cocamidopropyl Hydroxysultaine, Sodium Methyl 2-Sulfolaurate, Glycerin, Lavandula Angustifolia (Lavender) Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Fragrance, Disodium 2-Sulfolaurate, Olea Europaea (Olive) Fruit Oil, Aloe Barbadensis Leaf Juice, Citric Acid, Sodium Chloride, Polysorbate 20, Potassium Sorbate, Sodium Benzoate

**WARNING LABEL:** Caution: Avoid eye contact. For external use only.

## SEVENTH GENERATION FREE & CLEAN

**Smart Score: 5+1**

Price: \$4.74  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$2.79 (0.34¢ per ounce) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** Water, Sodium Coco Sulfate, Decyl Glucoside, Aloe Barbadensis, Sodium Chloride, Magnesium Chloride, Glycerin, Glyceryl Caprylate/Caprate, Citric Acid, Sodium Benzoate, Tetrasodium Iminodisuccinate, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate

**WARNING LABEL:** For external use only. Avoid contact with eyes.

## SOFTSOAP AQUARIUM

**Smart Score: 5**

Price: \$1.99  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$3.98 (0.49¢ per ounce) to remove 5 ingredients.

**INGREDIENTS:** Water, **Sodium Laureth Sulfate**, Cocamidopropyl Betaine, Decyl Glucoside, Sodium Chloride, **Fragrance**, **DMDM Hydantoin**, **PEG-120 Methyl Glucose Dioleate**, Tetrasodium EDTA, **Sodium FD&C Blue No. 1**

## UP & UP ANTIBACTERIAL CLEAN HAND SOAP

**Smart Score: 9+1**

Price: 0.79¢  
7.5 Oz

**HIGHLIGHTS:** Net cost of \$5.14 (0.63¢ per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, **Sodium Laureth Sulfate**, Cocamidopropyl Betaine, Decyl Glucoside, Sodium Chloride, **Fragrance**, **DMDM Hydantoin**, **PEG-120 Methyl Glucose Dioleate**, Tetrasodium EDTA, Sodium Sulfate, **Polyquaternium-7**, Citric Acid, **Poloxamer 124**, **PEG-7 Glyceryl Cocoate**, **Red 33**, **Blue 1**

**WARNING LABEL:** For external use only. Avoid getting into eyes. If this happens, rinse, thoroughly with water. Keep out of reach of children.

## J.R. WATKINS FOAMING – LEMON

**Smart Score: 5**

Price: \$4.99  
9.0 Oz

**HIGHLIGHTS:** Net cost of \$1.50 (0.19¢ per ounce) to remove 5 ingredients.

**INGREDIENTS:** Water/aqua/eau, **sodium coco-sulfate**, glycerin, decyl glucoside, **sodium cocoyl glycinate**, **fragrance/parfum**, **gluconolactone**, sodium benzoate, phenoxyethanol, citric acid, sodium hydroxide

## HONEST HAND SOAP, FREE & CLEAR

**Smart Score: 3+1**

Price: \$3.99  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$3.30 (0.41¢ per ounce) to remove 3 ingredients and 1 warning label.

**INGREDIENTS:** Water (Aqua), Cocamidopropyl Hydroxysultaine, Sodium Lauroyl Methyl Isethionate, Sodium Methyl Cocoyl Taurate, Aloe Barbadensis Leaf Juice, **Pyrus Malus (Apple) Fruit Extract**, Glycerin, Potassium Sorbate, Sodium Benzoate, **Phenethyl Alcohol**, Tetrasodium Glutamate Diacetate, Ethylhexylglycerin, Citric Acid

**WARNING LABEL:** Warning: Keep out of reach of children. If irritation occurs, discontinue use and consult your doctor. Avoid contact with eyes. In case of eye contact, flush thoroughly with water. For external use only.

**MEN'S SHAVING CREAM**

Our Men's Shaving Cream is formulated with ultra-moisturizing ingredients like ginger, shea and macadamia oils. Lather up to keep skin soft, even during the closest of shaves.

Price: \$15.99  
4.3 oz



- Get a close & intimate shave, every time
- Made with more than 90% naturally-derived ingredients\*
- Helps keep face soft & smooth with shea & macadamia oils
- PETA-certified cruelty free
- Creates a barrier between the skin's surface & it's enemies
- Contains oat bran extract for skin moisture, making your shave extra smooth
- Enhances the skin's resilience by infusing it with a blend of botanical extracts
- Ginger extract minimizes irritation for your skin
- A pleasurable, enjoyable scent
- Helps you retain moisture & protects against irritation caused by shaving

**INGREDIENTS:**

Water, sodium cocoyl isethionate, stearic acid, glycol stearate, sorbitol, glycerin, cetearyl alcohol, butyrospermum parkii (shea) butter, macadamia ternifolia seed oil, propanediol, xanthan gum, decylene glycol, allantoin, bisabolol, 1,2-hexanediol, aloe barbadensis leaf juice, acrylates/c10-30 alkyl acrylate crosspolymer, tetra sodium glutamate diacetate, potassium sorbate, avena sativa (oat) bran extract, sodium benzoate, zingiber officinale (ginger) root extract, fragrance, phenoxyethanol

**QUICK SCORE**

<b>12+1</b>	
Competitor Product	Smart Score
Barbasol Shaving Cream	11
Dove Men Care Sensitive Pro-Moisture	12
Edge Shaving Gel	9
Gillette Fusion Proglide Gel	14
Neutrogena Men	15
<b>TOTALS</b>	<b>12</b>

## BARBASOL SHAVING CREAM

**Smart Score: 11+1**

Price: \$1.37  
10.0 Oz

**HIGHLIGHTS:** Net cost of \$15.40 (\$3.58 per ounce) to remove 11 ingredients and 1 warning label.

**INGREDIENTS:** Water, Stearic Acid, Triethanolamine, Isobutane, Laureth-23, Aloe, Diazolidinyl Urea, Fragrance, Methylparaben, Propane, Propylene Glycol, Propylparaben, Sodium Lauryl Sulfate,

**WARNING LABEL:** Contents under pressure. Do not puncture or incinerate. Do not heat for warm lather or any other purpose. Do not keep where temperature will exceed 110 F. Keep out of reach of children.

## DOVE MEN CARE SENSITIVE PRO-MOISTURE

**Smart Score: 12+1**

Price: \$4.99  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$11.70 (\$2.72 per ounce) to remove 12 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Stearic Acid, Sodium Lauroyl Isethionate, Sodium Stearate, Cocamidopropyl Betaine, Sodium Laureth Sulfate, Tallow Acid or Palmitic Acid, Lauric Acid, Sodium Isethionate, Cetearyl Alcohol, Fragrance (Parfum), Sodium Chloride, Tetrasodium EDTA, PEG-14M, Etidronic Acid, DMDM Hydantoin, Methylisothiazolinone, Iodopropynyl Butylcarbamate, Titanium Dioxide (CI 77891)

**WARNING LABEL:** Avoid contact with eyes. In case of contact, rinse thoroughly with water.

## EDGE SHAVING GEL

**Smart Score: 9+1**

Price: \$2.97  
7.0 Oz

**HIGHLIGHTS:** Net cost of \$14.17 (\$3.29 per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, Stearic Acid, Sorbitol, Aloe Barbadensis Leaf Juice, Palmitic Acid, Triethanolamine, Sunflower Seed Oil Glyceride, Isopentane, Isobutane, PVP, PEG-90M, Fragrance/Parfum, Blue 1

**WARNING LABEL:** Caution: Container may explode if heated. Warning: Contents under pressure. Do not puncture or incinerate. Do not store at temperatures above 120 F as container may burst. Avoid extreme cold. Do not immerse in water. Avoid prolonged exposure to water. Discard can upon rusting. Use only as directed. Keep out of reach of children.

## GILLETTE FUSION PROGLIDE GEL

**Smart Score: 14+1**

Price: \$4.99  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$12.41 (\$2.89 per ounce) to remove 14 ingredients and 1 warning label.

**INGREDIENTS:** Water, Stearic Acid, Glycerin, Sorbitol, almitic Acid, Triethanolamine, Isopentane, Glyceryl Oleate, Fragrance, Isobutane, Hydroxyethylcellulose, PEG-90M, Menthol, BHT, PEG-23M, Propylene Glycol, Glyceryl Acrylate/Acrylic Acid Copolymer, PVM/MA Copolymer, Green 3, Blue 1

**WARNING LABEL:** Contents under pressure. Do not place in hot water or near radiators, stoves or other sources of heat. Do not puncture or incinerate container or store at temperatures over 120 F/48 C. Keep out of reach of children.



## NEUTROGENA MEN

**Smart Score: 15**

Price: \$3.94  
5.1 Oz

**HIGHLIGHTS:** Net cost of \$12.67 (\$2.95 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Sorbitol, Glycerin, Stearic Acid, Phenoxyethanol, Bisabolol, Aloe Barbadensis Leaf Extract, **Palmitic Acid, Triethanolamine, Methyl Gluceth-20, Isoceteth-20, Glyceryl Stearate, PEG-100 Stearate, Dimethicone PEG-8 Benzoate, Linoleamidopropyl Dimethylamine Dimer Dilinoleate, Hydroxyethylcellulose, Coco-Glucoside, Panthenol, Glyceryl Oleate, Glycine Soja (Soybean) Seed Extract, Hydroxypropyl Methylcellulose, Methylparaben, Fragrance, Propylparaben, Ethylparaben, Tocopheryl Acetate, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract**

## BEVEL

**Smart Score: 24**

Price: \$19.95  
3.4 Oz

**HIGHLIGHTS:** Net Savings of \$9.24 (\$2.15 per ounce) to remove 24 ingredients.

**INGREDIENTS:** Purified Water, Sorbitol, Glycerin, Butyrospermum Parkii (Shea Butter), Phenoxyethanol, Panthenol, Xanthan Gum, **Aloe Barbadensis Leaf, Stearic Acid, Allantoin, Avena Sativa (Oat) Kernel Extract, Butylene Glycol, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, PEG-100 Stearate, Carthamus Tinctorius (Safflower) Seed Oil, Glyceryl Stearate, Dimethicone, Laureth-4, Argania Spinosa (Argan) Kernel Oil, Tocopheryl Acetate, Caprylyl Glycol, Simmondsia Chinensis (Jojoba) Seed Oil, Menthol, Lactic Acid, Polysorbate-20, Salicylic Acid, Cetyl Alcohol, Sodium Ascorbyl Phosphate, Hamamelis Virginiana (Witch Hazel) Bark/Leaf/Twig Extract, Lavandula Angustifolia (Lavender) Oil, Dipotassium Glycyrchizinate, Melaleuca Aiterifolia (Tea Tree) Leaf Oil, Helianthus Annuus (Sunflower) Seed Oil, Calendula Officinalis Flower Extract, Vitis Vinifera (Grape) Seed Extract, Salix Alba (Willow) Bark Extract, Helianthus Annuus (Sunflower) Seed Extract, Portulaca Oleracea Extract, Niacinamide, Alpha Bisabolol**

## NIVEA MEN'S SHAVING GEL

**Smart Score: 16+1**

Price: \$5.13  
7.0 Oz

**HIGHLIGHTS:** Net cost of \$12.84 (\$2.99 per ounce) to remove 16 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, **Palmitic Acid, Triethanolamine, Oleth-20, Isopentane, Isopropyl Palmitate, Chamomilla Recutita (Matricaria) Flower Extract, Maltodextrin, Tocopheryl Acetate, Isobutane, Polyisobutene, Hydroxyethylcellulose, PEG-90 Glyceryl Isostearate, Hydroxypropyl Methylcellulos, PEG-14M, Laureth-2, Piroctone Olamine, BHT, Fragrance**

**WARNING LABEL:** Contents under pressure. Do not puncture or incinerate Do not store at temperature above 120F. Keep from freezing. Use only as directed. Keep out of reach of children. For external use only. Keep out of eyes. Stop used irritation develops.

## AVEENO POSITIVELY SMOOTH SHAVE GEL

**Smart Score: 14+1**

Price: \$3.97  
7.0 Oz

**HIGHLIGHTS:** Net cost of \$13.55 (\$3.15 per ounce) to remove 14 ingredients and 1 warning label.

**INGREDIENTS:** Water, **Palmitic Acid, Triethanolamine, Isopentane, Sorbitol, Stearic Acid, Sorbitan Stearate, Glycerin, Isobutane, Glycine Soja (Soybean) Seed Extract, Benzyl Alcohol, Fragrance, Sunflower Seed Oil Glyceride, Dimethicone PEG-8 Benzoate, Hydroxyethylcellulose, Phenoxyethanol, Hydroxypropyl Methylcellulose, Methylparaben, Propylparaben, Panthenol, Tocopheryl Acetate, Ethylparaben, Glycine Soja (Soybean) Seed Protein Extract, Allantoin, Aloe Barbadensis Leaf Juice**

**WARNING LABEL:** Flammable, contents under pressure. Do not puncture or incinerate or store at a temperature above 120 F. Use only as directed. Intentional misuse by deliberately concentrating and inhaling aerosol products can be harmful or fatal. Do not use near flame or spark or while smoking. Keep out of reach of children.

CLEANSER DRY SKIN

Our naturally derived Cleanser for Dry Skin is designed to effectively cleanse while preserving moisture to avoid over-drying your skin.

Price: \$11.99  
4.2 oz



- Designed specifically for the demands of dry skin – gently cleanses without irritating or stripping your skin of essential moisture
- Rich lather leaves behind a fresh complexion
- Rich in vitamins and botanicals to nurture your skin while removing oil and dirt
- Gently removes dead skin cells, encouraging the look of healthy surface renewal
- Fragrance free

**INGREDIENTS**

Water, ethylhexyl palmitate, glycerin, decyl glucoside, C12-25 alkyl benzoate, cetearyl alcohol, cetearyl glucoside, aloe barbadensis leaf extract, theobroma cacao (cocoa) seed butter, sodium polyacrylate, rosa canina fruit oil, caprylyl glycol, sodium PCA, tocopheryl acetate, butylene glycol, algae extract, centipeda cunninghamii extract, ganoderma lucidum (mushroom) stem extract, lentinus edodes extract, grifola frondosa extract, centella asiatica extract, uncaria tomentosa extract, vitis vinifera (grape) seed extract, disodium EDTA, phenoxyethanol, chlorphenesin

QUICK SCORE

18

Competitor Product	Smart Score
CeraVe Hydrating Facial Cleanser	13
Clinique Liquid Facial Soap Mild	17
Estee Lauder Perfectly Clean	16
Lancome Galatee Comfort Cleaner	31
Olay Regenerating Cream Cleanser	15
<b>TOTALS</b>	<b>18</b>

CERAVE HYDRATING FACIAL CLEANSER

**Smart Score: 13**

Price: \$10.99  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$8.14 (\$1.94 per ounce) to remove 13 ingredients.

**INGREDIENTS:** Purified Water, Glycerin, Behentrimonium Methosulfate and Cetearyl Alcohol, Ceramide 3, Ceramide 6-II, Ceramide 1, Hyaluronic Acid, Cholesterol, Polyoxyl 40 Stearate, Glyceryl Monostearate, Stearyl Alcohol, Polysorbate 20, Potassium Phosphate, Dipotassium Phosphate, Sodium Lauroyl Lactylate, Cetyl Alcohol, Disodium EDTA, Phytosphingosine, Methylparaben, Propylparaben, Carbomer, Xanthan Gum

CLINIQUE LIQUID FACIAL SOAP MILD

**Smart Score: 17**

Price: \$17.80  
6.7 Oz

**HIGHLIGHTS:** Net cost of \$1.02 (0.24¢ per ounce) to remove 17 ingredients.

**INGREDIENTS:** Water, cocoamidopropyl hydroxysultaine, butylene glycol, phenoxyethanol, sodium laureth sulfate, sodium chloride, lauramidopropyl betaine, sodium cocoyl sarcosinate, tea-cocoyl glutamate, di-PPG-2 myreth-10 adipate, aloe barbadensis leaf juice, PEG-120 methyl glucose dioleate, Sucrose, sodium hyaluronate, cetyl triethylmonium dimethicone PEG-8 succinate, tocopheryl ethyl succinate ethyldimonium ethosulfate, chamomilla recutita (matricaria), hexylene glycol, polyquaternium-7, laureth-2, caprilyl glycol, sodium sulfate, EDTA, disodium EDTA, sodium benzoate

ESTEE LAUDER PERFECTLY CLEAN

**Smart Score: 16**

Price: \$25.00  
5.0 Oz

**HIGHLIGHTS:** Net Savings of \$9.01 (\$2.15 per ounce) to remove 16 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Sodium Laureth Sulfate, Acrylates Copolymer, Jojoba Esters, Sucrose, Lauramidopropyl Betaine, Glycerin, Silybum Marianum (Lady'S Thistle) Extract, Gentiana Lutea (Gentian) Root Extract, Algae Extract, Caffeine, Sorbitol, Sodium Cocoyl Sarcosinate, Zinc Pca, Laureth-2, Sodium Hyaluronate, Propanediol, Potassium Hydroxide, Disodium Cocoyl Glutamate, Sodium Cocoyl Glutamate, Monosodium Citrate, Polyquaternium-7, Sodium Sulfate, Fragrance (Parfum), Sodium Chloride, Citric Acid, Edta, Methylchloroisothiazolinone, Methylisothiazolinone

LANCOME GALATEE COMFORT CLEANER

**Smart Score: 31**

Price: \$30.00  
6.8 Oz

**HIGHLIGHTS:** Net Savings of \$6.54 (\$1.56 per ounce) to remove 31 ingredients.

**INGREDIENTS:** WATER, PHENOXYETHANOL, PARAFFINUM LIQUIDUM / MINERAL OIL / HUILE MINERALE, ISOPROPYL MYRISTATE, PROPYLENE GLYCOL, ZEA MAYS / CORN GERM OIL, LECITHIN, CYCLODEXTRIN, HYDROXYCITRONELLAL, HYDROXYISOHEXYL 3-CYCLOHEXENE CARBOXALDEHYDE, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, LINALOOL, WHEAT GERM GLYCERIDES, FAEX / YEAST EXTRACT / EXTRAIT DE LEVURE, ETHYLPARABEN, TRIETHANOLAMINE, MEL / HONEY / MIEL, POLYSORBATE 20, LIMONENE, MANNITOL, BENZYL ALCOHOL, BENZYL BENZOATE, BENZYL SALICYLATE, GERANIOL, DISODIUM COCOAMPHODIACETATE, DISODIUM SUCCINATE, METHYLPARABEN, BUTYLPHENYL METHYLPROPIONAL, CITRONELLOL, COUMARIN, PRUNUS AMYGDALUS DULCIS PROTEIN / SWEET ALMOND PROTEIN, HEXYL CINNAMAL, GLYCERIN, PARFUM / FRAGRANCE, CHONDRUS CRISPUS (CARRAGEENAN), ALPHA-ISOMETHYL IONONE CARBOMER

**OLAY REGENERATING CREAM CLEANSER**

**Smart Score: 15**

Price: \$6.99  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$6.12 (\$1.46 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Panthenol (Pro-Vitamin B5), PPG-15 Stearyl Ether, Glycerin, Oxidized Polyethylene, Stearyl Alcohol, Cetyl Betaine, Salicylic Acid (Beta-Hydroxy), Distearaldimonium Chloride, Sodium Lauryl Sulfate, Cetyl Alcohol, Alcohol, Steareth-21, Sodium Chloride, Behenyl Alcohol, PPG-30, Steareth-2, Sodium Glycolate, Tocopheryl Acetate (Vitamin E), Carnosine (Amino-Peptide), Disodium EDTA, Ascorbic Acid (Vitamin C), Fragrance, Iron Oxides

**AVEENO POSITIVELY RAD. ... BRIGHTENING**

**Smart Score: 15**

Price: \$4.39  
6.7 Oz

**HIGHLIGHTS:** Net cost of \$9.24 (\$2.20 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, Butylene Glycol, Sodium Laureth Sulfate, Acrylates Copolymer, PEG-80 Sorbitan Laurate, Di-PPG-2 Myreth-10 Adipate, PEG-16 Soy Sterol, Glycine Soja (Soybean) Protein, Coco-Glucoside, Glyceryl Oleate, Glycerin, Soyamidopropyl Betaine Fragrance, DMDM Hydantoin, Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride, Methylparaben, Tetrasodium EDTA, Sodium Hydroxide, Polyquaternium-10, Silica, Citric Acid, Mica, Titanium Dioxide

**BURT'S BEES BRIGHTENING DAILY**

**Smart Score: 30**

Price: \$7.19  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$6.96 (\$1.66 per ounce) to remove 30 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Olea Europaea (Olive) Fruit Oil, Cetyl Alcohol, Olivoyl Hydrolyzed Wheat Protein, Oryza Sativa (Rice) Extract, Glycerin, Decyl Glucoside, Sodium Cocoyl Hydrolyzed Soy Protein, Cetearyl Alcohol, Glyceryl Oleate, Glyceryl Stearate, Bellis Perennis (Daisy) Flower Extract, Malva Sylvestris (Mallow) Leaf Extract, Mentha Piperita (Peppermint) Leaf Extract, Primula Veris Extract, Veronica Officinalis Extract, Melissa Officinalis Leaf Extract, Achillea Millefolium Extract, Vaccinium Myrtillus Fruit Extract, Citrus Medica Limonum (Lemon) Fruit Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Saccharum Officinarum (Sugar Cane, Extrait De Canne A Sucre) Extract, Acer Saccharum (Sugar Maple) Extract, Thymus Vulgaris (Thyme) Oil, Origanum Vulgare Leaf Oil, Alchemilla Vulgaris Extract, Emblica Officinalis Fruit Powder, Jojoba Esters, Hydrolyzed Jojoba Esters, Chondrus Crispus (Carrageenan), Xanthan Gum, Sucrose, Arginine, Parfum (Fragrance), Potassium Hydroxide, Alcohol Denat., Alcohol, Phenethyl Alcohol, Potassium Sorbate, Sodium Benzoate, Citral, Geraniol, Limonene, Linalool

**CETAPHIL FACE CLEANSER**

**Smart Score: 6**

Price: \$6.39  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$8.64 (\$2.06 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Propylene Glycol, Sodium Lauryl Sulfate, Stearyl Alcohol, Methylparaben, Propylparaben, Butylparaben

CLEAN & CLEAR NIGHT RELAXING DEEP

**Smart Score: 8**

Price: \$4.99  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$9.37 (\$2.23 per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Cocamidopropyl Betaine, Phenoxyethanol, Sodium Laureth Sulfate, Glycerin, Acrylates Copolymer, Caprylyl Glycol, Sodium Hydroxide, Fragrance, Disodium EDTA, Citric Acid, Sea Salt, Methylparaben, Propylparaben, Laminaria Saccharina Extract, Ethylparaben

NERIUM DOUBLE-CLEANSING BOTANICAL

**Smart Score: 14**

Price: \$30.00  
4.0 Oz

**HIGHLIGHTS:** Net Savings of \$19.51 (\$4.65 per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Glycerin, Phenoxyethanol, PEG-75, Cocamidopropyl Hydroxysultaine, Disodium Cocoamphodiacetate, Sodium Chloride, Dipropylene Glycol, Sodium Cocoamphoacetate, PEG-20 Glyceryl Isostearate, Acrylates Copolymer, Sea Whip Extract, Raffinose, Betula Platyphylla Japonica Juice, Niacinamide, Salvia Sclarea (Clary) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Citrus Grandis (Grapefruit) Peel Oil, Caprylyl Glycol, Disodium EDTA, Hexylene Glycol, Butylene Glycol, Citric Acid, PEG-6 Caprylic/Capric Glycerides, Sodium Benzoate

NEUTROGENA NATURALS PURIFYING

**Smart Score: 4**

Price: \$7.99  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$6.40 (\$1.52 per ounce) to remove 4 ingredients.

**INGREDIENTS:** Water, Fragrance, Glycerin, Cocoamidopropyl Betaine, Decyl Glucoside, Cocamidopropyl Hydroxysultaine, Sodium Lauryl Sulfoacetate, Salix Alba (Willow) Bark Extract, Guar Hydroxypropyltrimonium Chloride, Sodium Benzoate

RODAN + FIELDS SOOTHE GENTLE CREAM

**Smart Score: 12**

Price: \$43.00  
4.2 Oz

**HIGHLIGHTS:** Net Savings of \$31.01 (\$7.38 per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Caprylic/Capric Triglyceride, Glycerin, Cyclopentasiloxane, Propanediol, Isostearyl Alcohol, Aloe Barbadensis Leaf Juice, Ceramide NP, Ceramide EOP, Ceramide AP, Caffeine, Tocopheryl Acetate, Bisabolol, Butylene Glycol Cocoate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Xanthan Gum, Ethylcellulose, Aminomethyl Propanol, Sodium Lauroyl Lactylate, Tropolone, Phytosphingosine, Cholesterol, Carbomer, 1,2-Hexanediol, Caprylyl Glycol, Potassium Sorbate, Sodium Benzoate, Ethylhexylglycerin



EYE MAKEUP REMOVER

Why is taking your makeup off such a hassle? It shouldn't be. Makeup Remover by Modere is a dual-phase, liquid formula that removes even the smokiest eye and the deepest red lipstick, while leaving delicate areas soft and conditioned.

Price: \$17.99  
4.0 oz



- Quickly dissolves even the most stubborn waterproof eye makeup and lip color
- Gentle on your eyes and eyelashes
- Prepares the skin for effective cleansing
- Fragrance free
- Dermatologist tested—thank us later
- Blue phase is naturally tinted

**INGREDIENTS:**

Water, Cyclopentasiloxane, Isohexadecane, Butylene Glycol, Decyl Glucoside, Sodium Chloride, Dipotassium Phosphate, Copper Sulfate, Potassium Phosphate, Disodium EDTA, Polyaminopropyl Biguanide

QUICK SCORE

<b>9</b>	
Competitor Product	Smart Score
Clinique Naturally Gentle Eye Makeup Remover	14
Estee Lauder Take It Away Eye Make Up Remover	6
Lancome Dual Action Eye Makeup Remover	7
L’Oreal Clean Artiste Eye Makeup Remover	9
Maybelline Expert Eyes Makeup Remover	10
<b>TOTALS</b>	<b>9</b>

CLINIQUE NATURALLY GENTLE

**Smart Score: 14**

Price: \$18.00  
2.5 Oz

**HIGHLIGHTS:** Net Savings of \$10.81 (\$2.70 per ounce) to remove 14 ingredients.

**INGREDIENTS:** Water, Butylene Glycol, Sodium Chloride, Disodium EDTA, **Hydrogenated Polyisobutene**, Sesamum Indicum (Sesame) Seed Oil, **Ammonium Acryloyldimethyltaurate/VP Copolymer**, **Sucrose**, **Hypnea Musciformis (Algae) Extract**, **Gellidiela Acerosa (Algae) Extract**, **Sialyllactose**, Arginine, **Dextran**, **Acrylates/C10-30 Alkyl Acrylate Crosspolymer**, **PEG-8 Dilaurate**, **Disodium Phosphate**, Phenoxyethanol, **Methylparaben**, **Ethylparaben**, **Propylparaben**, **Butylparaben**, **Isobutylparaben**

ESTEE LAUDER TAKE IT AWAY

**Smart Score: 6**

Price: \$20.00  
3.4 Oz

**HIGHLIGHTS:** Net Savings of \$5.54 (\$1.38 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Cyclopentasiloxane, Isohexadecane, Sodium Chloride, Dipotassium Phosphate, Potassium Phosphate, **Dipotassium Edta**, Butylene Glycol, **Cucumis Sativus (Cucumber) Fruit Extract**, **Rosa Damascena (Rose) Flower Water**, Aloe Barbadensis Leaf Juice, **Peg-4 Dilaurate**, Dimethicone, **Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride**, **Hexylene Glycol**, Phenoxyethanol

LANCÔME DUAL ACTION

**Smart Score: 7**

Price: \$30.00  
4.2 Oz

**HIGHLIGHTS:** Net Savings of \$10.58 (\$2.65 per ounce) to remove 7 ingredients.

**INGREDIENTS:** WATER, CYCLOPENTASILOXANE, ISOHEXADECANE, SODIUM CHLORIDE, DIPOTASSIUM PHOSPHATE, POTASSIUM PHOSPHATE, **POLOXAMER 184**, **HEXYLENE GLYCOL**, **BENZYL ALCOHOL**, **QUATERNIUM-15**, **BENZALKONIUM CHLORIDE**, **PARFUM / FRAGRANCE**, **CITRONELLOL**, **GERANIOL**

L'OREAL CLEAN ARTISTE

**Smart Score: 9**

Price: \$5.29  
4.0 Oz

**HIGHLIGHTS:** Net cost of \$12.70 (\$3.18 per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Dipotassium Phosphate, Potassium Phosphate, Disodium EDTA, **Hexylene Glycol**, Disodium Cocoamphodiacetate, **Sodium Laureth-8 Sulfate**, **Sodium Laureth Sulfate**, Allantoin, **Magnesium Laureth-8 Sulfate**, **Magnesium Laureth Sulfate**, **Sodium Oleth Sulfate**, **Magnesium Oleth Sulfate**, **Imidazolidinyl Urea**, **Methylparaben**, **Sodium Benzoate**, **Fragrance**



## MAYBELLINE EXPERT EYES

**Smart Score: 10**

Price: \$3.74  
2.3 Oz

**HIGHLIGHTS:** Net cost of \$11.49 (\$2.87 per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Potassium Phosphate, Disodium EDTA, Dipotassium Phosphate, **Hexylene Glycol**, Disodium Cocoamphodiacetate, **Imidazolidinyl Urea**, **Methylparaben**, **Sodium Laureth-8 Sulfate**, **Sodium Laureth Sulfate**, Allantoin, **Phenethyl Alcohol**, **Sodium Benzoate**, **Magnesium Laureth-8 Sulfate**, **Magnesium Laureth Sulfate**, **Sodium Oleth Sulfate**, **Magnesium Oleth Sulfate**

## ALBA BOTANICAL EVEN ADVANCED

**Smart Score: 17+1**

Price: \$7.99  
4.0 Oz

**HIGHLIGHTS:** Net cost of \$10.00 (\$2.50 per ounce) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dimethicone, Aloe Barbadensis Leaf Juice (Certified Organic Ingredient), Polysorbate 20, **Camilla Sinensis Leaf Extract (Certified Organic Ingredient)**, **Chlorella Pyrenoidosa Extract (Sea Algae)**, **Chondrus Crispus (Carrageenan) Extract (Certified Organic Ingredient)**, **Enteromorpha Compressa Extract**, **Laminaria Digitata Extract**, **Macrocystis Pyrifera Extract**, **Spirulina Maxima Extract**, **Ulva Lactuca Extract (Certified Organic Ingredient)**, **Ascorbyl Glucoside**, **Caesalpinia Spinosa Gum**, Citric Acid, **Erythritol**, Glycerin, **Homarine HCl**, Panthenol, **Potassium Hydroxide**, Sodium Citrate, Alcohol (Certified Organic Ingredient), **Benzoic Acid**, **Dehydroacetic Acid**, Phenoxyethanol, Potassium Sorbate, Sodium Benzoate, **Benzyl Benzoate**, **Hexyl Cinnamal**

**WARNING LABEL:** For external use only. Keep out of reach of children.

## ALMAY LONGWEAR & WATERPROOF LIQUID

**Smart Score: 15**

Price: \$4.99  
4.0 Oz

**HIGHLIGHTS:** Net cost of \$13.00 (\$3.25 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Sodium Chloride, Butylene Glycol, Cyclopentasiloxane, C12-15 Alkyl Benzoate, **Dicaprylyl Ether**, **Caprylyl Methicone**, **Isoeicosane**, **Paraffinum Liquidum ((Mineral Oil) Huile Minerale)**, Aloe Barbadensis Leaf Extract, Panthenol, Tocopheryl Acetate, **Hamamelis Virginiana (Witch Hazel) Water**, Sodium Hyaluronate, **Spiraea Ulmaria Extract Fomes Officinalis (Mushroom) Extract**, **Hydrolyzed Glycosaminoglycans**, **Magnesium Ascorbyl Phosphate**, **Sodium Phosphate**, **Disodium Phosphate**, **Tromethamine**, **Benzophenone-4**, **Trisodium EDTA**, Phenoxyethanol, **Diazolidinyl Urea**, **Blue 1 (CI 42090)**, **Red 40 (CI 16035)**

## CETAPHIL GENTLE MAKEUP REMOVER

**Smart Score: 6**

Price: \$8.49  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$12.53 (\$3.13 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Cyclopentasiloxane, Sodium Chloride, Potassium Phosphate, Dipotassium Phosphate, **Dipropylene Glycol**, Aloe Barbadensis Leaf Juice (Aloe Vera), **Cucumis Sativus (Cucumber) Fruit Extract**, Panax Ginseng Root Extract, Camellia Sinensis Leaf Extract (Green Tea), **Poloxamer 184**, Benzalkonium Chloride, Tetrasodium EDTA, **Benzyl Alcohol**, Citric Acid, Allantoin

GARNIER SKIN ACTIVE MICELLAR

**Smart Score: 2+1**

Price: \$6.99  
13.5 Oz

**HIGHLIGHTS:** Net cost of \$15.92 (\$3.98 per ounce) to remove 2 ingredients and 1 warning label.

**INGREDIENTS:** Water, Disodium EDTA, Polyaminopropyl Biguanide, Hexylene Glycol, Glycerin, Disodium Cocoamphodiacetate, Poloxamer 184

**WARNING LABEL:** Avoid getting in eyes. If it occurs, rinse thoroughly with water.

NEUTROGENA OIL-FREE GENTLE

**Smart Score: 6**

Price: \$5.89  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$13.28 (\$3.32 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Dipotassium Phosphate, Potassium Phosphate, Cyclopentasiloxane, Sodium Chloride, Cyclohexasiloxane, Aloe Barbadensis Leaf Juice, Benzyl Alcohol, Dipropylene Glycol, Poloxamer 182, Allantoin, Tripotassium EDTA, Benzalkonium Chloride, Glycerin, Cucumis Sativus (Cucumber) Fruit Extract

NO. 7 BEAUTIFUL SKIN OIL FREE

**Smart Score: 8**

Price: \$8.99  
3.3 Oz

**HIGHLIGHTS:** Net cost of \$7.09 (\$1.77 per ounce) to remove 8 ingredients.

**INGREDIENTS:** Water, Butylene Glycol, Polysorbate 20, Glycerin, PEG-6 Caprylic/Capric Glycerides, PEG-40 Hydrogenated Castor Oil, Phenoxyethanol, Sodium Citrate, Citric Acid, Sodium Methylparaben, Sodium PCA, Tocopheryl Acetate, Potassium Hydroxide, Ascorbyl Glucoside, Tetrasodium EDTA, Magnesium PCA, Zinc PCA, Manganese PCA, Potassium Sorbate

UP & UP OIL FREE

**Smart Score: 6+1**

Price: \$4.69  
5.5 Oz

**HIGHLIGHTS:** Net cost of \$14.58 (\$3.64 per ounce) to remove 6 ingredients and 1 warning label.

**INGREDIENTS:** Water, Cyclopentasiloxane, Dipotassium Phosphate, Potassium Phosphate, Sodium Chloride, Cyclohexasiloxane, Aloe Barbadensis Leaf Juice, Benzyl Alcohol, Dipropylene Glycol, Poloxamer 182, Allantoin, Tripotassium EDTA, Benzalkonium Chloride, Glycerin, Cucumis Sativus (Cucumber) Fruit Extract

**WARNING LABEL:** Avoid contact with eyes. If skin irritation or rash develops, discontinue use. For children less than 6 months of age, consult a doctor. Keep this and all drugs out of the reach of children. In case of accidental ingestion, seek professional assistance or contact a Poison Control Center immediately. May stain some fabrics.



EXFOLIANT

A gentle and effective way to remove dead skin and impurities – because smooth and luminous skin is beautiful skin.

Price: \$12.99  
1.6 oz



- Sweeps away dead skin cells and surface impurities without abrasive scrubbing or harsh enzymatic chemicals
- Massages and polishes skin surface with jojoba beads, prickly pear and bamboo for a smooth and radiant complexion
- Visibly rejuvenates and restores skin to a balanced state, leaving skin receptive to additional skin care
- Formulated with biodegradable jojoba beads instead of environmentally-harmful microbeads

Exfoliant is leading the wave of eco-conscious clarifiers. Featuring a unique blend of bamboo, jojoba beads and prickly pear to condition and tone, Exfoliant visibly tightens the appearance of pores, improves complexion and rejuvenates skin.

**INGREDIENTS:**

Water, cetearyl alcohol, sorbitol, jojoba esters, ethylhexyl palmitate, propanediol, glyceryl stearate, cetearyl glucoside, lauryl betaine, sodium lauroyl silk amino acids, silica, disodium cocoamphodiacetate, 1,2-hexanediol, caprylyl glycol, hydroxyacetophenone, betaine, xanthan gum, tocopheryl acetate, bambusa arundinacea stem extract, allantoin, tetrasodium glutamate diacetate, tocopherol, hydrolyzed opuntia ficus-indica flower extract, stearyl glyceryl rthetinate

QUICK SCORE

<b>15</b>	
Competitor Product	Smart Score
Clean & Clear Deep Action Exfoliating Scrub	19
Clinique Exfoliating Scrub	11
Lancome Exfoliance Radiance Clarifying Gel	24
Neutrogena Pore Refining Exfoliating	13
Olay ProX Renewal Exfoliating Cleanser	7
<b>TOTALS</b>	<b>15</b>

## CLEAN & CLEAR DEEP ACTION EXF. SCRUB

**Smart Score: 19+1**

Price: \$4.49  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$11.55 (\$7.22 per ounce) to remove 19 ingredients and 1 warning label.

**INGREDIENTS:** Water, Methyl Gluceth-20, Lauryl Glucoside, Polyethylene, Disodium Lauroamphodiacetate, Sodium Laureth Sulfate, PEG-80 Sorbitan Laurate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Dimethicone PEG-8 Meadowfoamate, Fragrance, Microcrystalline Wax, Methylparaben, Sodium Hydroxide, Menthol, DMDM Hydantoin, Panthenol, Disodium EDTA, Polyquaternium-7, Citric Acid, Sodium Benzotriazolyl Butylphenol Sulfonate, Blue 1, Yellow 5, Red 30, Talc, Ultramarines

**WARNING LABEL:** For external use only. Keep out of the reach of children. Avoid contact with eyes. If contact occurs, rinse with water to remove.

## CLINIQUE EXFOLIATING SCRUB

**Smart Score: 11**

Price: \$22.00  
3.4 Oz

**HIGHLIGHTS:** Net cost of \$2.64 (\$1.65 per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Glyceryl Stearate, Polyethylene, Hexylene Glycol, Disodium Cocoamphodiacetate, Disodium Oleamido Mipa-Sulfosuccinate, Magnesium Aluminum Silicate, Salicylic Acid, Menthol, Stearamidoethyl, Diethylamine, Methylparaben, Propylparaben, Titanium Dioxide

## LANCOME EXF. RADIANCE CLARIFYING GEL

**Smart Score: 24**

Price: \$26.00  
3.40 Oz

**HIGHLIGHTS:** Net cost of 0.75¢ (0.47¢ per ounce) to remove 24 ingredients.

**INGREDIENTS:** Water, Butylene Glycol, Sodium Lauroyl Sarcosinate, Polyethylene, Hydrogenated Palm Kernel Glycerides, Triethanolamine, Carbomer, Sodium Stearoyl Glutamate, CI 42090 / Blue 1 Lake, CI 42090 / Blue 1, CI 17200 / Red 33, Ananas Sativus Fruit Extract / Pineapple Fruit Extract, Sodium Cocoyl Isethionate, Sodium Lauroyl Oat Amino Acids, Hydrogenated Palm Glycerides, Sodium Benzoate, Phenoxyethanol, PEG-32, PEG-32 Stearate, PEG-6 Stearate, Salicylic Acid, Limonene, Pentaerythrityl Tetraethylhexanoate, Xanthan Gum, Linalool, Benzyl Salicylate, Benzyl Alcohol, Propanediol, Chondrus Crispus (Carrageenan), Papain, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Methylparaben, Tetrasodium Edta, Potassium Sorbate, Hexyl Cinnamal, Parfum / Fragrance

## NEUTROGENA PORE REFINING EXFOLIATING

**Smart Score: 13+1**

Price: \$6.59  
6.7 Oz

**HIGHLIGHTS:** Net cost of \$11.42 (\$7.14 per ounce) to remove 13 ingredients and 1 warning label.

**INGREDIENTS:** Water, Decyl Glucoside, Cetyl Alcohol, Glycol Distearate, Sodium Laureth-13 Carboxylate, Cocamide MEA, Disodium Lauryl Sulfosuccinate, Polyethylene, Cocamidopropyl Betaine, Sodium Methyl Cocoyltaurate, Salicylic Acid, Glycolic Acid, Polyquaternium-11, Linoleamidopropyl PG Dimonium Chloride Phosphate, Sodium PCA, PEG-150 Pentaerythrityl Tetrastearate, Hydroxypropyl Guar, Disodium EDTA, BHT, Fragrance

**WARNING LABEL:** Sunburn Alert: This product contains an alpha hydroxy acid (AHA) that may increase your skin's sensitivity to the sun and particularly the possibility of sunburn. Use a sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterwards. Avoid contact with eyes. If contact occurs, flush thoroughly with water.

OLAY PROX RENEWAL EXF.CLEANSER

**Smart Score: 7**

Price: \$18.19  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$8.14 (\$5.09 per ounce) to remove 7 ingredients.

**INGREDIENTS:** Water, Sorbitol, Glycerin, Lauramidopropyl Betaine, Sodium Cocoyl Isethionate, Acrylates Copolymer, Peg-200 Hydrogenated Glyceryl Palmate, Hydrated Silica, Citric Acid, Potassium Hydroxide, Polyquaternium-10, Peg-7 Glyceryl Cocoate, Peg-100, Disodium Edta, Methylchloroisothiazolinone, Methylisothiazolinone

AVEENO POSITIVELY RADIANT SKIN

**Smart Score: 8+1**

Price: \$4.79  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$11.46 (\$7.16 per ounce) to remove 8 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Sodium Laureth Sulfate, Polyethylene, PEG-16 Soy Sterol, Lauryl Glucoside, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Glycol Distearate, Cocamidopropyl Betaine, Methylparaben, Butylene Glycol, Fragrance, Laureth-4, Tetrasodium EDTA, Sodium Hydroxide, Glycine Soja (Soybean) Protein

**WARNING LABEL:** For external use only. Avoid contact with eyes. If contact occurs, immediately flush with water. Keep out of reach of children.

DERMALOGICA DAILY MICROFOLIANT

**Smart Score: 20**

Price: \$55.00  
2.6 Oz

**HIGHLIGHTS:** Net Savings of \$20.86 (\$13.04 per ounce) to remove 20 ingredients

**INGREDIENTS:** Microcrystalline Cellulose, Magnesium Oxide, Sodium Cocoyl Isethionate, Sodium Lauroyl Glutamate, Colloidal Oatmeal, Disodium Lauryl Sulfosuccinate, Oryza Sativa (Rice) Bran, Oryza Sativa (Rice) Starch, Allantoin, Papain, Salicylic Acid, Ginkgo Biloba Leaf Extract, Camellia Sinensis Leaf Extract, Glycyrrhiza Glabra (Licorice) Root Extract, PCA, Hydrolyzed Wheat Protein, Populus Tremuloides Bark Extract, Cyclodextrin, Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Limonene, Citrus Grandis (Grapefruit) Peel Oil, Citric Acid, Titanium Dioxide (CI 77891), Hexylene Glycol

E.I.F. GENTLE PEELING EXFOLIANT

**Smart Score: 6**

Price: \$10.00  
3.4 Oz

**HIGHLIGHTS:** Net cost of \$8.28 (\$5.18 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Propylene Glycol, Microcrystalline Cellulose, Quaternium-60, Glycerin, Butylene Glycol, Carbomer, Dipotassium Glycyrrhizate, Carica Papaya (Papaya) Leaf Extract, Citrus Reticulata (Tangerine) Fruit Extract, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum)

**NO. 7 TOTAL RENEWL MICRO DERMABRA.**

**Smart Score: 7**

Price: \$17.49  
2.5 Oz

**HIGHLIGHTS:** Net cost of \$1.80 (\$1.12 per ounce) to remove 7 ingredients.

**INGREDIENTS:** Water, Glyceryl Stearate, Alumina, Glycerin, Paraffinum Liquidum (Mineral Oil, Huile Minérale), Caprylic/Capric Triglyceride, Dimethicone, Cetyl Alcohol, Petrolatum, PEG-100 Stearate, Phenoxyethanol, Sodium Polyacrylate, Methylparaben, Propylp

**BLISS MICROMAGIC MICRODERMABRASION**

**Smart Score: 18**

Price: \$48.00  
3.0 Oz

**HIGHLIGHTS:** Net Savings of \$12.61 (\$7.88 per ounce) to remove 18 ingredients.

**INGREDIENTS:** water (aqua/eau), pumice, caprylic/capric triglyceride, glyceryl stearate, ammonium acryloyldimethyltaurate/vp copolymer, cetyl alcohol, phenoxyethanol, simmondsia chinensis (jojoba) seed oil, titanium dioxide (CI 77891), cordyceps sinensis extract, trametes versicolor (mushroom) extract, PEG-12 glyceryl distearate, PEG-23 glyceryl distearate, menthone glycerin acetal, PEG-100 stearate, potassium sorbate, allantoin, aloe barbadensis leaf juice, butylene glycol, tocopheryl acetate, mentha piperita (peppermint) oil, sodium benzoate, propylene glycol, methylchloroisothiazolinone, blue 1 (CI 42090), lavandula angustifolia (lavender) extract, vitis vinifera (grape) seed extract, camellia oleifera (green tea) leaf extract, methylisothiazolinone, butylparaben, ethylparaben, isobutylparaben, methylparaben, propylparaben

**AVEDA BOTANICAL KINETICS EXFOLIANT**

**Smart Score: 8**

Price: \$23.00  
5.0 Oz

**HIGHLIGHTS:** Net cost of \$5.63 (\$3.52 per ounce) to remove 8 ingredients.

**INGREDIENTS:** Aqueous (Water\Aqua\Eau) Extract\Extrait Aqueux: Hamamelis Virginiana (Witch Hazel) Extract, Alcohol Denat. , Salicylic Acid , Ethyl Lactate , Polysorbate 20 , Citric Acid , Fragrance (Parfum) Geraniol , Linalool , Citronellol , Limonene , Sodium Citrate , Phenoxyethanol

**DR. BRANDT MICRODERMABRASION**

**Smart Score: 17**

Price: \$79.00  
2.0 Oz

**HIGHLIGHTS:** Net Savings of \$52.21 (\$31.38 per ounce) to remove 17 ingredients.

**INGREDIENTS:** Water (Aqua), Alumina, Caprylic/Capric Triglyceride, Glycerin, Cetyl Alcohol, Glyceryl Stearate, Peg-12 Glyceryl Distearate, Peg-100 Stearate, Ammonium Acryloyldimethyltaurate/Vp Copolymer, Simmondsia Chinensis (Jojoba) Seed Oil, Xanthan Gum, Lactic Acid, Fragrance (Parfum), Menthone Glycerin Acetal, Allantoin, Magnesium Chloride, Magnesium Nitrate, Tocopheryl Acetate, Magnesium Oxide, Butylene Glycol, Aloe Barbadensis Leaf Extract, Vitis Vinifera (Grape) Seed Extract, Chamomilla Recutita (Matricaria) Flower Extract, Camellia Oleifera Leaf Extract, Camellia Sinensis Leaf Extract, Methylchloroisothiazolinone, Methylisothiazolinone, Phenoxyethanol, Methylparaben, Butylparaben, Propylparaben, Isobutylparaben, Citral, Limonene





BODY BUTTER

Our ultra-rich, spa-quality Body Butter gives you 100% moisture and 0% greasy after feel. It’s formulated with naturally-soothing ingredients like cocoa butter to soften even the driest of skin.

Price: \$19.99  
4.2 oz



Treat yourself to our Body Butter and live clean in soft skin.

- Formula contains combination of natural skin softeners: jojoba oil, avocado oil & cocoa butter
- Features a sweet fragrance with notes of caramel, cotton candy & sugary fig
- Applies & absorbs easily
- Contains skin-nourishing oils to leave your feet looking freshly pedicured

**INGREDIENTS**

Water, caprylic/capric triglyceride, Glycerin, ethylhexyl palmitate, cetyl alcohol, polyglyceryl-3 methylglucose distearate, simmondsia chinensis (jojoba) seed oil, behenyl alcohol, lauryl laurate, glyceryl stearate, cetearyl alcohol, theobroma cacao (cocoa) seed butter, hydrogenated avocado oil, isohexadecanehydroxyethyl acrylate/sodium acryloyldimethyl taurate copolymer, panthenol, hydroxyethylcellulose, stearic acid, sodium lauroyl glutamate, squalene, ethylhexylglycerin, xanthan gum, polysorbate 60, disodium EDTA, fragrance, chlorphenesin, phenoxyethanol

QUICK SCORE

11

Competitor Product	Smart Score
Aveeno Positively Nourishing ... Cocoa Butter	11
Bliss Body Butter Lemon & Sage	15
Burt’s Bees Belly Butter	10
Jergens Deep Conditioning Shea Butter	12
Nivea Cocoa Butter Body Cream	9
<b>TOTALS</b>	<b>11</b>

AVEENO POSITIVELY ... COCOA BUTTER

**Smart Score: 11**

Price: \$7.21  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$14.94 (\$3.56 per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Glycerin, Cetyl Alcohol, Stearic Acid, Disodium EDTA, Caprylic/Capric Triglyceride, **Isopropyl Palmitate, Octyldodecyl Olivatate, Glyceryl Stearate SE**, Butyrospermum Parkii (Shea Butter), Theobroma Cacao (Cocoa) Seed Butter, **Avena Sativa (Oat) Kernel Flour, Vanilla Planifolia Fruit Extract, Mauritia Flexuosa Fruit Oil**, Tocopheryl Acetate, Carbomer, **Fragrance, Glyceryl Behenate, Glyceryl Dibehenate, Tribehenin**, Caprylyl Glycol, **Hexylene Glycol**, Methylisothiazolinone, Sodium Hydroxide

BLISS BODY BUTTER LEMON & SAGE

**Smart Score: 15**

Price: \$29.99  
6.7 Oz

**HIGHLIGHTS:** Net cost of \$1.19 (0.28¢ per ounce) to remove 15 ingredients.

**INGREDIENTS:** water, stearic acid, glyceryl stearate, **coconut oil**, sodium hyaluronate, **vitamin E, cocos nucifera (coconut) oil**, ethylhexyl palmitate, **glycine soja (soybean) oil**, butyrospermum parkii (shea) butter, dimethicone, **isopropyl myristate**, cetyl alcohol, **PEG-40 stearate, trimethylolpropane triisostearate, sorbitan tristearate**, phenoxyethanol, retinyl palmitate, tocopherol, butylene glycol, **triethanolamine**, caprylyl glycol, algae extract, tetrasodium EDTA, carbomer, **ethyl acetate, cyclohexane**, arnica montana flower extract, **calluna vulgaris extract, propylene glycol**, sodium hyaluronate, **citral, limonene**

BURT'S BEES BELLY BUTTER

**Smart Score: 10**

Price: \$13.00  
6.5 Oz

**HIGHLIGHTS:** Net cost of \$11.59 (\$2.76 per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, glycerin, xanthan gum, phenoxyethanol, **helianthus annuus (sunflower) seed oil, cocos nucifera (coconut) oil**, cetyl alcohol, prunus amygdalus dulcis (sweet almond) oil, **sucrose stearate, sucrose polystearate**, butyrospermum parkii (shea) butter, **glycine soja (soybean) oil, simmondsia chinensis (jojoba) butter**, theobroma cacao (cocoa) seed butter, **tocopherol**, lactic acid, **magnesium aluminum silicate, glyceryl laurate, sodium stearoyl lactylate**

JERGENS DEEP CONDITIONING SHEA BUTT..

**Smart Score: 12**

Price: \$5.99  
8.0 Oz

**HIGHLIGHTS:** Net cost of \$16.85 (\$4.01 per ounce) to remove 12 ingredients.

**INGREDIENTS:** Water, Butyrospermum Parkii (Shea Butter), Cetearyl Alcohol, Glycerin, **Petrolatum, Cetareth-20**, Stearic Acid, **Ethylhexyl Isononanoate**, Cyclopentasiloxane, **Mineral Oil, Octyldodecyl Myristate**, Dimethicone, **Cetyl Esters, Fragrance, DMDM Hydantoin**, Carbomer, Mangifera Indica (Mango) Seed Butter, **Methylparaben**, Theobroma Cacao (Cocoa) Seed Butter, **Propylparaben**, Sodium Hydroxide, Tocopheryl Acetate, **Caramel, Avena Sativa (Oat) Meal Extract**

**NIVEA COCOA BUTTER BODY CREAM**

**Smart Score: 9+1**

Price: \$5.99  
15.5 Oz

**HIGHLIGHTS:** Net cost of \$18.37 (\$4.37 per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Water, **Mineral Oil**, Glycerin, Cetearyl Alcohol, Glyceryl Stearate, **Alcohol Denat.**, **Glyceryl Stearate SE**, Butyrospermum Parkii (Shea) Butter, **Cocos Nucifera (Coconut) Oil**, Theobroma Cacao (Cocoa) Seed Butter, Tocopheryl Acetate, Dimethicone, **Hydrogenated Cocoglycerides**, **Sodium Cetearyl Sulfate**, Phenoxyethanol, **Fragrance**, Carbomer, Sodium Hydroxide, **Methylparaben**, **BHT**

**WARNING LABEL:** Caution: Keep out of reach of children. For external use only. Avoid contact with eyes. Stop use if irritation develops.

**PALMER'S DAILY SKIN THERAPY**

**Smart Score: 9+1**

Price: \$5.79  
3.5 Oz

**HIGHLIGHTS:** Net cost of \$13.04 (\$3.11 per ounce) to remove 9 ingredients and 1 warning label.

**INGREDIENTS:** Theobroma Cacao (Cocoa) Seed Butter, **Theobroma Cacao (Cocoa) Extract**, **Mineral Oil (Paraffinum Liquidum)**, **Microcrystalline Wax (Cera Microcristallina)**, Dimethicone, **Fragrance (Parfum)**, Tocopheryl Acetate, **Beta Carotene (CI 40800)**, **Zea Mays (Corn) Oil**, **Isopropyl Myristate**, **Benzyl Benzoate**, **Benzyl Cinnamate**

**WARNING LABEL:** For external use only. Keep out of the reach of children. Avoid contact with eyes.

**SOAP & GLORY...RIGHTEOUS BODY BUTTER**

**Smart Score: 23**

Price: \$11.19  
10.1 Oz

**HIGHLIGHTS:** Net cost of \$15.34 (\$3.65 per ounce) to remove 23 ingredients.

**INGREDIENTS:** Water, Glycerin, Cetearyl Alcohol, Glyceryl Stearate, Phenoxyethanol, Xanthan Gum, **Ethylhexylglycerin Butyrospermum Parkii Butter**, Dimethicone, **Prunus Amygdalus Dulcis Oil**, **Theobroma Cacao Seed Butter**, **PEG-100 Stearate**, **Fragrance**, **Rosa Moschata Seed Oil**, Carbomer, Caprylyl Glycol, **Dipropylene Glycol**, **Hexyl Cinnamal**, **Benzophenone-4**, **Potassium Hydroxide**, Tocopheryl Acetate, **Limonene**, **Butylphenyl Methylpropional**, **Glyceryl Acrylate/Acrylic Acid Copolymer**, **Benzyl Salicylate**, **Linalool**, Tetrasodium EDTA, **Geraniol**, **Aloe Barbadensis Leaf Juice Powder**, **Alpha-Isomethyl Ionone**, **Citral**, **Glucosamine HCl**, **Urea**, **Algae Extract**, **Saccharomyces Cerevisiae Extract**, **Ascorbyl Palmitate**, **Yellow 6**

**J.R. WATKINS ... COCONUT MILK & HONEY**

**Smart Score: 15**

Price: \$9.99  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$13.00 (\$3.09 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water (Aqua/Eau), Butyrospermum Parkii (Shea Butter), Glyceryl Stearate, Stearic Acid, Theobroma Cacao (Cocoa) Seed Butter, Cetearyl Alcohol, Macadamia Ternifolia Seed Oil, **Persea Gratissima Oil (Avocado)**, **Fragrance\* (Parfum)**, **Prunus Armeniaca Kernal Oil (Apricot)**, Cetyl Alcohol, **Stearyl Alcohol**, **Orbignya Oleifera Seed Oil**, **Cocos Nucifera Oil (Coconut)**, Phenoxyethanol, Sodium Behenoyl Lactylate, **Beeswax (Cera Alba/Cire D'Abeille)**, Allantoin, Glycerin, **Honey Extract (Mel)**, **Carthamus Tinctorius (Safflower) Seed Oil**, **Aloe Barbadensis Leaf Extract**, **Calendula Officinalis Flower Extract**, **Chamomilla Recutita (Matricaria) Flower Extract**, **Tilia Cordata Flower Extract**, **Centaurea Cyanus Flower Extract**, **Anthemis Nobilis Flower Extract**, **Hypericum Perforatum Extract**, Panthenol, Tocopheryl Acetate, **Aloe Barbadensis Leaf Juice**, **Sodium Benzoate**, **Potassium Sorbate**, Citric Acid, Sodium Hydroxide

BODY LOTION

A rich, hydrating formula that absorbs fast to soften and soothe your entire body.

Price: \$12.99  
9.2 oz



- Refreshes your skin with sweet almond oil, rose hip oil, vitamin A and vitamin E.
- Perfect for men, women and young skin as a facial moisturiser.
- Leaves the skin feeling smooth and soft as it replaces diminishing moisture.

Modere Hand and Body Lotion is a rich, hydrating formula that absorbs quickly to soften and soothe--not just your body, but your hands, your feet, and anywhere you find hard-working skin in need of some TLC. Natural sweet almond oil provides long-lasting moisture without feeling greasy or leaving heavy perfumes to linger behind.

**INGREDIENTS:**

Water (aqua), prunus amygdalus dulcis (sweet almond) oil, dimethyl sulfone, ethylhexyl palmitate, sorbitol, sodium behenoyl lactylate, cetyl alcohol, stearic acid, dimethicone, caprylyl glycol, sodium PCA, xanthan gum, cetyl hydroxyethylcellulose, hydrogenated lecithin, rosa canina fruit oil, tocopheryl acetate, disodium EDTA, retinyl palmitate, phenoxyethanol, chlorphenesin, fragrance

**NOTES:** Modere Fragrance: all-natural, organic products are used for fragrance. Mainly... fragrance includes natural plants such as lavender and mints, as well as natural fruits that include orange, grapefruit.

QUICK SCORE

13

Competitor Product	Smart Score
Cetaphil Daily Advanced Lotion	9
Dove Moisturizing Lotion	10
Jergens Ultra Healing Lotion	11
Olay Quench Ultra Moisture	22
Vaseline Intensive Care	15
<b>TOTALS</b>	<b>13</b>

CETAPHIL DAILY ADVANCED LOTION

**Smart Score: 9**

Price: \$11.29  
16.0 Oz

**HIGHLIGHTS:** Net cost of \$6.50 (0.71¢ per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, **Dimethiconol**, Tocopheryl Acetate, Glycerin, **Hydrogenated Polyisobutene**, Cetearyl Alcohol, **Macadamia Integrifolia Seed Oil (Macadamia Nut Oil)**, Butyrospermum Parkii (Shea Butter), Cyclopentasiloxane, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, **Sodium Polyacrylate**, **Ceteareth-20**, **Stearoxytrimethylsilane**, **Stearyl Alcohol**, **Benzyl Alcohol**, **Farnesol**, Sodium PCA, Panthenol, Citric Acid, Sodium Hydroxide

DOVE MOISTURIZING LOTION

**Smart Score: 10**

Price: \$7.85  
22.0 Oz

**HIGHLIGHTS:** Net cost of \$9.71 (\$1.06¢ per ounce) to remove 10 ingredients.

**INGREDIENTS:** Water, Stearic Acid, Cocamidopropyl Betaine, **Sodium Hydroxypropyl Starch Phosphate**, **Lauric Acid**, **Sodium Lauroyl Glycinate**, **Sodium Lauroyl Isethionate**, **Hydrogenated Soybean Oil**, **Glycine Soja (Soybean) Oil or Helianthus Annuus (Sunflower) Seed Oil**, Sodium Chloride, Glycerin, **Fragrance**, Guar Hydroxypropyltrimonium Chloride, **DMDM Hydantoin**, Citric Acid, **BHT**, Tetrasodium EDTA, Methylisothiazolinone, **Iodopropynyl Butylcarbamate**

JERGENS ULTRA HEALING LOTION

**Smart Score: 11**

Price: \$3.24  
10.0 Oz

**HIGHLIGHTS:** Net cost of \$10.01 (\$1.09 per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Dimethicone, Stearic Acid, Glycerin, Cetearyl Alcohol, **Petrolatum**, C12-15 Alkyl Benzoate, **Aluminum Starch Octenylsuccinate**, **Laureth-3**, **Ceteareth-20**, **DMDM Hydantoin**, Allantoin, **Methylparaben**, Arginine, Sodium Hydroxide, **Propylparaben**, Carbomer, **Fragrance**, Panthenol, **Pentylene Glycol**, **Lecithin**, Alcohol, **Ascorbyl Palmitate**, Tocopherol

OLAY QUENCH ULTRA MOISTURE

**Smart Score: 22**

Price: \$7.69  
20.2 Oz

**HIGHLIGHTS:** Net cost of \$9.49 (\$1.03¢ per ounce) to remove 22 ingredients.

**INGREDIENTS:** Water, Cetyl Alcohol, Dimethicone, Stearic Acid, Tocopheryl Acetate, Disodium EDTA, Sorbitol, Glycerin, **Niacinamide**, **Petrolatum**, **Isopropyl Isostearate**, Caprylic/Capric Triglyceride, Butyrospermum Parkii (Shea) Butter, Panthenol, **Glycine**, **Alanine**, **Proline**, **Serine**, **Threonine**, Arginine, **Lysine**, **Glutamic Acid**, **Stearyl Alcohol**, **Aluminum Starch Octenylsuccinate**, **Polyethylene**, **Sodium Acrylates Copolymer**, Behenyl Alcohol, **Benzyl Alcohol**, Cetearyl Alcohol, Cetearyl Glucoside, **Dimethiconol**, **PEG-100 Stearate**, **Sodium PCA Betaine**, **Propylparaben**, **Ethylparaben**, **Methylparaben**, Sodium Hydroxide, **Fragrance**

VASELINE INTENSIVE CARE

**Smart Score: 15**

Price: \$8.49  
32.0 Oz

**HIGHLIGHTS:** Net cost of \$10.55 (\$1.15 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Stearic Acid, Cetyl Alcohol, **Phenoxythanol**, Disodium EDTA, Xanthan Gum, Glycerin, **Isopropyl Myristate**, **Mineral Oil**, Glyceryl Stearate, Dimethicone, **PEG-100 Stearate**, **Petrolatum**, Tapioca Starch, Magnesium Aluminum Silicate, **Methylparaben**, **Fragrance**, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, **Propylparaben**, **Stearamide Amp**, **Dihydroxypropyltrimodiu Chloride**, Hydroxyethyl Urea, **Propylene Glycol**, Avena Sativa(Oat) Straw Extract, Titanium Dioxide

ALBA BOTANICAL EMOLLIENT ORIGINAL

**Smart Score: 22+1**

Price: \$11.69  
32.0 Oz

**HIGHLIGHTS:** Net cost of \$9.63 (\$1.05 per ounce) to remove 22 ingredients and 1 warning label.

**INGREDIENTS:** Water, Cetyl Alcohol, Xanthan Gum, Dimethicone, Tocopheryl Acetate, Phenoxyethanol, Glycerin, **Glyceryl Stearate SE**, **Carthamus Tinctorius (Safflower) Seed Oil**, Sesamum Indicum (Sesame) Seed Oil, **Ethylhexyl Stearate**, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, **Persea Gratissima (Avocado) Oil**, Simmondsia Chinensis (Jojoba) Seed Oil, **Vitis Vinifera (Grape) Seed Oil**, Aloe Barbadensis Leaf Juice, Camellia Sinensis Leaf Extract, **Chamomilla Recutita (Matricaria) Flower Extract**, **Cucumis Sativus (Cucumber) Fruit Extract**, **Echinacea Angustifolia Extract**, **Lavandula Angustifolia (Lavender) Extract**, Allantoin, Panthenol, **Lecithin**, Polysorbate 60, **Potassium Hydroxide**, **AlcoholBenzoic Acid**, **Dehydroacetic Acid**, Amyl Cinnamal, **Benzyl Benzoate**, **Benzyl Salicylate**, Citronellol, Geraniol, Hexyl Cinnamal, Hydroxycitronellal, Linalool, **Fragrance**

**WARNING LABEL:** Caution: for external use only. Avoid contact with eyes. Keep out of reach of children.

AVEENO DAILY MOISTURIZING LOTION

**Smart Score: 5+1**

Price: \$8.99  
18.0 Oz

**HIGHLIGHTS:** Net cost of \$8.40 (0.91¢ per ounce) to remove 5 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dimethicone, Cetyl Alcohol, Glycerin, **Distearyldimonium Chloride**, **Petrolatum**, **Isopropyl Palmitate**, **Avena Sativa (Oat) Kernel Flour**, **Benzyl Alcohol**, Sodium Chloride

**WARNING LABEL:** For external use only. Keep this and all drugs out of the reach of children. In case of accidental ingestion, seek professional assistance or contact a poison control center immediately

BURT'S BEES ULTIMATE CARE BODY LOTION

**Smart Score: 28**

Price: \$10.00  
6.0 Oz

**HIGHLIGHTS:** Net cost of \$2.34 (0.25¢ per ounce) to remove 28 ingredients.

**INGREDIENTS:** Water, cetyl alcohol, xanthan gum, phenoxyethanol, Glycerin, **helianthus annuus (sunflower) seed oil**, **cocos nucifera (coconut) oil**, caprylic/capric triglyceride, **adansonia digitata oil**, butyrospermum parkii (shea) butter, **glyceryl stearate citrate**, **ricinus communis (castor) seed oil**, **cucurbita pepo (pumpkin) seed oil**, **buddleja davidii leaf extract**, bisabolol, **beeswax**, camellia sinensis leaf extract, **aniba rosaedora (rosewood) wood extract**, **artemisia umbelliformis extract**, **citrus aurantium bergamia (bergamot) fruit extract**, **coriandrum sativum (coriander) fruit/leaf extract**, **jasminum officinale (jasmine) flower/leaf extract**, **lavandula angustifolia (lavender) flower/leaf/stem extract**, **cupressus sempervirens leaf/stem extract**, **fucus vesiculosus extract**, **peucedanum ostruthium leaf extract**, **prunus persica (peach) fruit extract**, **rose extract**, **rosmarinus officinalis (rosemary) leaf extract**, **vanilla planifolia fruit extract**, aloe barbadensis leaf juice, tocopherol, saccharomyces ferment, **hydrogenated castor oil**, citric acid, lactic acid, **sucrose stearate**, arginine, biosaccharide gum-1, glyceryl caprylate, **glycine soja (soybean) oil**, **magnesium aluminum silicate**, **polyglyceryl-3 stearate**, potassium sorbate, **sodium anisate**, sodium benzoate, **sodium levulinate**, **sodium stearoyl lactylate**

CERAVE MOISTURIZING LOTION

**Smart Score: 12**

Price: \$10.72  
12.0 Oz

**HIGHLIGHTS:** Net cost of \$4.72 (0.52¢ per ounce) to remove 12 ingredients.

**INGREDIENTS:** Purified Water, Cetyl Alcohol, Disodium EDTA, Dimethicone, Xanthan Gum, Glycerin, Caprylic/Capric Triglyceride, Behentrimonium Methosulfate and Cetearyl Alcohol, Ceteareth-20 and Cetearyl Alcohol, Ceramide 3, Ceramide 6-II, Ceramide 1, Hyaluronic Acid, Cholesterol, Polysorbate 20, Polyglyceryl-3 Diisostearate, Potassium Phosphate, Dipotassium Phosphate, Sodium Lauroyl Lactylate, Phytosphingosine, Methylparaben, Propylparaben, Carbomer

HEMPZ ORIGINAL LOTION

**Smart Score: 24**

Price: \$14.02  
17.0 Oz

**HIGHLIGHTS:** Net cost of \$5.40 (0.59¢ per ounce) to remove 24 ingredients.

**INGREDIENTS:** Water, Stearic Acid, Dimethicone, Cetyl Alcohol, Tocopheryl Acetate, Disodium EDTA, Phenoxyethanol, Propanediol, Isopropyl Palmitate, Sorbitan Palmitate, Butyrospermum Parkii (Shea) Butter, Glycerin, Peg-100 Stearate, Glyceryl Stearate, Cannabis Sativa Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Retinyl Palmitate, Ascorbic Acid, Symphytum Officinale Leaf Extract, Althaea Officinalis Toot Cucumis Sativus (Cucumber) Fruit Extract, Chamomilla Recutita (Matricaria) Extract, Zingiber Officinale (Ginger) Root Extract, Calendula Officinalis Flower Extract, Fragrance, Polysorbate 40, Nylon-12, Aminomethyl Propanol, Carbomer, Aloe Barbadensis Leaf Juice Powder, Methylisothiazolinone, Hexyl Cinnamal, Citromellol, Benzyl Salicylate, Amyl Cinnamal, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Eugenol, Butylphenyl Methylpropional, Mthyl 2-Octynoate, BCC12-Base

LUBRIDERM DAILY MOISTURE

**Smart Score: 6**

Price: \$8.99  
24.0 Oz

**HIGHLIGHTS:** Net cost of \$9.54 (\$1.04 per ounce) to remove 6 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Stearic Acid, Dimethicone, Cetyl Alcohol, Mineral Oil, Glycerin, Caprylic/Capric Triglyceride, Panthenol, Cetearyl Alcohol, Carbomer, Ceteareth-20, Sodium Hydroxide, Sodium Citrate, Methylparaben, Propylparaben, Fragrance, Citric Acid, Ethylparaben

NIVEA

**Smart Score: 7+1**

Price: \$5.49  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$10.00 (\$1.09 per ounce) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Dimethicone, Cetyl Alcohol, Phenoxyethanol, Glycerin, Mineral Oil, Caprylic/Capric Triglycerides, Cyclomethicone, Glyceryl Stearate, PEG-40 Stearate, Glyceryl Glucoside, Butyrospermum Parkii (Shea Butter), Fragrance, Carbomer, Sodium Hydroxide, Trisodium EDTA, Methylparaben, Propylparaben

**WARNING LABEL:** Keep out of reach of children. For external use only. Avoid contact with eyes. Stop use if irritation develops.

ST. IVES DAILY HYDRATING

**Smart Score: 7**

Price: \$7.87  
21.0 Oz

**HIGHLIGHTS:** Net cost of \$9.54 (\$1.04 per ounce) to remove 7 ingredients.

**INGREDIENTS:** Water, Stearic Acid, Cetyl Alcohol, Tocopheryl Acetate, Dimethicone, Phenoxyethanol, Disodium EDTA, Glycerin, Caprylic/Capric Triglyceride, Cetearyl Alcohol, **Glycine Soja (Soybean) Oil, Urea, Tocopherol, Butyrospermum Parkii (Shea) Butter, Cyclopentasiloxane, Cyclohexasiloxane, Carbomer, PEG-100 Stearate, Fragrance, Triethanolamine, BHT, Methylisothiazolinone, Caprylyl Glycol**

SUAVE REVITALIZING W/VITAMIN E

**Smart Score: 11**

Price: \$6.80  
32.0 Oz

**HIGHLIGHTS:** Net cost of \$11.04 (\$1.20 per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Stearic Acid, Dimethicone, Cetyl Alcohol, Tocopheryl Acetate, Glycerin, Glycol Stearate, **Mineral Oil, Triethanolamine, Glyceryl Stearate, Petrolatum, Magnesium Aluminum Silicate, Fragrance, DMDM Hydantoin, Carbomer, Tetrasodium EDTA, Methylparaben, Iodopropynyl Butylcarbamate, Stearamide AMP, Panthenol, Retinyl Palmitate, Helianthus Annuus (Sunflower) Seed Oil, Titanium Dioxide**

EUCERIN DAILY HYDRATION LOTION

**Smart Score: 12+1**

Price: \$9.99  
16.9 Oz

**HIGHLIGHTS:** Net cost of \$7.55 (0.82c per ounce) to remove 12 ingredients and 1 warning label.

**INGREDIENTS:** Water, **Helianthus Annuus (Sunflower) Seed Oil, Petrolatum, Glycerin, Glyceryl Stearate SE, Octyldodecanol, Caprylic/Capric Triglyceride, Stearic Acid, Dimethicone, Cetearyl Alcohol, Lanolin Alcohol, Panthenol, Tocopheryl Acetate, Cholesterol, Carbomer, Disodium EDTA, Sodium Hydroxide, Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Isobutylparaben, BHT**

**WARNING LABEL:** Keep out of reach of children. For external use only. Avoid contact with eyes. Discontinue use if irritation occurs.

CUREL FRAGRANCE FREE BODY LOTION

**Smart Score: 7+1**

Price: \$6.99  
13.0 Oz

**HIGHLIGHTS:** Net cost of \$8.04 (0.87 c per ounce) to remove 7 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, **Distearyldimonium Chloride, Petrolatum, Isopropyl Palmitate, Cetyl Alcohol, Dimethicone, Acacia Senegal Gum, Sodium Chloride, Gelatin, Methylparaben, Propylparaben.**

**WARNING LABEL:** For external use only.



**MODERE DUAL ACTION EYE GEL**

Protects the delicate skin around your eyes while reducing the appearance of dark circles, puffiness, and fine lines.

Price: \$29.99  
0.7 oz



- Minimizes the appearance of dark circles, puffiness, and fine lines around the eyes – it’s like a good night’s sleep in a tube.
- Protects the naturally thin and delicate skin surrounding the eye by promoting firmer, resilient looking skin.
- Formulated so the good stuff is delivered to your skin in super quick time.

We see the dark circles and tired eyes masking your true identity. Our Dual-Action Eye Gel employs natural proteins, glucosamine, and pure hydrolyzed elastin to brighten, and refresh your eyes to deliver the youthful, well-rested appearance you deserve.

**INGREDIENTS**

Water, Isopentyl diol, hydroxyethyl urea, ammonium acryloyldimethyltaurate/VP copolymer, acanthopanax senticosus (eleuthero) root extract, glucosamine HCl, aloe barbadensis leaf juice, caprylyl glycol, pisum sativum (pea) extract, dipotassium glycyrrhizate, bambusa vulgaris leaf/stem extract, saccharomyces cerevisiae, hydrolyzed lupine protein, medicago sativa (alfalfa) seed extract, butylene glycol, tetrasodium glutamate diacetate, biosaccharide gum-1, hydrolyzed elastin, camellia sinensis leaf extract, hibiscus sabdariffa flower extract, panax ginseng root extract, rosmarinus officinalis (rosemary) leaf extract, phenoxyethanol, chlorphenesin

**QUICK SCORE**

<b>31</b>	
Competitor Product	Smart Score
Clinique Smart Custom Repair Eye Treatment	43
Estee Lauder Resilience Lift Eye Cream	37
Lancome Energie De Vie Eye Cream	30
L’Oreal Paris Age Perfect Eye Renewal Cream	34
Olay Eyes Deep Hydrating Eye Gel	11
<b>TOTALS</b>	<b>31</b>

CLINIQUE SMART CUSTOM REPAIR

**Smart Score: 43**

Price: \$49.50  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$39.31 (\$56.16 per ounce) to remove 43 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Caprylyl Glycol, Butylene Glycol, **Isododecane**, Dimethicone, Cyclopentasiloxane, **Polysilicone-11**, PEG-10 Dimethicone, **Morus Nigra (Mulberry) Root Extract**, Citrus Grandis (Grapefruit) Peel Extract, **Hordeum Vulgare (Barley) Extract/Extrait D'Orge**, Triticum Vulgare (Wheat) Germ Extract, Cucumis Sativus (Cucumber) Fruit Extract, **Gentiana Lutea (Gentian) Root Extract**, Hydrolyzed Rich Bran Extract, Hydrolyzed Rice Protein, **Scutellaria Baicalensis Root Extract**, **Whey Protein/Lactis Protein**, Cladosiphon Okamuraanus Extract, **Vitis Vinifera (Grape) Fruit Extract**, Vitis Vinifera (Grape) Seed Extract, **Plankton Extract**, Acetyl Hexapeptide-8, **Palmitoyl Hexapeptide-12**, PEG-6, **Sigesbeckia Orientalis (St. Paul's Wort) Extract**, Algae Extract, **Caffeine**, **Glycyrrhetic Acid**, **Acrylamide/Sodium Acryloyldimethyl Taurate Copolymer**, Acetyl Glucosamine, **Cholesterol**, **Oryza Sativa (Rice) Bran Extract**, Squalane, **Lecithin**, **Helianthus Annuus (Sunflower) Seedcake**, **Glycine Soja (Soybean) Protein**, **Micrococcus Lysate**, Hydrolyzed Prunus Domestica, **Ergothioneine**, **Yeast Extract**,. Isohexadecane, **Ascorbyl Glucoside**, Polysorbate 20, Glycerin, Ethylhexylglycerin, **Propylene Glycol Dicaprate**, Tocopheryl Acetate, **Tromethamine**, **Polysorbate-80**, **Glyceryl Polymethacrylate**, Sodium Hyaluronate, **Dimethoxytolyl Propylresorcinol**, Dextrin, **Ammonium Acryloyldimethyltaurate/VP Copolymer**, PEG-8, Silica, **Sodium RNA**, Disodium EDTA, **Mica**, **Titanium Dioxide**

ESTEE LAUDER RESILIENCE LIFT EYE CREAM

**Smart Score: 37**

Price: \$65.00  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$61.01 (\$87.16 per ounce) to remove 37 ingredients.

**INGREDIENTS:** Water, Caprylyl Glycol, Butylene Glycol, Butyrospermum Parkii (Shea Butter), Dimethicone, Cetearyl Alcohol, **Cetyl Esters**, Glycerin, Cetyl Alcohol, **Isostearyl Neopentanoate**, **Polybutene**, **Cucumis Melo (Melon) Fruit Extract**, **Mimosa Tenuiflora Bark Extract**, **Narcissus Tazetta Bulb Extract**, **Plankton Extract**, **Caffeine**, Malachite, **Laminaria Digitata Extract**, **Algae Extract**, **Artemia Extract**, **Persea Gratissima (Avocado) Oil**, **Whey Protein\Lactis Protein\Proteine Du Petit-Lait**, **Cholesterol**, **Yeast Extract\Faex\Extrait De Levure**, **Anthemis Nobilis (Chamomile)**, **Saccharomyces Ferment Lysate Filtrate**, **Acetyl Hexapeptide-8**; **Lecithin**, **Methyl Glucose Sesquistearate**, **Sorbitol**, **Polyethylene**, Cetearyl Glucoside, **Neopentyl Glycol Diheptanoate**, **Acetyl Glucosamine**, Sodium Hyaluronate, 1,2-Hexanediol, **Lauryl Pca**, **Linoleic Acid**, Tocopheryl Acetate, **Polymethyl Methacrylate**, **Acrylates/C10-30 Alkyl Acrylate Crosspolymer**, **Trehalose**, **Zinc Pca**, **Aminopropyl Ascorbyl Phosphate**, **Propylene Glycol Dicaprylate**, **Cholesterol/Potassium Sulfate**, **Decarboxy Carnosine Hcl**, **Maltodextrin**, **Ergothioneine**, **Polyaminopropyl Biguanide**, Carbomer, **Hydrogenated Starch Hydrolysate**, Citric Acid, Sodium Hydroxide, Disodium Edta, **Bht**, Phenoxyethanol, **Iron Oxides (Ci 77491, Ci 77492, Ci 77499)**, **Titanium Dioxide (Ci 77891)**, **Mica**

LANCOME ENERGIE DE VIE EYE CREAM

**Smart Score: 30**

Price: \$39.99  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$26.00 (\$37.14 per ounce) to remove 30 ingredients.

**INGREDIENTS:** WATER, CHLORPHENESIN, PHENOXYETHANOL, GLYCERIN ALCOHOL DENAT., NIACINAMIDE, MELISSA OFFICINALIS FLOWER/LEAF/STEM WATER, DIMETHICONE, BETAINE ISONONYL, ISONONANOATE, CI 77891 / TITANIUM DIOXIDE, CI 19140 / YELLOW 5, CI 42090 / BLUE 1, T-BUTYL ALCOHOL, TOCOPHEROL, MICA VACCINIUM, SODIUM ACRYLATES, MACROCARPON (CRANBERRY), SEED OIL, ASCORBYL GLUCOSIDE, CROSSPOLYMER-2, CAFFEINE, ARGININE TRISODIUM, ETHYLENEDIAMINE DISUCCINATE, SILICA SILYLATE SALICYLIC ACID SILICA, ORYZA SATIVA EXTRACT / RICE EXTRACT, PARFUM / FRAGRANCE, MELISSA OFFICINALIS LEAF OIL, AMMONIUM POLYACRYLOYLDIMETHYL, TAURATE DIMETHICONOL, LIMONENE, XANTHAN GUM, MENTHOXYPROPANEDIOL PANAX, GINSENG ROOT EXTRACT, PROPANEDIOL PHOSPHOLIPIDS BIOSACCHARIDE GUM-1, CARBOMER, CITRIC ACID, CITRAL DEXTRIN

L'OREAL PARIS AGE PERFECT EYE RENEWAL

**Smart Score: 34**

Price: \$19.99  
.5 Oz

**HIGHLIGHTS:** Net cost of \$2.00 (\$2.86 per ounce) to remove 34 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Cyclohexasiloxane, Glycerin, Alcohol Denat., Paraffinum Liquidum/Mineral Oil, Prunus Armeniaca Kernel Oil/Apricot Kernel Oil, Butyrospermum Parkii Butter/Shea Butter, Dimethicone, Stearic Acid, **Palmitic Acid**, PEG-100 Stearate, Cera Alba/Beeswax, Glyceryl Stearate, Cetearyl Alcohol, Silica, Rosa Canina Fruit Oil, Tin Oxide, C13-14 Isoparaffin, PEG-20 Stearate, Triethanolamine, Dimethiconol, Caffeine, Sodium Cocoyl Glutamate, Vigna Aconitifolia/Vigna Aconitifolia Seed Extract, Ammonium Polyacryloyldimethyltauramide/Ammonium Polyacryloyldimethyl Taurate, Disodium EDTA, Propylene Glycol, Hydrolyzed Cicer Seed Extract, Hydroxypropyl Tetrahydropyrantriol, Capryloyl Salicylic Acid, Laureth-7, Lauroyl Lysine, Synthetic Fluorphlogopite, Oxothiazolidinecarboxylic Acid, Ethylhexyl Methoxycinnamate, Polyacrylamide, Polymethyl Methacrylate, Polyurethane-2, Octyldodecanol, Retinyl Palmitate, Tocopherol, CI 16035/Red 40, CI 19140/Yellow 5, CI 77891/Titanium Dioxide, Sodium Dehydroacetate

**OLAY EYES DEEP HYDRATING EYE GEL**

**Smart Score: 11**

Price: \$27.49  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$8.50 (\$12.14 per ounce) to remove 11 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Caprylyl Glycol, Propylene Glycol, Glycerin, Niacinamide, Dimethicone, Sodium Hyaluronate, Panthenol, Cucumis Sativus (Cucumber) Fruit Extract, Palmitoyl Pentapeptide-4, Hamamelis Virginiana (Witch Hazel) Water, Aminomethyl Propanol, Carbomer, 1,2-Hexanediol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Dimethiconol, Disodium EDTA, Glyceryl Acrylate/Acrylic Acid Copolymer, PVM/MA Copolymer, Green 5

**AVEENO ABSOLUTELY AGELESS UNDER EYE**

**Smart Score: 17+1**

Price: \$19.99  
.5 Oz

**HIGHLIGHTS:** Net Cost of \$2.00 (\$2.86 per ounce) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** Water, Butylene Glycol, Caprylyl Glycol, Dimethicone, Propylene Glycol, Glycerin, Trisiloxane, Ammonium Acryloyldimethyltaurate/VP Copolymer, Dimethicone Crosspolymer, C12-15 Alkyl Benzoate, Methyl Methacrylate Crosspolymer, Aluminum Starch Octenylsuccinate, Ascorbyl Glucoside, Hexylresorcinol, Nylon-12, Polyacrylamide, Xanthan Gum, C13-14 Isoparaffin, Tocopheryl Acetate, Maltodextrin, Laureth-7, Peucedanum Graveolens (Dill) Extract, Rubus Fruticosus (Blackberry) Leaf Extract, Mica, Titanium Dioxide

**WARNING LABEL:** For external use only. If product gets into eyes, rinse thoroughly with water.

**BURT'S BEES INTENSE HYDRATION EYE**

**Smart Score: 20**

Price: \$9.99  
.5 Oz

**HIGHLIGHTS:** Net savings of \$16.00 (\$22.86 per ounce) to remove 20 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Caprylic/Capric Triglyceride, Glycerin, Cetyl Alcohol, Stearyl Alcohol, Glyceryl Stearate, Parfum (Fragrance) (Natural Fragrance), Propanediol, Salvia Sclarea (Clary) Extract, Lactobacillus, Polymnia Sonchifolia Root Juice, Persea Gratissima (Avocado) Oil, Glycine Soja (Soybean) Oil, Trichilia Emetica Seed Butter, Aloe Barbadensis Leaf Powder, Alpha-Glucan Oligosaccharide, Cera Alba (Beeswax, Cire D'Abeille), Tocopherol, Astrocaryum Tucuma Seed Butter, Maltodextrin, Citrus Aurantium Amara (Bitter Orange) Peel, Stearic Acid, Simmondsia Chinensis (Jojoba) Seed Oil, Potassium Stearate, Sodium PCA, Sodium Benzoate, Xanthan Gum, Lecithin, Potassium Sorbate, Linalool, Eugenol, Amyl Cinnamal, Hydroxycitronellal

**CERAVE ANTI-AGING EYE REPAIR**

**Smart Score: 21+1**

Price: \$10.79  
.5 Oz

**HIGHLIGHTS:** Net cost of \$14.88 (\$21.26 per ounce) to remove 21 ingredients and 1 warning label.

**INGREDIENTS:** Purified Water, Phenoxyethanol, Aloe Barbadensis Leaf Juice, Butylene Glycol, Niacinamide, Cetyl Alcohol, Caprylic/Capric Triglyceride, Glycerin, Propanediol, Isononyl Isononanoate, Jojoba Esters, PEG-20 Methyl Glucose Sesquisteate, Cetearyl Alcohol, Dimethicone, Methyl Glucose Sesquisteate, Ceramide 3, Ceramide 6-11, Ceramide 1, Hyaluronic Acid, Zinc Citrate, Prunus Amygdalus Dulcis (Almond) Oil, Chrysanthellum Indicum Extract, Tocopherol, Equisetum Arvense Extract, Asparagopsis Armata Extract, Ascophyllum Nodosum Extract, Carbomer, Behentrimonium Methosulfate, Sorbitol, Triethanolamine, Laureth-4, Hydrogenated Vegetable Oil, Tetrasodium EDTA, Ethylhexylglycerin, Sodium Lauroyl Lactylate, Sodium Hydroxide, Phytosphingosine, Cholesterol, Xanthan Gum

**WARNING LABEL:** For external use only. When using this product, avoid getting into eyes. If contact occurs, rinse thoroughly with water. If skin irritation occurs, wash product off and consult a physician.

NERIUM EYE SERUM

**Smart Score: 29**

Price: \$60.00  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$110.01 (\$157.16 per ounce) to remove 29 ingredients.

**INGREDIENTS:** Water, Aloe Barbadensis Leaf Juice, Butylene Glycol, Phenoxyethanol, Caprylyl Glycol, Camellia Sinensis Leaf Extract, Chlorphenesin, **Adipic Acid/Neopentyl Glycol Crosspolymer**, Dimethicone, **Pentylene Glycol, Hydroxypropyl Methylcellulose, Caprylyl Methicone, Tocopherol, Pfaffia Paniculata, Root Extract, Ptychopetalum Olacoides Bark/Root Extract, Lilium Candidum Flower Extract, Porphyridium Cruentum Extract, Caffeine, Physalis Pubescens Fruit Juice, Acetylglutaminoyl Farnesylcystein, Peg-40 Hydrogenated Castor Oil, Jojoba Esters, Hydrolyzed Jojoba Esters, Adenosine, Tetrahexyldecyl Ascorbate, Sodium Hyaluronate, Squalane, Dipotassium Glycyrrhizate, Glycerin, **Tetrapeptide- 26, Vp/Va Copolymer, Caprylyl/Capryl Glucoside, Pullulan, Potassium Cetyl Phosphate, Peg-12 Dimethicone/Ppg-20 Crosspolymer, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Amodimethicone, Sodium Dehydroacetate, Ethylhexylglycerin, Sodium Phytate, Coceth-7, Dimethicone/Vinyl Dimethicone Crosspolymer, Ppg-1-Peg-9 Lauryl Glycol Ether, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Polysorbate 60, Sodium Hydroxide, Benzyl Alcohol, Potassium Sorbate, Sodium Benzoate, Citric Acid, 1, 2-Hexanediol, Sodium Chloride, Sodium Benzoate****

NEUTROGENA HYDRO BOOST GEL-CREAM

**Smart Score: 9**

Price: \$17.99  
.5 Oz

**HIGHLIGHTS:** Net Cost of \$4.80 (\$6.86 per ounce) to remove 9 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Chlorphenesin, Dimethicone, Glycerin, **Cetearyl Oliviate, Polyacrylamide, Sorbitan Oliviate, Dimethicone/Vinyl Dimethicone Crosspolymer, Synthetic Beeswax, C13-14 Isoparaffin, Dimethiconol, Carbomer, Dimethicone Crosspolymer, Laureth-7, Sodium Hyaluronate, Ethylhexylglycerin, C12-14 Pareth-12, Sodium Hydroxide**

NO. 7 PROTECT & PERFECT INTENSE ADV.

**Smart Score: 25**

Price: \$21.99  
.5 Oz

**HIGHLIGHTS:** Net Savings of 0.80¢ (\$1.14 per ounce) to remove 25 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Butylene Glycol, Glycerin, Cyclopentasiloxane, Butyrospermum Parkii (Shea, Beurre De Karite) Butter, **Cyclohexasiloxane, Cetearyl Alcohol, Polyacrylamide, Glyceryl Stearate, PEG-100 Stearate, Stearic Acid, Alcohol Denat., Palmitic Acid, Titanium Dioxide (Nano), C13-14 Isoparaffin, Methylparaben, Laureth-7, Ethylparaben, Retinyl Palmitate, Sodium Polyacrylate, Ascorbyl Glucoside, Sodium Hyaluronate, Medicago Sativa (Alfalfa) Extract, Tetrasodium EDTA, Hesperidin Methyl Chalcone, Lupinus Albus Seed Extract, Carbomer, Potassium Hydroxide, Steareth-20, Phyllanthus Emblica Fruit Extract, Dimethylmethoxy Chromanol, Polysorbate 20, Ginkgo Biloba Leaf Extract, Manganese Oxide, Ethylhexylglycerin, Chlorhexidine Digluconate, Tocopherol Dipeptide-2, Potassium Sorbate, Palmitoyl Tetrapeptide-7, Palmitoyl Oligopeptide**

RODAN + FIELDS REDEFINE EYE CREAM

**Smart Score: 22**

Price: \$60.00  
.5 Oz

**HIGHLIGHTS:** Net Savings of \$54.01 (\$77.16 per ounce) to remove 22 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Butylene Glycol, Caprylyl Glycol, Chlorphenesin, Dimethicone, Ethylhexyl Palmitate, **Caprylic/Capric/Myristic/Stearic Triglyceride, Glyceryl Stearate, PEG-100 Stearate, Polysilicone-11, Steareth-2, Glycerin Macadamia Integrifolia Seed Oil, Cetyl Alcohol, Caffeine, Hydrogenated Polyisobutene, Silica, Saccharomyces Lysate Extract, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Aminomethyl Propanol, Steareth-20, Polyurethane-40, Lecithin, Ginkgo Biloba Leaf Extract, Honey Extract/Mel/Extrait de miel, N-Hydroxysuccinimide, Tetrapeptide-21, Tetrapeptide-16, Tranexamic Acid, Chrysin, Palmitoyl Tetrapeptide-1, Palmitoyl Tetrapeptide-7, May Contain (+/-) Mica, Titanium Dioxide (CI 77891)**



DAY CREAM DRY SKIN

Combines natural extracts and anti-aging peptides to soothe, moisturise, and replenish parched, dry skin.

Price: \$29.99  
1.6 oz



- An oasis of moisture that brings hydration to dry skin.
- Scientifically developed to help reduce the signs of ageing and give visible results in a very short period of time.
- Your skin will look and feel smoother, firmer and hydrated; it will exude a natural, youthful glow.

Dry skin is crying out for the deep hydration of Day Cream Dry Skin. We combine anti-aging peptides and soothing, moisture-replenishing natural extracts, to turn your parched skin into an oasis of smooth, luminous beauty.

**INGREDIENTS:**

Water (aqua), Dimethicone, cetearyl alcohol, isopentyl diol, hordeum distichon (barley) extract, polyglyceryl-2 stearate, cetearyl methicone, squalene, biosaccharide gum-1, hydrolyzed algin, phellodendron amurense bark extract, santalum album (sandalwood) extract, tetrahexyldecyl ascorbate, cetyl phosphate, beta vulgaris (beet) root extract, tocopheryl acetate, caprylyl glycol, xanthan gum, butylene glycol, glycine soja (soy bean) sterols, linoleic acid, phospholipids, camellia sinensis leaf extract, haberlea rhodopensis leaf extract, hydrolyzed soy protein, pyrus communis (pear) fruit extract, stearyl glyceryl ether, ferula assa foetida root extract, hibiscus sabdariffa flower extract, sodium hydroxide, disodium EDTA, yeast extract, tripeptide-1, fragrance, chlorphenesin, phenoxyethanol

QUICK SCORE

<b>33</b>	
Competitor Product	Smart Score
Lancome Energie De Vie	37
Estee Lauder DayWear	52
CeraVe Skin Renewing Day Cream	28
L’Oreal Age Perfect Day Cream	32
Olay Total Effects Daily Moisturizer	17
<b>TOTALS</b>	<b>33</b>

LANCOME ENERGIE DE VIE

**Smart Score: 37**

Price: \$55.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$21.77 (\$13.61 per ounce) to remove 37 ingredients.

**INGREDIENTS:** WATER, PHENOXYETHANOL, XANTHAN GUM, CHLORPHENESIN, SODIUM HYDROXIDE, DISODIUM EDTA, GLYCERIN, CYCLOHEXASILOXANE, SQUALANE, BIS-PEG-18 METHYL ETHER DIMETHYL SILANE, SUCROSE, STEARATE, STEARYL ALCOHOL, PEG-8 STEARATE, UREA, MYRISTYL MYRISTATE, PENTAERYTHRITYL TETRAETHYLHEXANOATE, TOCOPHEROL, ALCOHOL, LYCIUM BARBARUM FRUIT EXTRACT, LACTIC ACID, HYDROXYPALMITOYL, SPHINGANINE, SODIUM BENZOATE, OLEA EUROPAEA OIL / OLIVE FRUIT OIL, STEARIC ACID, PALMITIC ACID, MELISSA OFFICINALIS LEAF OIL, TAMARINDUS INDICA SEED GUM, LIMONENE, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, PENTYLENE GLYCOL, GINSENG, DIOSCOREA VILLOSA ROOT EXTRACT / WILD YAM ROOT EXTRACT, PERSEA GRATISSIMA OIL / AVOCADO OIL, ACRYLATES/C10-30 ALKYL ACRYLATE, CROSSPOLYMER, CARBOMER, MYRISTIC ACID, MYRISTYL ALCOHOL, CETYL ALCOHOL, METHYLPARABEN, BHT, POTASSIUM SORBATE, CITRAL, CITRONELLOL, PRUNUS ARMENIACA KERNEL OIL / APRICOT KERNEL OIL, PRUNUS AMYGDALUS, DULCIS OIL / SWEET ALMOND OIL, HEXYLDECANOL, GLYCERYL STEARATE, ORYZA SATIVA BRAN OIL / RICE BRAN OIL, PARFUM / FRAGRANCE

ESTEE LAUDER DAYWEAR

**Smart Score: 52**

Price: \$54.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$20.83 (\$13.02 per ounce) to remove 52 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Butylene Glycol, Dimethicone, Tocopheryl Acetate, Caprylyl Glycol, Sodium Hydroxide, Disodium Edta, Tetrahexyldecyl Ascorbate, Avobenzene 3.00%, Octisalate 5.00%, Butyloctyl Salicylate, Polyester-8, Cetyl Ricinoleate, Steareth-21, Steareth-2, Di-C12-15 Alkyl Fumarate, Caprylic/Capric/Myristic/Stearic Triglyceride, Polysilicone-11, Psidium Guajava (Guava) Fruit Extract, Gentiana Lutea (Gentian) Root Extract, Polygonum Cuspidatum Root Extract, Stearyl Alcohol, Hordeum Vulgare (Barley) Extract\Extrait D'Orge, Laminaria Ochroleuca Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Triticum Vulgare (Wheat) Germ Extract, Artemia Extract, Fumaria Officinalis Flower/Leaf/Stem Extract, Caffeine, Pentylene Glycol, Citrus Medica Limonum (Lemon) Fruit Extract, Hydrolyzed Rice Extract, Vitis Vinifera (Grape) Seed Extract, Hydrolyzed Rice Bran Extract, Lauryl Peg-9 Polydimethylsiloxyethyl Dimethicone, Thermus Thermophilus Ferment, Behenyl Alcohol, Acrylic Acid/Vp Crosspolymer, Tricontanyl Pvp, Glycerin, C12-15 Alkyl Benzoate, Linoleic Acid, Cholesterol, Squalane, Sodium Pca, 1,2-Hexanediol, Urea, Caprylic/Capric Triglyceride, Dipropylene Glycol Dibenzoate, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Sodium Hyaluronate, Ergothioneine, Isohexadecane, Ppg-15 Stearyl Ether Benzoate, Glycyrrhetic Acid, Trehalose, Polyquaternium-51, Polysorbate 80, Lecithin, Hydrogenated Lecithin, Fumaric Acid, Palmitoyl Hydroxypropyltrimonium Amylopectin/Glycerin Crosspolymer, Cyclodextrin, Nordihydroguaiaretic Acid, Sodium Chloride, Ascorbyl Tocopheryl Maleate, Fragrance (Parfum), Citric Acid, Ethylbisiminomethylguaiaicol Manganese Chloride, Pentaerythryl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Bht, Sodium Dehydroacetate, Blue 1 (Ci 42090), Yellow 5 (Ci 19140), Chromium Hydroxide Green (Ci 77289)

CERAVE SKIN RENEWING DAY CREAM

**Smart Score: 28+1**

Price: \$22.99  
1.7 Oz

**HIGHLIGHTS:** Net cost of \$8.35 (\$5.22 per ounce) to remove 28 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Octinoxate (7.5%), Zinc Oxide (10.5%)

**INACTIVE INGREDIENTS:** Water, Cetearyl Alcohol, Phenoxyethanol, Disodium EDTA, Xanthan Gum, Dimethicone, Sodium Hydroxide, Cyclomethicone, Pentylene Glycol, Phenyl Trimethicone, Ped-40 Stearate, Glycerin, Stearyl Alcohol, Hydroxyethyl Acrylate, Sodium Acryloyldimethyl Taurate Copolymer, Ceramide 3, Ceramide 6-LI, Ceramide 1, Potassium Cetyl Phosphate, Squalane, Phytosphingosine, Cholesterol, Lecithin, Hydrogenated Palm Glycerides, Behentrimonium Methosulfate, Polysorbate 60, Hyaluronic Acid, Retinol, Iris Florentina Root Extract, Ceteareth-20, Polysilicone-11, Polysorbate 20, Chlorphenesin, Sodium Lauroyl Lactylate, Tetra-Hexyldecyl Ascorbate, Alcohol, Butylene Glycol, Ethylhexylglycerin, Crosspolymer-3, Sodium , oleyacrylate, Carbomer, Citric Acid

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

L'OREAL AGE PERFECT DAY CREAM

**Smart Score: 32+1**

Price: \$11.49  
2.5 Oz

**HIGHLIGHTS:** Net cost of \$22.64 (\$14.14 per ounce) to remove 32 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Ensulizole (1.7%), Octinoxate (7.5%)

**INACTIVE INGREDIENTS:** Water, Disodium EDTA, Phenoxyethanol, Sodium Hydroxide, Yeast Extract, Cyclohexasiloxane, Glycerin, Mineral Oil, Myristyl, Myristate, Stearic Acid, Ammonium Polyacryloyldimethyl Taurate, Palmitic Acid, Triethanolamine, Titanium Dioxide, PEG-100 Stearate, Glyceryl Stearate, Acrylates Copolymer, Alpha-Isomethyl Ionone, Alumina, Benzyl Alcohol, Benzyl Benzoate, Butylparaben, Capryloyl Salicylic Acid, Cetyl Alcohol, Citronellol, Coumarin, Cyclodextrin, Diazolidinyl Urea, Disodium Succinate, Fragrance, Geraniol, Hydrolyzed Soy Protein, Jasminum Officinale (Jasmine) Flower Extract, Limonene, Linalool, Mannitol, Methylparaben, PEG-20 Stearate, Propylene Glycol, Rosa Canina Fruit Oil, Soluble Collagen, Stearyl Alcohol

**WARNING LABEL:** For external use only. Spending time in the sun increases your risk of skin cancer and early skin aging. This product has been shown only to help prevent sunburn, not skin cancer or early skin aging. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

**OLAY TOTAL EFFECTS DAILY MOISTURIZER**

**Smart Score: 17**

Price: \$17.99  
1.7 Oz

**HIGHLIGHTS:** Net cost of \$13.06 (\$8.16 per ounce) to remove 17 ingredients.

**INGREDIENTS:** Water, Phenoxyethanol, Caprylyl Glycol, Dimethicone, Tocopheryl Acetate, Cetearyl Alcohol, Disodium Edta, Niacinamide, Isohexadecane, Isopropyl Isostearate, Stearyl Alcohol, Glycerin, Panthenol, Camellia Sinensis Leaf Extract, Cetyl Alcohol, Polyacrylamide, Behenyl Alcohol, Titanium Dioxide, C13-14 Isoparaffin, 1,2-Hexanediol, Dimethiconol, Laureth-7, Sodium Benzoate, Sodium Ascorbyl Phosphate, Peg-100 Stearate, Cetearyl Glucoside, Stearic Acid, Palmitic Acid, Bht, Zinc Oxide, Triethoxycaprylylsilane, Fragrance, Yellow 5, Red 40,

**AVEENO POSITIVELY RADIANT DAILY MOIST.**

**Smart Score: 25+1**

Price: \$12.99  
4.0 Oz

**HIGHLIGHTS:** Net cost of \$24.79 (\$15.50 per ounce) to remove 25 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Avobenzene (3%), Octinoxate (7.5%), Octisalate (2%)

**INACTIVE INGREDIENTS:** Water, Cetearyl Alcohol, Dimethicone, Phenoxyethanol, Disodium EDTA, C12-15 Alkyl Benzoate, Glycine Soja (Soybean) Seed Extract, Glycerin, Bis-Phenylpropyl Dimethicone, Arachidyl Alcohol, Cetearyl Glucoside, Panthenol, Benzyl Alcohol, Ethylene/Acrylic Acid Copolymer, Behenyl Alcohol, Steareth-2, Fragrance, Steareth-21, Polyacrylamide, Polymethyl Methacrylate, Arachidyl Glucoside, Methylparaben, C13-14 Isoparaffin, Ethylparaben, Butylparaben, Laureth-7, Benzalkonium Chloride, Propylparaben, Isobutylparaben, Iodopropynyl Butylcarbamate, BHT, Titanium Dioxide, Mica, Silica

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

**BURT'S BEES ... FIRMING DAY LOTION**

**Smart Score: 40+1**

Price: \$14.99  
2.0 Oz

**HIGHLIGHTS:** Net cost of \$18.00 (\$11.25 per ounce) to remove 40 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Titanium Dioxide (2.53%), Zinc Oxide (11.9%)

**INACTIVE INGREDIENTS:** Water, Xanthan Gum, Phenoxyethanol, Glycerin, Caprylic/Capric Triglyceride, Decyl Oleate, Isoamyl Cocoate, Isoamyl Laurate, Fragrance (Natural Fragrance), Cetyl Alcohol, Helianthus Annuus (Sunflower) Seed Oil, Polyglyceryl-2 Dipolyhydroxystearate, Polyglyceryl-4 Caprate, Glyceryl Stearate Citrate, Stearic Acid, Hibiscus Sabdariffa Flower Extract, Pyrus Malus (Apple) Fruit Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Lens Esculenta Fruit Extract, Adansonia Digitata Fruit Extract, Scutellaria Alpina Flower/Leaf/Stem Extract, Trifolium Pratense (Clover) Leaf Extract, Phragmites Communis Extract, Poria Cocos Extract, Beeswax, Ribose, Sorbitan Stearate, Stearyl Alcohol, Isostearic Acid, Polyhydroxystearic Acid, Sodium Carboxymethyl C10-16 Alkyl Glucoside, Alumina, Behenyl Alcohol, Lecithin, Polyglyceryl-3 Polyricinoleate, Lauryl Glucoside, Magnesium Aluminum Silicate, Citric Acid, Bisabolol, Tocopherol, Dipotassium Glycyrrhizate, Arachidyl Alcohol, Glycine Soja (Soybean) Oil, Sodium Phytate, Sodium Lactate, Sorbic Acid, Sodium PCA, Sodium Citrate, Alcohol Denat., Sodium Benzoate, Potassium Sorbate, Eugenol, Limonene, Linalool

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

**CLINIQUE SMART REPAIR MOISTURIZER**

**Smart Score: 28+1**

Price: \$54.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$20.83 (\$13.02 per ounce) to remove 28 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Avobenzene 3%, Octisalate 5%

**INACTIVE INGREDIENTS:** Water, cetearyl alcohol, dimethicone, caprylyl glycol, tocopheryl acetate, xanthan gum, phenoxyethanol, Glycerin, butyloctyl salicylate, butyrospermum parkii (shea butter), polyester-8, butylene glycol, glyceryl stearate, peg-100 stearate, sucrose polystearate, cetyl alcohol, theobroma grandiflorum seed butter, polyethylene, nylon-12, astrocaryum murumuru seed butter, camellia sinensis leaf extract, biotin, sigesbeckia orientalis (st. paul's wort) extract, centaurium erythraea (centaury) extract, algae extract, tamarindus indica seed extract, whey protein\lactis protein\protéine du petit-lait, glycine soja (soybean) protein, ergothioneine, acetyl hexapeptide-8, saccharomyces ferment filtrate, plankton extract, hydrogenated polyisobutene, acetyl glucosamine, caffeine, aminopropyl ascorbyl phosphate, lecithin, sodium hyaluronate, ammonium acryloyldimethyltaurate/vp copolymer, pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate, polysilicone-11, potassium sorbate, sodium benzoate, hydroxyethylcellulose, citric acid, sodium citrate, yellow 5 (ci 19140), red 4 (ci 14700)

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs. Keep out of reach of children. If product is swallowed, get medical help or contact a Poison Control Center right away.



NEUTROGENA DEEP MOISTURE DAY CREAM

**Smart Score: 22+1**

Price: \$8.99  
2.25 Oz

**HIGHLIGHTS:** Net cost of \$23.60 (\$14.75 per ounce) to remove 22 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Avobenzone (2%), Homosalate (4%), Octisalate (4%), Octocrylene (2%)

**INACTIVE INGREDIENTS:** Water, Dimethicone, Caprylyl Glycol, Phenoxyethanol, Disodium EDTA, Tocopheryl Acetate, Sodium Hydroxide, Glycerin, Isononyl Isononanoate, Ethylhexyl Palmitate, Steareth-2, Butyrospermum Parkii (Shea Butter), Styrene/Acrylates Copolymer, Silica, Steareth-21, Methyl Methacrylate Crosspolymer, BHT, Ascorbyl Glucoside, Behenyl Alcohol, Dimethicone Crosspolymer, Xylitylglucoside, Mica, Titanium Dioxide, Ammonium Acryloyldimethyltaurate/VP Copolymer, Sclerotium Gum, Calcium Chloride, Cholecalciferol, Caprylic/Capric Triglyceride, Propylparaben, Ethylparaben, Methylparaben, Citric Acid, Fragrance

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

NO. 7 PROTECT & PERFECT INTENSE ADV.

**Smart Score: 24+1**

Price: \$24.99  
1.69 Oz

**HIGHLIGHTS:** Net cost of \$6.33 (\$3.96 per ounce) to remove 24 ingredients and 1 warning label.

**ACTIVE INGREDIENTS:** Avobenzone (3%), Octisalate (2%), Octocrylene (4%)

**INACTIVE INGREDIENTS:** Water, Dimethicone, Phenoxyethanol, Cetearyl Alcohol, Xanthan Gum, Butylene Glycol, Glycerin, C12-15 Alkyl Benzoate, Cetearyl Glucoside, Aluminum Starch Octenylsuccinate, Tribehenin, Butyrospermum Parkii (Shea) Butter, Potassium Cetyl Phosphate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Alcohol Denat., Dimethiconol, Methylparaben, Parfum (Fragrance), Ethylparaben, Dipropylene Glycol, Retinyl Palmitate, Ascorbyl Glucoside, Sodium Hyaluronate, Medicago Sativa (Alfalfa) Extract, Tetrasodium EDTA, T-Butyl Alcohol, Lupinus Albus Seed Extract, Carbomer, Phyllanthus Emblica Fruit Extract, Dimethylmethoxy Chromanol, Polysorbate 20, Potassium Hydroxide, Ginkgo Biloba Leaf Extract, Ethylhexylglycerin, Simethicone, Tocopherol, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7

**WARNING LABEL:** For external use only. Do not use on damaged or broken skin. When using this product keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash occurs.

NERIUM DAY CREAM

**Smart Score: 19**

Price: \$75.00  
1.0 Oz

**HIGHLIGHTS:** Net Savings of \$90.01 (\$56.26 per ounce) to remove 19 ingredients.

**INGREDIENTS:** Water, Xanthan Gum, Phenoxyethanol, Dimethicone, Disodium EDTA, NAE-8 Nerium Aloe Extract (Aloe Barbadensis Leaf Juice, Nerium Oleander Leaf), Dicaprylyl Carbonate, Caprylic/Capric Triglyceride, Leuconostoc/Radish Root Ferment Filtrate, Cetyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Cetyl Palmitate, Jojoba Esters, Aloe Barbadensis Leaf Juice, Glycerin, Hydrogenated Lecithin, Tocopherol, Squalane, Sorbitol, Bisabolol, Glyceryl Caprylate, Cetearyl Glucoside, Sodium Hyaluronate, Pentylene Glycol, Tetrahexyldecyl Ascorbate, Avena Sativa (Oat) Kernel Extract, Santalum Album (Sandalwood) Extract, Phellodendron Amurense Bark Extract, Camellia Sinensis (Green Tea) Leaf Extract, Hordeum Distichon (Barley) Extract, Dipotassium Glycyrrhizinate, Allantoin, Superoxide Dismutase, Palmitoyl Dipeptide-5 Diaminobutyroyl Hydroxythreonine, Palmitoyl Tripeptide-5, Tetradecyl Aminobutyrylvalylaminobutyric Urea Trifluoroacetate, Ubiquinone, Magnesium Chloride, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tromethamine, Sodium Hydroxymethylglycinate, Potassium Sorbate, May Contain: Aminomethyl Propanol, Citric Acid

RODAN + FIELDS REDEFINE TRIPLE DEFENSE

**Smart Score: 29**

Price: \$84.00  
1.0 Oz

**HIGHLIGHTS:** Net Savings of \$104.41 (\$65.26¢ per ounce) to remove 29 ingredients.

**ACTIVE INGREDIENTS:** Avobenzone 3%, Homosalate 2.5%, Octisalate 5%, Octocrylene 2.7%

**INACTIVE INGREDIENTS:** Water, Dimethicone, Caprylyl Glycol, Chlorphenesin, Phenoxyethanol, Isododecane, Ethylhexyl Palmitate, Polymethylsilsesquioxane, Glycerin, Cetyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Silica, Tetrapeptide-21, Dunaliella Salina Extract, Hydrolyzed Silk, Resveratrol, Sodium Hyaluronate, Humic Acids, Olea Europaea (Olive) Fruit Extract, Camellia Oleifera Leaf Extract, Talc, Sucrose Stearate, Polyurethane-40, Polysorbate 20, Polyisobutene, Polyacrylate-13, PEG-12 Dimethicone, Hydrogenated Polydecene, Fragrance/Parfum, Sorbitan Isostearate, Butylene Glycol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Isobutylparaben, Iron Oxides (CI 77491, CI 77492)



NIGHT CREAM DRY SKIN

Formulated with cooling cucumber scent, our Night Cream Dry Skin deeply moisturizes your skin while you sleep. Wake up each day with a rested appearance and enjoy hydrated, healthy looking skin during even the driest of weather.

Price: \$34.99  
1.6 oz



Revitalize your skin with our Night Cream Dry Skin to look rejuvenated and live clean.

- Enjoy night time pampering with cool, refreshing cucumber fragrance
- Preserve youthful skin with proper nightly hydration and vitamins E & A
- Formulated with natural botanicals
- Adds a spa-like quality to your skin regimen
- Delivers lush moisture while you sleep for a rejuvenated & rested look
- Revitalizes the skin’s fullness & elasticity
- Locks in precious nutrients for the skin, providing abundant support & moisturization
- No animal testing - PETA-certified cruelty free

**INGREDIENTS:**

Water, cetearyl alcohol, dicaprylyl carbonate, tearyl behenate, stearic acid, cyclomethicone, potassium olivoyl hydrolyzed wheat protein, butylene glycol, hydroxyethyl urea, glyceryl oleate, glyceryl stearate, dimethicone, prunus amygdalus dulcis (sweet almond) oil, sesamum indicum (sesame) seed oil, cyclopentasiloxane, glycerin, aloe barbadensis leaf juice, mangifera indica (mango) seed butter, theobroma cacao (cocoa) seed butter, hexapeptide-11, xanthan gum, sorbitol, inulin lauryl carbamate, hydrolyzed elastin, stearyl glycyrrhetinate, tocopheryl acetate, dimethicone/vinyl dimethicone crosspolymer, disodium EDTA, biosaccharide gum-1, retinyl palmitate, sodium hyaluronate, yeast extract, acetyl octapeptide-3, camellia sinensis leaf extract, hibiscus sabdariffa flower extract, panax ginseng root extract, rosmarinus officinalis (rosemary) leaf extract, zea mays (corn) starch, acetyl hexapeptide-8, fragrance, caprylyl glycol, phenoxyethanol, chlorphenesin

QUICK SCORE

<b>31</b>	
Competitor Product	Smart Score
Lancome Bienfait Multi Vital Night Cream	32
Estee Lauder Nightwear Plus Night Cream	51
Clinique Smart Night Custom Repair Moisturizer	22
L’Oreal Age Perfect Night Cream	25
Olay Regenerist Night Recovery Cream	27
<b>TOTALS</b>	<b>31</b>

## LANCÔME BIENFAIT MULTI VITAL

**Smart Score: 32**

Price: \$52.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$13.95 (\$8.72¢ per ounce) to remove 32 ingredients.

**INGREDIENTS:** WATER, DIMETHICONE, RETINYL PALMITATE, GLYCERIN, BUTYLENE GLYCOL, TOCOPHERYL ACETATE, CAPRYLYL GLYCOL, GLYCERYL STEARATE, PHENOXYETHANOL, HYDROGENATED POLYISOBUTENE, PARAFFINUM LIQUIDUM / MINERAL OIL / HUILE MINERALE, CETYL ALCOHOL, PEG-100 STEARATE, ORYZA SATIVA BRAN OIL / RICE BRAN OIL, ZEA MAYS OIL / CORN OIL, HYDROXYETHYLPIPERAZINE ETHANE SULFONIC ACID, CI 15985 / YELLOW 6, CI 19140 / YELLOW 5, C13-14 ISOPARAFFIN, TOCOPHEROL, ASCORBYL GLUCOSIDE, HYDROXYCITRONELLAL, MAGNESIUM ASPARTATE, PARFUM / FRAGRANCE, TRITICUM VULGARE GERM OIL / WHEAT GERM OIL, POLYACRYLAMIDE, CHLORHEXIDINE DIGLUCONATE, POLYCAPROLACTONE, PANTHENOL, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, BENZYL SALICYLATE, BENZYL ALCOHOL, LINALOOL, ZINC GLUCONATE, ALPHA-ISOMETHYL IONONE, COPPER GLUCONATE, SORBITAN TRISTEARATE, CERA MICROCRISTALLINA / MICROCRYSTALLINE WAX / CIRE MICROCRISTALLINE, PARAFFIN, SESAMUM INDICUM OIL / SESAME SEED OIL, BUTYLPHENYL METHYLPROPIONAL, LAURETH-7, HEXYL CINNAMALGLYCINE SOJA OIL / SOYBEAN OIL

## ESTÉE LAUDER NIGHTWEAR PLUS

**Smart Score: 51**

Price: \$56.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$17.72 (\$11.07 per ounce) to remove 51 ingredients.

**INGREDIENTS:** Water, Dimethicone, Glycerin, Phenoxyethanol, Chlorphenesin, Stearic Acid, Butylene Glycol, Glyceryl Stearate, Tocopheryl Acetate, Sodium Hyaluronate, Poly Disodium Edta, sorbate 60, Butyrospermum Parkii (Shea Butter), Hydrogenated Polydecene, Propanediol, Squalane, Sorbitan Stearate, Cetyl Palmitate, Tridecyl Stearate, Laminaria Saccharina Extract, Laminaria Ochroleuca Extract, Gentiana Lutea (Gentian) Root Extract, Hydrolyzed Rice Bran Extract, Citrus Reticulata (Tangerine) Peel Extract, Tridecyl Trimellitate, Lauryl Alcohol, Glycyrhethinic Acid, Psidium Guajava (Guava) Fruit Extract, Hydrolyzed Rice Extract, Citrus Limon (Lemon) Fruit Extract, Fumaria Officinalis Flower/Leaf/Stem Extract, Triticum Vulgare (Wheat) Germ Extract, Hordeum Vulgare (Barley) Extract\Extrait D'Orge, Polygonum Cuspidatum Root Extract, Thermus Thermophilus Ferment, Coffea Arabica (Coffee) Seed Extract, Vitis Vinifera (Grape) Seed Extract, Saccharomyces Lysate Extract, Limonium Vulgare Flower/Leaf/Stem Extract, Ethylbisiminomethylguaiaicol Manganese Chloride, Palmitoyl Hydroxypropyltrimonium Amylopectin/Glycerin Crosspolymer, Artemia Extract, Cholesterol, Algae Extract, Linoleic Acid, Dimethiconol, Isohexadecane, Lecithin, Trehalose, Sucrose, Ergothioneine, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Dipentaerythrityl Hexacaprylate/Hexacaprinate, Acetyl Glucosamine, Ethylhexylglycerin, Behenyl Alcohol, Caffeine, Palmitic Acid, Sodium Pca, Urea, Caprylic/Capric Triglyceride, Acrylamide/Sodium Acryloyldimethyltaurate Copolymer, Tetrahexyldecyl Ascorbate, Cetyl Alcohol, Myristyl Alcohol, Polyquaternium-51, Citric Acid, Sodium Hydroxide, Polysorbate 80, Sodium Benzoate, Fumaric Acid, Cyclodextrin, Fragrance (Parfum), Bht, Linalool, Butylphenyl Methylpropional, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Benzyl Salicylate, Blue 1 (Ci 42090), Yellow 5 (Ci 19140)

## CLINIQUE SMART NIGHT CUSTOM REPAIR

**Smart Score: 22**

Price: \$57.00  
1.7 Oz

**HIGHLIGHTS:** Net Savings of \$18.66 (\$11.66 per ounce) to remove 22 ingredients.

**INGREDIENTS:** Water, Glycerin, Butylene Glycol, Glyceryl Stearate, Disodium EDTA, Phenoxyethanol, Dimethicone, Cetearyl Alcohol, Yeast Extract / Faex / Extrait De Levure, Tocopheryl Acetate, Caprylyl Glycol, Sodium Hyaluronate, Isostearyl Neopentanoate, PEG-100 Stearate, Tamarindus Indica Seed Extract, Biotin, Ergothioneine, Centaurium Erythraea (Centauri) Extract, Sigesbeckia Orientalis (St. Paul'S Wort) Extract, Caffeine, Whey Protein / Lactis Protein / Protéine Du Petit-Lait, Glycine Soja (Soybean) Protein, Isohexadecane, Hydrolyzed Soy Protein, Algae Extract, Saccharomyces Ferment Filtrate, Acetyl Hexapeptide-8, Micrococcus Lysate, Lecithin, Soy Amino Acids, Camellia Sinensis Leaf Extract, Astrocarum Murumuru Seed Butter, Glycereth-26, Cetyl Alcohol, Acetyl Glucosamine, Petrolatum, Acrylamide / Sodium Acryloyldimethyltaurate Copolymer, Cetearyl Glucoside, Acrylates / C10-30 Alkyl Acrylate Crosspolymer, Sodium Benzoate, Tromethamine, Citric Acid, Polysorbate 80, Aminopropyl Ascorbyl Phosphate, Hexylene Glycol, Hydroxyethylcellulose, Sodium Citrate

## L'OREAL AGE PERFECT NIGHT CREAM

**Smart Score: 25**

Price: \$10.39  
2.5 Oz

**HIGHLIGHTS:** Net cost of \$28.34 (\$17.71 per ounce) to remove 25 ingredients.

**INGREDIENTS:** Water, Cyclohexasiloxane, Glycerin, Glyceryl Stearate, Stearic Acid, Paraffinum Liquidum/Mineral Oil, Octyldodecanol, Myristyl Myristate, Butyrospermum Parkii Butter/Shea Butter, Palmitic Acid, Ammonium Polyacryldimethyltauramide/Ammonium Polyacryloyldimethyl Taurate, PEG-100 Stearate, Cera Alba/Beeswax, Ethylhexyl Palmitate, PEG-20 Stearate, Stearyl Alcohol, Rosa Canina Fruit Oil, Cetyl Alcohol, Capryloyl Salicylic Acid, Diazolidinyl Urea, Acrylates Copolymer, Methylparaben, Butylparaben, Sodium Hydroxide, Hydrolyzed Soy Protein, Jasminum Officinale Extract/Jasmine Flower Extract, Linalool, Limonene, Soluble Collagen, Alpha-Isomethyl Ionone, Benzyl Benzoate, Geraniol, Citronellol, Coumarin, Parfum/Fragrance, Potassium Sorbate

**OLAY REGENERIST NIGHT RECOVERY CREAM**

**Smart Score: 27+1**

Price: \$24.99  
1.7 Oz

**HIGHLIGHTS:** Net cost of \$11.47 (\$7.17 per ounce) to remove 27 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Cyclopentasiloxane, Dimethicone, Sorbitol, Butylene Glycol, Disodium EDTA, Tocopheryl Acetate (Vitamin E), Polyethylene, Dimethicone Crosspolymer, Niacinamide (Vitamin B3), Stearyl Dimethicone, Propylene Glycol, Panthenol (Pro-Vitamin B5), Palmitoyl Pentapeptide-4 (Amino-Peptide), Lavandula Angustifolia (Lavender) Flower/Leaf/Stem Extract, Arnica Montana Flower Extract, Camellia Sinensis Leaf Extract (Green Tea), Alanine, Arginine, Betaine, Glycine, Lysine, Proline, Serine, Threonine, Glutamic Acid, Sodium PCA, PEG-10 Dimethicone Crosspolymer, Sucrose Polycottonseedate, Allantoin, Petrolatum, BIS-PEG/PPG-14/14 Dimethicone, Cetyl Ricinoleate, PEG-100 Stearate, PEG-10 Dimethicone, Benzyl Alcohol, Ethylparaben, Propylparaben, Fragrance, Red 40, Blue 1

**WARNING LABEL:** For external use only. If product gets into eyes, rinse thoroughly with water.

**AVEENO ABSOLUTELY AGELESS RESTOR.**

**Smart Score: 17+1**

Price: \$15.99  
1.7 Oz

**HIGHLIGHTS:** Net cost of \$19.94 (\$12.46 per ounce) to remove 17 ingredients and 1 warning label.

**INGREDIENTS:** Water, Glycerin, Dimethicone, Xanthan Gum, Butylene Glycol, Phenoxyethanol, Disodium EDTA, Chlorphenesin, Tocopheryl Acetate, Ethylhexyl Palmitate, Dimethicone Crosspolymer, Isononyl Isononanoate, Propylene Glycol, Steareth-2, Butyrospermum Parkii Butter, Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer, Hexylresorcinol, Steareth-21, Ammonium Acryloyldimethyltaurate/VP Copolymer, Behenyl Alcohol, Ascorbyl Glucoside, Sclerotium Gum, Fragrance, Xylitylglucoside, Anhydroxylitol, Maltodextrin, Ethylhexylglycerin, Sodium Hydroxide, Xylitol, Peucedanum Graveolens Extract, Rubus Fruticosus Leaf Extract

**WARNING LABEL:** For external use only. If product gets into eyes, rinse thoroughly with water.

**BURT'S BEES RENEWAL FIRMING**

**Smart Score: 34**

Price: \$15.29  
1.8 Oz

**HIGHLIGHTS:** Net cost of \$21.40 (\$13.37 per ounce) to remove 34 ingredients.

**INGREDIENTS:** Water, Glycerin, Stearic Acid, Cetearyl Alcohol, Xanthan Gum, Phenoxyethanol, Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Decyl Cocoate, Coco-Caprylate, Decyl Oleate, Cetyl Alcohol, Cera Alba (Beeswax, Cire D'Abeille), Glyceryl Stearate Citrate, Parfum (Fragrance) (Natural Fragrance), Stearyl Alcohol, Hibiscus Sabdariffa Flower Extract, Pyrus Malus (Apple) Fruit Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Lens Esculenta Fruit Extract, Scutellaria Alpina Flower/Leaf/Stem Extract, Adansonia Digitata Fruit Extract, Trifolium Pratense (Clover) Leaf Extract, Plankton Extract, Beta Vulgaris (Beet, Extrait De Racine De Betterave) Root Extract, Crambe Abyssinica Seed Oil, Phragmites Communis Extract, Poria Cocos Extract, Ribose, Tocopherol, Arginine, Dipotassium Glycyrrhizate, Sclerotium Gum, Linoleic Acid, Glycine Soja (Soybean) Oil, P-Anisic Acid, Zea Mays (Corn) Starch, Coco-Glucoside, Hydrolyzed Corn Starch, Magnesium Aluminum Silicate, Sodium Stearoyl Lactylate, Sodium Lactate, Sodium PCA, Citric Acid, Sodium Citrate, Lactic Acid, Linolenic Acid, Oleic Acid, Palmitic Acid, Sodium Benzoate, Potassium Sorbate, Eugenol, Limonene, Linalool

**CERAVE SKIN RENEWING NIGHT CREAM**

**Smart Score: 15**

Price: \$13.29  
1.7 Oz

**HIGHLIGHTS:** Net cost of \$22.48 (\$14.05 per ounce) to remove 15 ingredients.

**INGREDIENTS:** Water, Glycerin, Dimethicone, Stearic Acid, Cyclopentasiloxane, Xanthan Gum, Phenoxyethanol, Cetearyl Alcohol, Butylene Glycol, Dimethicone/Vinyl Dimethicone Crosspolymer, Biosaccharide Gum-1, Caprylic/Capric Triglyceride, Butyrospermum Parkii (Shea Butter), Glyceryl Stearate SE, Cetyl Alcohol, Saccharide Isomerate, Glycine Soja (Soybean) Sterols, Ceramide 6 II, Ceramide 3, Ceramide 1, Niacinamide, Hyaluronic Acid, Caprooyl Tetrapeptide-3, ripeptide-1, Cholesterol, Carbomer, Behentrimonium Methosulphate, Sodium Hydroxide, Tocopherol, Allantoin, Ethylhexylglycerin, Sodium Lauroyl Lactylate, Phytosphingosine, Dextran

**NERIUM AD NIGHT CREAM**

**Smart Score: 15+1**

Price: \$120.00  
1.0 Oz

**HIGHLIGHTS:** Net Savings of \$157.01 (\$98.13 per ounce) to remove 15 ingredients and 1 warning label.

**INGREDIENTS:** Water, Aloe Barbadensis Leaf Juice, **Peptide Matrix (Collagen, Elastin, Glycosaminoglycans)**, Glyceryl Stearate, Cetearyl Alcohol, Caprylyl Glycol, **NAE-8 Nerium Aloe Extract (Nerium Oleander Leaf)**, **Oryza Sativa (Rice) Bran Oil**, Stearic Acid, Glycerin, **C14-22 Alcohols, Ricinus Communis (Castor) Seed Oil**, Cetyl Alcohol, **Olus Oil**, Cetearyl Glucoside, **Sodium Borate, Carrageenan, Dicaprylyl Ether, Hydrolyzed Quinoa**, Sodium Isostearoyl Lactylate, Dimethicone, **Carrageenan, C12-20 Alkyl Glucoside**, Sodium PCA, **Fragrance (Parfum)**, Glyceryl Caprylate, Tocopherol, **Phenylpropanol, Sodium Hydroxymethylglycinate**

**WARNING LABEL:** For external use only. Avoid contact with eyes. Keep out of reach of children.

**NEUTROGENA DEEP MOISTURE**

**Smart Score: 5**

Price: \$11.39  
2.25 Oz

**HIGHLIGHTS:** Net cost of \$26.89 (\$16.81 per ounce) to remove 5 ingredients.

**INGREDIENTS:** Water, Cetearyl Alcohol, Stearic Acid, Caprylyl Glycol, Phenoxyethanol, Glycerin, Dicaprylyl Carbonate, Butyrospermum Parkii (Shea) Butter, Silica, **BHT, Petrolatum**, Ethylhexylglycerin, **Cholecalciferol**, Calcium Chloride, Caprylic/Capric Triglyceride, **Sodium Polyacrylate, Fragrance**

**NO. 7 PROTECT & PERFECT INTENSE ADV.**

**Smart Score: 25**

Price: \$24.99  
1.69 Oz

**HIGHLIGHTS:** Net cost of \$11.33 (\$7.08 per ounce) to remove 25 ingredients.

**INGREDIENTS:** Water, **Dimethicone30, 24.99C1.69**, Cetearyl Alcohol Butylene Glycol, Sodium Hyaluronate, Xanthan Gum, Glycerin, Retinyl Palmitate, Phenoxyethanol, Butyrospermum Parkii (Shea, Beurre De Karite) Butter, **PPG-15 Stearyl Ether**, Sorbitan Stearate, **Ethylhexyl Stearate, Polyacrylamide, C13-14 Isoparaffin, Alcohol Denat, C18-36 Acid Glycol Ester, Dimethiconol, Sucrose Cocoate, Parfum (Fragrance), Methylparaben, Carbomer, Laureth-7, Ethylparaben, Dipropylene Glycol, Ascorbyl Glucoside, Medicago Sativa (Alfalfa) Extract, Tetrasodium EDTA, Potassium Hydroxide, Lupinus Albus Seed Extract, Phyllanthus Emblica Fruit Extract, Dimethylmethoxy Chromanol, Polysorbate 20, Ginkgo Biloba Leaf Extract, BHT, Ethylhexylglycerin, Tocopherol, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7**

**RODAN + FIELDS REDEFINE OVERNIGHT RES.**

**Smart Score: 26**

Price: \$78.00  
1.0 Oz

**HIGHLIGHTS:** Net Savings of \$89.81 (\$56.13 per ounce) to remove 26 ingredients.

**INGREDIENTS:** Water, Chlorphenesin, Phenoxyethanol, Butylene Glycol, Glycerin, Cetearyl Alcohol, Dimethicone, Glyceryl Stearate, Retinyl Palmitate, Tocopheryl Acetate, Sodium Hyaluronate, Caprylyl Glycol, **Isododecane, Caprylic/Capric/Myristic/Stearic Triglyceride, Niacinamide, Beeswax/Cera Alba/Cire d'abeille, Gluconolactone, PEG-100 Stearate, Squalane, Tetrapeptide-21, Ascorbic Acid, Hydrolyzed Sericin, Hydrolyzed Silk, Olea Europaea (Olive) Fruit Extract, Soy Isoflavones, Humic Acids, Ammonium Acryloyldimethyltaurate/VP Copolymer, Caprylic/Capric Triglyceride, Cholesterol, Fragrance/Parfum, Phospholipids, Polyacrylate-13, Polyisobutene, Polymethyl Methacrylate, Polysilicone-11, Polysorbate 20, Sucrose Stearate, Sorbitan Isostearate, Hexylene, Lycol, Potassium Sorbate, Titanium Dioxide (CI 77891)**

