



The No-No List

There's clean, and there's Norwex Clean

The Norwex No-No List details well-known “nasty” ingredients that we will never use in our products.

Personal Care

- 1, 4-Dioxane
- Acrylamide
- Acrylates: (ethyl acrylate, ethyl methacrylate, methyl methacrylate, butyl methacrylate, hydroxypropyl methacrylate, tetrahydrofurfuryl methacrylate, tetramethylolpropane trimethacrylate, aluminum salts)
- Animal-derived ingredients (exception: beeswax)
- Benzalkonium chloride
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- Benzophenones (benzophenone, benzophenone-2, dioxybenzone, oxybenzone, sulisobenzone [benzophenone-4], 2,4-dihydroxybenzophenone)
- Butoxyethanol
- Bismuth oxychloride
- Bisphenol (bisphenol A, bisphenol F, bisphenol S)
- Borax
- Borates
- Butylated hydroxyanisole (BHA)
- Butylated hydroxytoluene (BHT)
- Chlorhexidine gluconate
- Coal tar and derivatives (including p-phenylenediamine)
- Cyclotrisiloxanes (D4, D5, D6), threshold limit <100 ppm
- Ethanolamines and their compounds (MEA/DEA/TEA)
- Ethylene oxide
- Ethylenediaminetetraacetic acid (EDTA)
- Fluorinated compounds (pentadecafluorooctanoic acid [PFOA], perfluorooctane sulfonate [PFOS], fluoropolymers used as processing aids)
- Formaldehyde donors (bronopol [2-bromo-2-nitropropane-1,3-diol], diazolidinyl urea, DMDM hydantoin, imidazolidinyl urea, quaternium-15, methenamine, sodium hydroxymethylglycinate)
- Glutaraldehyde
- Gluten
- Heavy metals (antimony, arsenic, cadmium, chromium VI, cobalt, nickel)
- Hexachlorophene
- Homosalate
- Hydroquinone
- Isothiazolinones (MIT, CMIT, BIT)
- Mercufenol chloride
- Musk and its compounds
- Nanoparticles
- Nitrosamine (all)
- Octinoxate
- Octocrylene
- Parabens (specifically propyl-, isopropyl-, butyl-, isobutyl-parabens)
- Phenacetin
- Phenol
- Phthalates
- Plastic microbeads
- Polycyclic aromatic hydrocarbons (PAHs)
- Polyvinyl chloride (PVC)
- Resorcinol
- Rubber latex (natural or synthetic)
- Sodium hypochlorite (chlorine bleach)
- Sodium lauryl sulfate (SLS) and sodium laureth sulfate (SLES)
- Solvents (benzene, carbon tetrachloride, 1,2-dichloroethane, 1,1-dichloroethane, 1,1,1-trichloroethane, 1-bromopropane, tetrachloroethylene [PERC], trichloroethylene, toluene)
- Talc
- Triclocarban
- Triclosan
- Undecoylium chloride iodine complex

Household

- 1, 4-Dioxane (<1 ppm)
- 2-Bromo-2-nitropropane-1,3-diol (bronopol)
- 2-Butoxyethanol
- Aerosol propellants
- Alkyl dimethyl benzyl ammonium chloride
- Alkyl dimethyl ethylbenzyl ammonium chloride
- Ammonia
- Benzalkonium chloride
- Borax or boric acid
- Chlorine
- Didecylidimethylammonium chloride
- Diethylene glycol mono-n-butyl ether
- Diethylene glycol monoethyl ether
- Diethylene glycol monomethyl ether
- Diocetyl dimethyl ammonium chloride
- Dipropylene glycol monomethyl ether
- Distearyldimonium chloride
- DMDM hydantoin
- Ethanolamines (mono-, di- and triethanolamine)
- Ethylene glycol
- Ethylene glycol mono-n-butyl ether
- Ethylene glycol monobutyl acetate
- Ethylene oxide (<1 ppm)
- Formaldehyde
- Glutaral
- Heavy metals
- Isopropanol
- Mineral oil
- Monoethanolamine citrate
- Naphthalene
- Naptha
- Nitrobenzene
- Nonylphenol ethoxylates (NPEs)
- P-Dichlorobenzene
- Perchloroethylene
- Phenol
- Phosphates
- Quaternium-15
- Quaternium-24
- Sodium hypochlorite
- Sodium lauryl sulfate (SLS)
- Sulfuric acid
- Triclosan
- Trisodium phosphate



Products You Can Trust.

We never compromise when it comes to the quality and safety of our products. We meticulously develop our personal care and household products to be super clean and super effective.

It's a Science.

How do we go so much further than simply restricting harmful ingredients from our products? We have our own In-House Product Safety and Regulatory Team trained in toxicology who pioneered the Norwex 360 Product Review: a robust ingredient and formula analysis.

Say goodbye to CMRs.

We review absolutely every ingredient that goes into our formulas to ensure we never use any CMR substances—those that are known carcinogenic, mutagenic or toxic to reproduction—or known endocrine disruptors (EDCs).

Improving quality of life by radically reducing chemicals in our homes is our Mission and our passion.