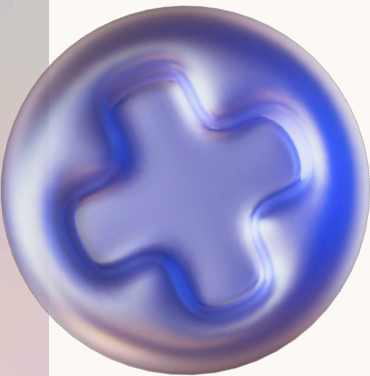
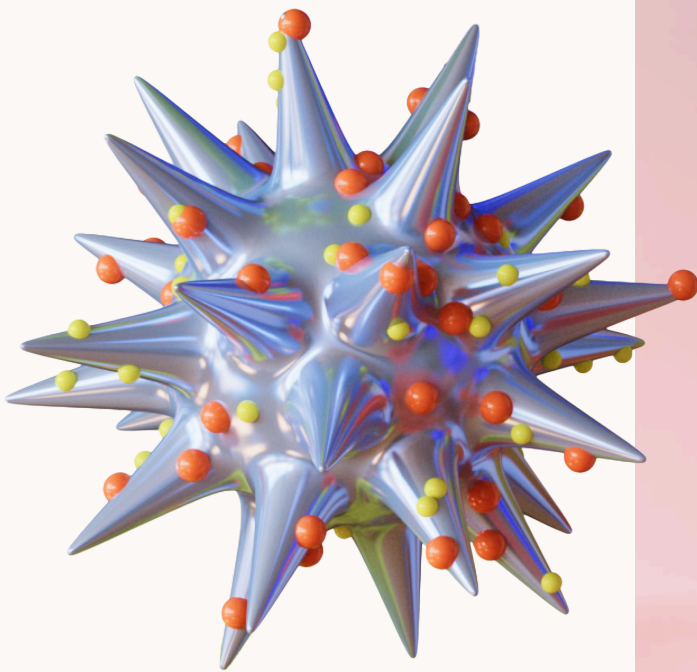
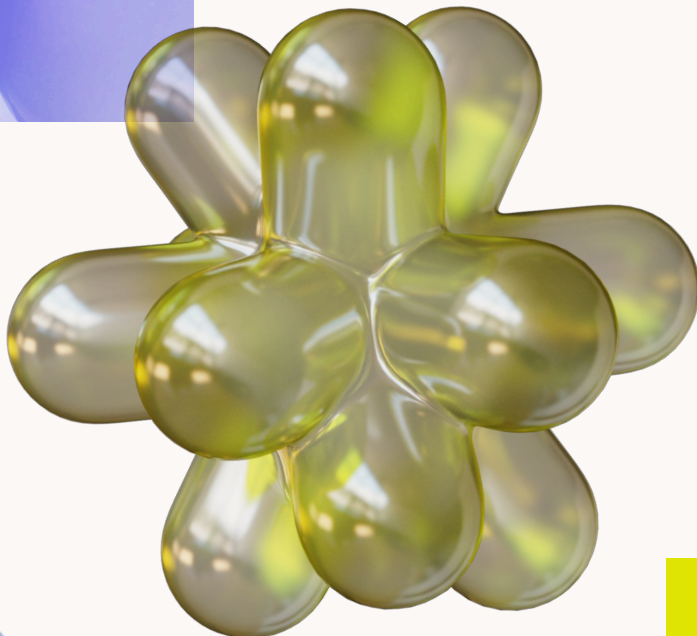
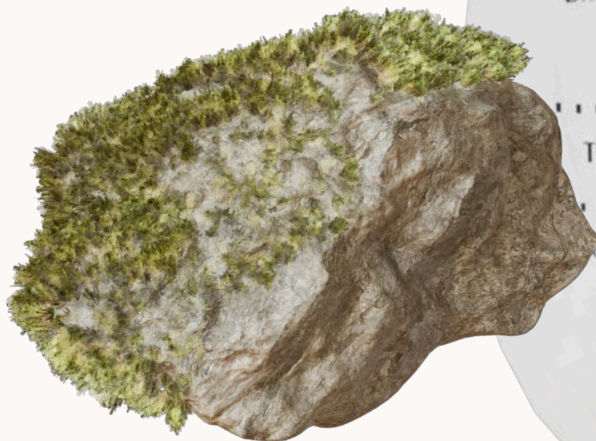
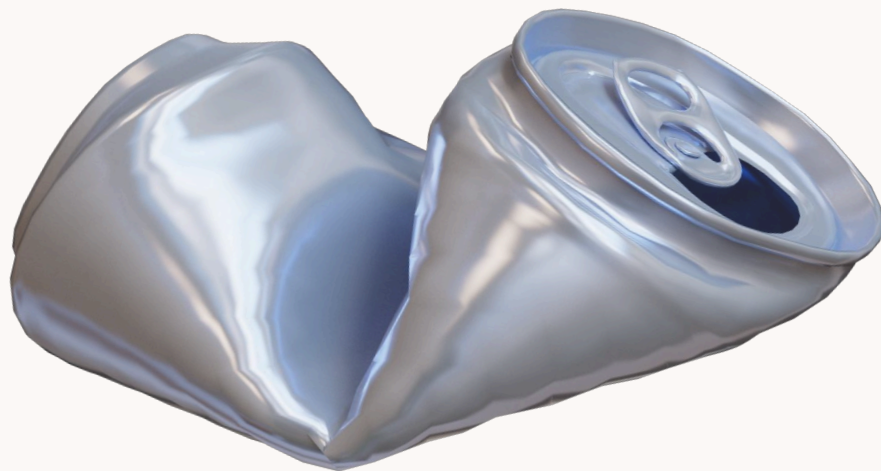
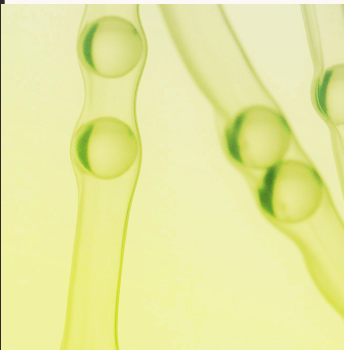


The Rise of the

Conscious

2025 CPG
Trends Report:

Consumer



Innovation is no longer
about what's *new*—

it's about what's *right*.

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Foreword

Welcome to conscious commerce.



At Novi, we're dedicated to
bridging the gap
between the data that
brands offer and what
consumers need to know.

Remarks from



Novi's CEO

"The shift toward values-based shopping isn't just about chasing the latest 'clean' or 'eco-friendly' buzzword. It's about building real trust and enduring loyalty with shoppers who expect transparency and accountability from brands. The transformations we're seeing—from better ingredients at formulation to more rigorous supply chain and quality standards—are not just passing fads but evidence of a broader market evolution. As we move into 2025, brands have a tremendous opportunity to align with consumer values and showcase how their products are better for people and the planet.

At Novi, we're dedicated to bridging the gap between what consumers care about and how brands present products that resonate with those ideals, ensuring products that are made responsibly and ethically are surfaced to consumers everywhere they shop. We hope this report provides valuable insights for brands, retailers, and consumers alike and stands as a testament to the immense opportunity for those seeking authentic transparency and accountability.

Thank you for joining us in shaping a brighter and healthier future for people and our planet."

— Kimberly Shenk,
CEO and Co-founder, Novi

Consumer Packaged Goods (CPG) are at the center of everyday life...

...especially when it comes to what we put in and on our bodies and bring into our homes. These include supplements, food and beverages, personal care products, and cosmetics. The latter three account for more than half of the CPG market. Household supplies, such as cleaning and laundry products, comprise another 15% of the market.

In 2025, consumers are choosier than ever. They want reassurance that the products they buy are healthy and safe—and ideally ethically sourced, environmentally friendly, and socially responsible. Furthermore, they want transparent communication on ingredient sourcing, production methods, and product impact on both human health and the planet.

In this report...

We examine... how this rising influence of conscious consumerism is driving major CPG trends. These trends include everything from the transformation of ingredients and formulations to supply chain and packaging breakthroughs.

We share... the most relevant certifications and retailer-led programs that help consumers navigate the increasingly complex landscape of “safe,” “sustainable,” and “ethical.”

We showcase... case studies of retailers and brands leading the way, share practical strategies for businesses to tap into the upside, and underscore how Novi can support stakeholders across the CPG ecosystem.

01

The Rise of Values-Based Shopping

Consumers are influenced by a wide array of factors, including heightened awareness of health, environmental, and social issues, as well as economic pressures and generational priorities. Collectively, these factors form a mindset where a product's actual cost is measured not just in dollars but also in its impact on human health, society, and the planet.



Seven Macro Trends Affecting Consumer Values in 2025



1. Wellness priorities fuel a shift to simpler, cleaner products.
2. Values still matter, even amongst economic uncertainty.
3. The climate crisis is getting personal.
4. The silver economy is rising.
5. Gen Z prioritizes ESG and DEI.
6. Women still drive most of CPG spend.
7. The language of sustainability has evolved.

Macro Trend 1

Wellness Priorities Fuel Shift to Simpler, Cleaner Products

Historically, cosmetics and food were created from just a few natural ingredients, such as minerals, plants, natural pigments, and water. However, mass production in the 19th century introduced a host of synthetic ingredients and additives to enhance flavor, effectiveness, and shelf life. Today, 73% of the US food supply is considered ultra-processed, and a simple staple like bread may include as many as 12 extra ingredients. However, a growing body of research on the obesity epidemic and the impact of additives in ultra-processed foods is turning the tide. Health-conscious consumers are increasingly scrutinizing the ingredients in everything they consume and opting for products made from fewer, cleaner, more natural ingredients. Meanwhile, the rise of the broader wellness movement—including exercise, supplements, meditation, and mental health awareness—is accelerating this shift toward more conscious shopping. Consumers want products that align with their overall well-being and have credible health benefits.

Stat:

“Natural” is the most valued sustainability attribute across four CPG categories, and 50% of consumers want to eat less processed food.

Bain

50% of consumers



Macro Trend 2

Values Still Matter, Even Amongst Economic Uncertainty



While inflationary pressure has declined in many parts of the world, consumers still feel the pinch of higher living costs and cautious wage growth in the US. Purchasing power hasn't recovered to pre-pandemic levels—globally, consumers spent 17% more on average in 2024 than they did in 2022. As a result, shoppers are cutting back on impulse buys and focusing on products that align with personal values—like ethical sourcing, positive social impact, and healthy living. A [PwC study](#) conducted in a year of moderately high inflation found that 75% of consumers would still pay 5% more for products with a lower carbon footprint and ethical production practices.

Case Study:

Costco, a big-box discount retailer known for attracting cost-conscious consumers, is the largest organic grocer in the US, with sales reaching over \$6 billion in 2024. Even budget-conscious shoppers will opt for responsibly sourced items if they believe the higher cost delivers tangible benefits.



[Chowhound](#)

Macro Trend 3

The Climate Crisis Is Getting Personal



The climate crisis is no longer theoretical. Extreme weather, rising sea levels, and uncontrollable wildfires consistently make global headlines, and they're also hitting closer to home. A recent survey of 20,000 consumers across 31 countries revealed that 85% have experienced disruptions from climate change in their personal lives. Another study found that one in five people had endured three or more extreme weather events in the past six months. As a result, 60% say their concerns about climate change have increased in the past two years, according to Bain.

This heightened eco-awareness is boosting demand for products that feature sustainable sourcing, minimal or reusable packaging, and responsible disposal methods. It's also driving interest in multi-purpose items that are practical, effective, and have reduced environmental impact.

Stat:

These worries are also reshaping shopping habits, with 76% of consumers now striving for a sustainable lifestyle because they believe their choices make a difference.

Bain

76% of consumers

Case Study:

Kate McLeod, a Clean + Planet Aware at Sephora brand powered by Novi, offers solid cleansing and moisturizing bars, many of which can serve multiple functions. For example, their body stone can be used to moisturize hands, lips, or other areas needing care. The solid bar format eliminates the need for plastic bottles, reducing packaging waste.

SEPHORA



kate mcleod

Macro Trend 4

The Silver Economy Is Rising



Stat:
Baby Boomers aged 59 to 77 now control more than half of the wealth in the United States and spend roughly 15 times more than Gen Z individuals.

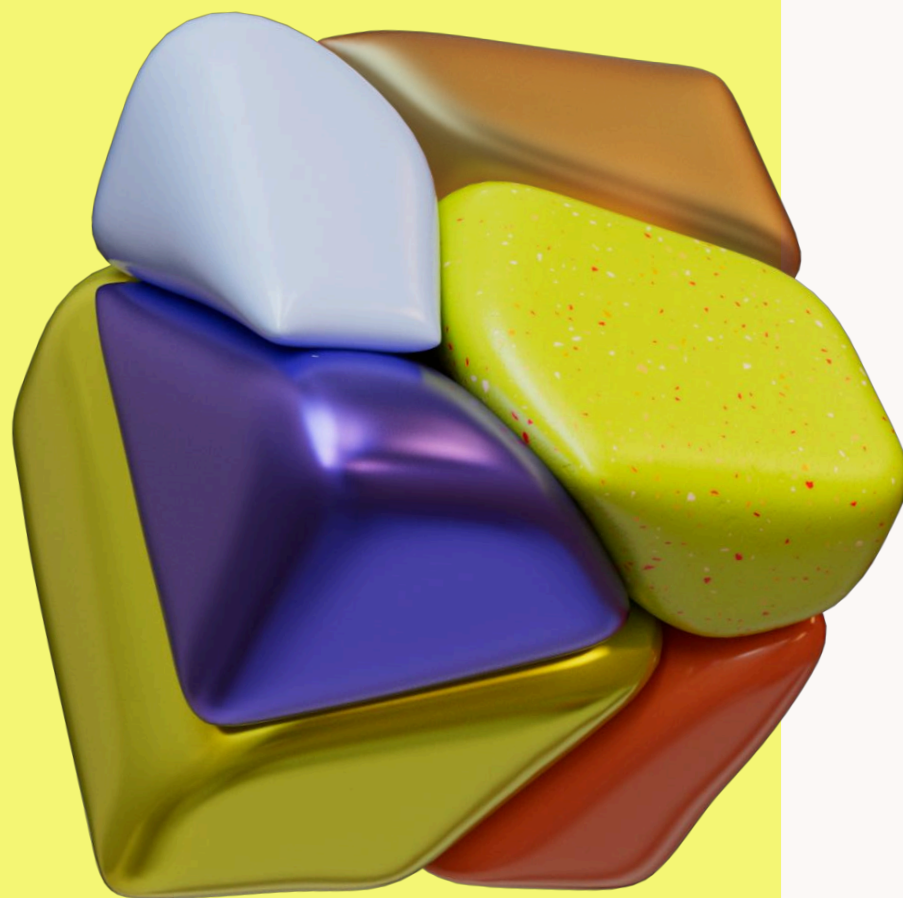
Statista Age of Majority



The United Nations predicts that, by 2080, people aged 65+ will outnumber those under 18, underscoring the rising influence of the "silver economy." Their priorities lean toward products and services that support health, long-term quality of life, and social ties. For brands, meeting the needs of this generation means offering age-inclusive products that emphasize quality, simplicity, comfort, human health, and accessibility. With the right approach, businesses can create meaningful connections with older consumers, helping them to lead more active, engaged, and fulfilling lives.

Macro Trend 5

Gen Z Prioritizes ESG and DEI

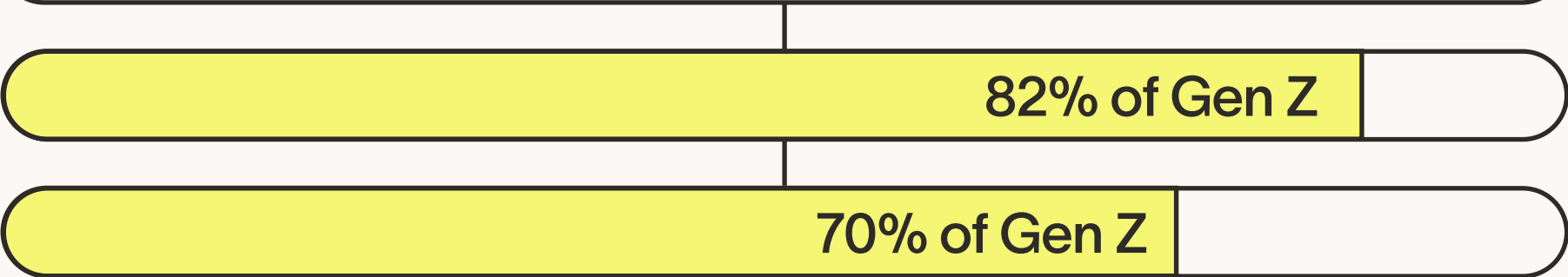


Gen Z has emerged as a powerhouse demographic that demands real action on environmental, social, and governance (ESG) issues, as well as diversity, equity, and inclusion (DEI). By 2029, Gen Z's economic clout is expected to surpass that of Baby Boomers, making it critical for brands to align with this generation's preferences. And, despite public pushback on DEI in the United States, it's still relevant for brands. Per Forbes, 82% of Gen Z prefer brands that champion social equality, while 70% favor those actively reducing their environmental impact. And, having grown up in the digital age, Gen Z doesn't hesitate to amplify calls for corporate accountability across social media.

Stat:

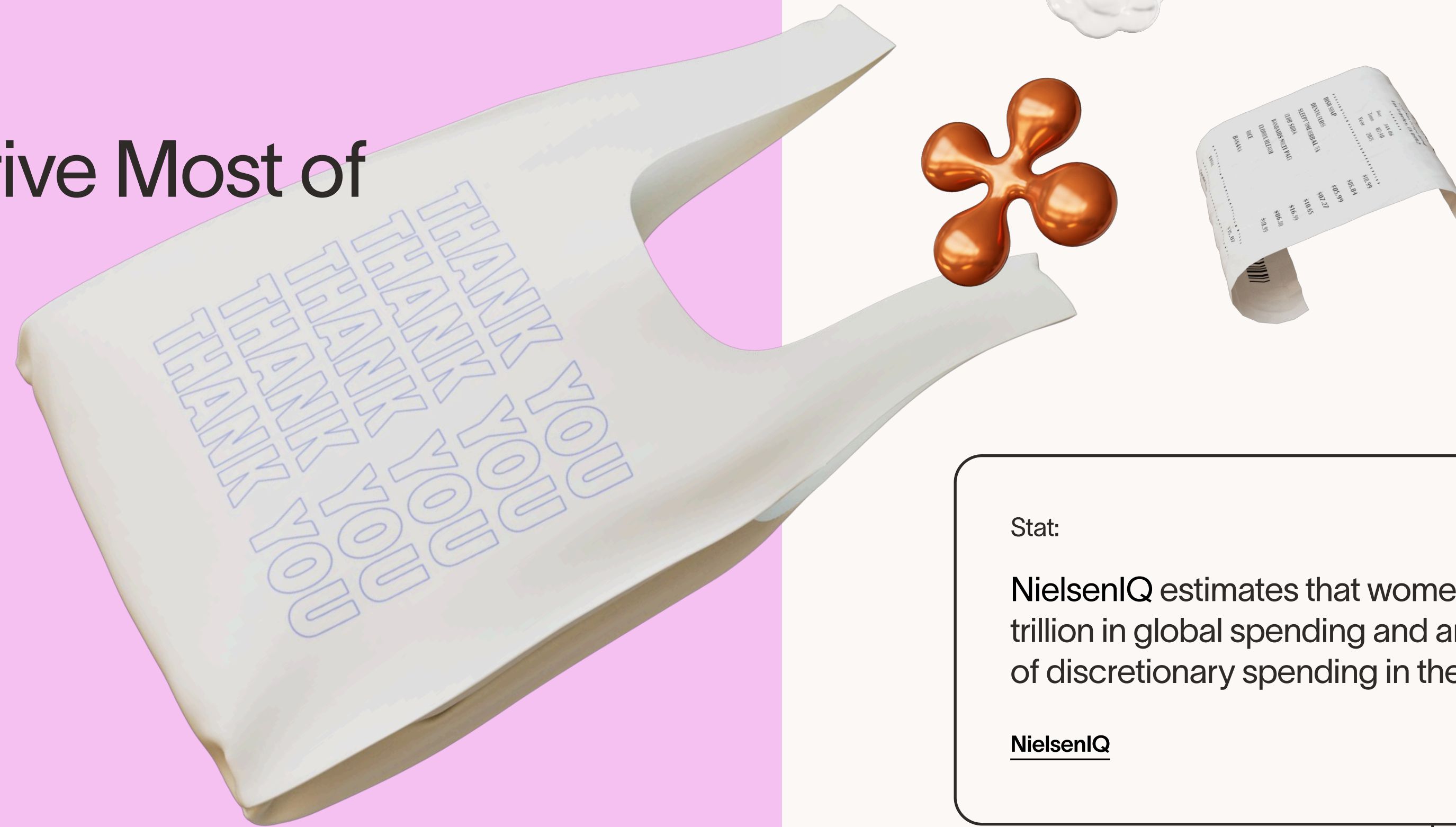
Per Forbes, 82% of Gen Z prefer brands that champion social equality, while 70% favor those actively reducing their environmental impact.

Forbes



Macro Trend 6

Women Still Drive Most of CPG Spend



Stat:

NielsenIQ estimates that women currently oversee \$31.8 trillion in global spending and are projected to control 75% of discretionary spending in the next five years.

NielsenIQ

75% of discretionary spending in 5 years

Women have long been recognized as the primary decision-makers in household spending, but their economic influence continues to grow.

While they rate the grocery (66%) and personal care/beauty (64%) product categories as meeting their needs the best, there's still room to grow.

Macro Trend 7

The Language of Sustainability Has Evolved

The lexicon of sustainability is constantly in flux. Terms like “eco-friendly” and “green” have become vague and overused, and several governments, including the EU, UK, California, and Washington, have introduced anti-greenwashing legislation.

The lexicon of sustainability is constantly in flux. Terms like “eco-friendly” and “green” have become vague and overused, and several governments, including the EU, UK, California, and Washington, have introduced anti-greenwashing legislation. At the same time, the types of sustainability claims have proliferated, making it difficult for consumers to decipher what these terms actually mean. These labels may include, for example, declarations around carbon neutrality, plant-based content, biodiversity impact, recyclability, and more.

Consumers have also grown skeptical of “free-from” claims. It’s no longer sufficient to say a product is “free from parabens” if it’s still “full of” unpronounceable or harmful chemicals. Transparency in disclosing all ingredients and their sources is the emerging gold standard. Brands that proactively communicate what their products are “full of” will earn deeper trust and loyalty from increasingly discerning shoppers. By articulating ingredient profiles, functional benefits, and credible impacts, companies move from defensive “free-from” claims to positive, forward-looking messaging about what they stand for. This brand of authenticity resonates deeply with conscious shoppers.



Stat:

76% of consumers say transparent product information is essential.

NielsenIQ

76% of consumers

Five Key Values Consumers Are Shopping For



The previous seven trends are reshaping consumer spending behavior. Today's shoppers look beyond price and convenience, demanding products that align with their priorities.

Value 1

Better For You: The Shift to Health-Boosting Products

While phrases like “free from parabens” or “made without synthetic dyes” have become a common marketing strategy, consumers are now looking for what products are “full of.” This shift underscores a demand for transparency around not only the absence of harmful ingredients but also the presence of beneficial, sustainably sourced, and responsibly developed components. Health-conscious consumers want simpler, cleaner products that protect and improve physical well-being. This includes safer formulations without harmful chemicals, minimal processing, and products that provide tangible health benefits.

As a case in point, 78% of shoppers would pay more for a clean label, and the functional ingredient market is projected to grow to \$168 billion by 2033.

Stat:

Wellness is a critical priority for 82% of US consumers, 73% in the UK, and 87% in China.

McKinsey

Consumers That Consider Wellness a Critical Priority

87%

of Chinese
consumers

82%

of American
consumers

73%

of British
consumers

Example Claims

Certification Body Examples

ORGANIC SUSTAINABLY GROWN



USDA ORGANIC EU ORGANIC COSMOS ORGANIC AND NATURAL SOIL ASSOCIATION ORGANIC
ECOCERT CCOF ORGANIC CERTIFIED NATURALLY GROWN FSC
REGENERATIVE ORGANIC CERTIFIED CERTIFIED REGENEFIED DEMETER BIODYNAMIC
RAINFOREST ALLIANCE

VEGAN PLANT-DERIVED FREE OF PALM OIL
RESPONSIBLY SOURCED



CERTIFIED VEGAN THE VEGAN TRADEMARK VEGETARIAN SOCIETY APPROVED
NSF CERTIFIED PLANT BASED PBFA CERTIFIED PLANT BASED ORANGUTAN ALLIANCE PALM OIL FREE
POFCAP PALM OIL FREE RSPO SUSTAINABLE PALM OIL MSC SUSTAINABLE SEAFOOD
RAINFOREST ALLIANCE FAIR TRADE CERTIFIED FAIR FOR LIFE FSC GOTS

SULFATE FREE FREE FROM PARABENS FREE FROM PHTHALATES NO FOREVER CHEMICALS
PRESERVATIVE FREE FREE FROM FORMALDEHYDE MICROPLASTIC/ PLASTIC FREE
MADE WITHOUT SILICONES FREE FROM FORMALDEHYDE-RELEASING AGENTS NO PFAS
NO GMOS NO HARSH CHEMICALS



MADE SAFE EWG VERIFIED GREEN SEAL NATRUE EPA SAFER CHOICE
EU ECOLABEL REPURPOSE PLASTIC NEUTRAL AND PLASTIC NEGATIVE
NON-GMO PROJECT CERTIFIED ZERO PLASTIC INSIDE PLASTIC FREE

NO SYNTHETIC FRAGRANCE GLUTEN FREE ALL NATURAL HYPOALLERGENIC
GENTLE ON SENSITIVE SKIN SOY FREE DOCTOR/ DERMATOLOGIST RECOMMENDED
DYE FREE



GFCO CERTIFIED GLUTEN-FREE ALLERGY CERTIFIED DERMATEST SEAL
SKINSAFE RATING ECZEMA ASSOCIATION SEAL OF ACCEPTANCE

Value 2

Planet First: Environmental Sustainability

Consumers increasingly seek products with a lower ecological footprint as environmental issues like climate change and plastic pollution become more tangible. Nearly two-thirds of shoppers (64%) place sustainability as one of their top three purchasing considerations after price. Even more telling: more than 80% of consumers are willing to pay more for earth-friendly products, with some willing to pay a premium of nearly 10%.

Stat:

Some of the environmental attributes that matter most include production methods and recycling (40%), eco-friendly packaging (38%), and making a positive impact on conservation (34%).

PwC

Notable Environmental Attributes

40%

production methods
and recycling

38%

eco-friendly
packaging

34%

positive impact
on conservation

Example Claims

Certification Body Examples

NET-ZERO LOW CARBON FOOTPRINT CLIMATE POSITIVE



CARBON TRUST CLIMATE PARTNER CLIMECO CERTIFIED GREEN-E
CARBON TRUST VERIFIED CO2E FOOTPRINT 1% FOR THE PLANET

PACKAGE-FREE NET ZERO WASTE REUSABLE BY DESIGN UPCYCLED
ZERO WASTE TO LANDFILL PLASTIC NEGATIVE PLASTIC FREE
MINIMALIST PACKAGING RECYCLED CONTENT 95% RECYCLED PLASTIC
ZERO PLASTIC INSIDE REFILLABLE



FSC RECYCLED CONTENT GLOBAL RECYCLING STANDARD
RECYCLED CLAIM STANDARD APR DESIGNED FOR RECYCLING
HOW2RECYCLE BLUE ANGEL

COMPOSTABLE BIODEGRADABLE NO FOREVER CHEMICALS
ORGANIC (FREE FROM PESTICIDES, FERTILIZERS, AND GMOS)



CRADLE TO CRADLE GBCI NET ZERO WASTE / ZERO WASTE TO LANDFILL BPI COMPOSTABLE
TÜV AUSTRIA OK BIODEGRADABLE PLASTIC FREE ZWIA ZERO WASTE ZERO PLASTIC INSIDE
REPURPOSE PLASTIC NEUTRAL / PLASTIC NEGATIVE

EDIBLE PACKAGING DISSOLVABLE PACKAGING PACKAGE-FREE
SUSTAINABLY SOURCED (E.G., SUSTAINABLE FOREST/FISH, REGENERATIVE AGRICULTURE SOURCED)
WATER CONSCIOUS WATER POSITIVE MINIMAL WATER FORMULATION LOW ENERGY PROCESSING
RENEWABLE ENERGY POWERED PRODUCTION PALM OIL FREE



USDA ORGANIC EU ORGANIC SOIL ASSOCIATION ORGANIC ECOCERT COSMOS
CCOF ORGANIC CERTIFIED NATURALLY GROWN DEMETER BIODYNAMIC
REGENERATIVE ORGANIC CERTIFIED CERTIFIED REGENIFIED MADE SAFE NATRUE GREEN SEAL
UFA UPCYCLED CERTIFIED EU ECOLABEL MSC SUSTAINABLE SEAFOOD
ALLIANCE FOR WATER STEWARDSHIP STANDARD RAINFOREST ALLIANCE POFCAP
ORANGUTAN ALLIANCE

Value 3

Fair and Humane: Social Responsibility and Ethical Sourcing

Purpose-driven consumers today expect brands to avoid harming people or animals. This includes fair labor practices, cruelty-free product development, ethical sourcing, community empowerment, and more. As a case in point, 75% of shoppers have a positive impression of a brand when a Fairtrade label is present, and nearly three in five would pay more for a Fairtrade product despite cost of living increases.

Stat:

Research found that a majority of consumers would pay up to 5% more for products that support ethical practices (75%), fair trade transparency (75%), and are locally sourced (80%).

Pwc

Consumers Who Would Pay Up to 5% More Than the Average Price

80%

for locally sourced products

75%

for brands that support ethical practices

75%

for brands that prioritize fair trade transparency

Example Claims

Certification Body Examples

FAIR WAGE
LIVING WAGE COMMITMENT
FAIR LABOR PRACTICES
CONFLICT-FREE MINERALS
NO CHILD LABOR
RESPONSIBLY/ FAIR TRADE SOURCED
NON-PROFIT CERTIFIED
NO FORCED LABOR



B-CORP
FAIR FOR LIFE
FAIR WAGE CERTIFIED
FAIRTRADE
FAIR LABOR ACCREDITATION
LIVING WAGE EMPLOYER
SA800 ACCREDITED
UEBT SOURCING WITH RESPECT
FAIRWILD
GOODWEAVE
RAINFOREST ALLIANCE

SMALL BATCH PRODUCTION
SMALL-SCALE FARMERS
LOCAL



EQUITABLE FOOD INITIATIVE

CRUELTY-FREE
HUMANE
ANIMAL WELFARE APPROVED
CAGE-FREE
FREE-RANGE
PASTURE-RAISED



LEAPING BUNNY
CERTIFIED HUMANE
AGW ANIMAL WELFARE APPROVED
AMERICAN HUMANE CERTIFIED
PETA BEAUTY WITHOUT BUNNIES

Value 4

Include Everyone: Diversity, Equity, and Inclusion

Older adults and women account for a large share of CPG spending but are often overlooked by brands focused on younger demographics. Meanwhile, Gen Z's rising economic influence demands authentic DEI across race, gender, sexuality, age, and more. Minority groups also continue to gain purchasing power yet remain underrepresented.

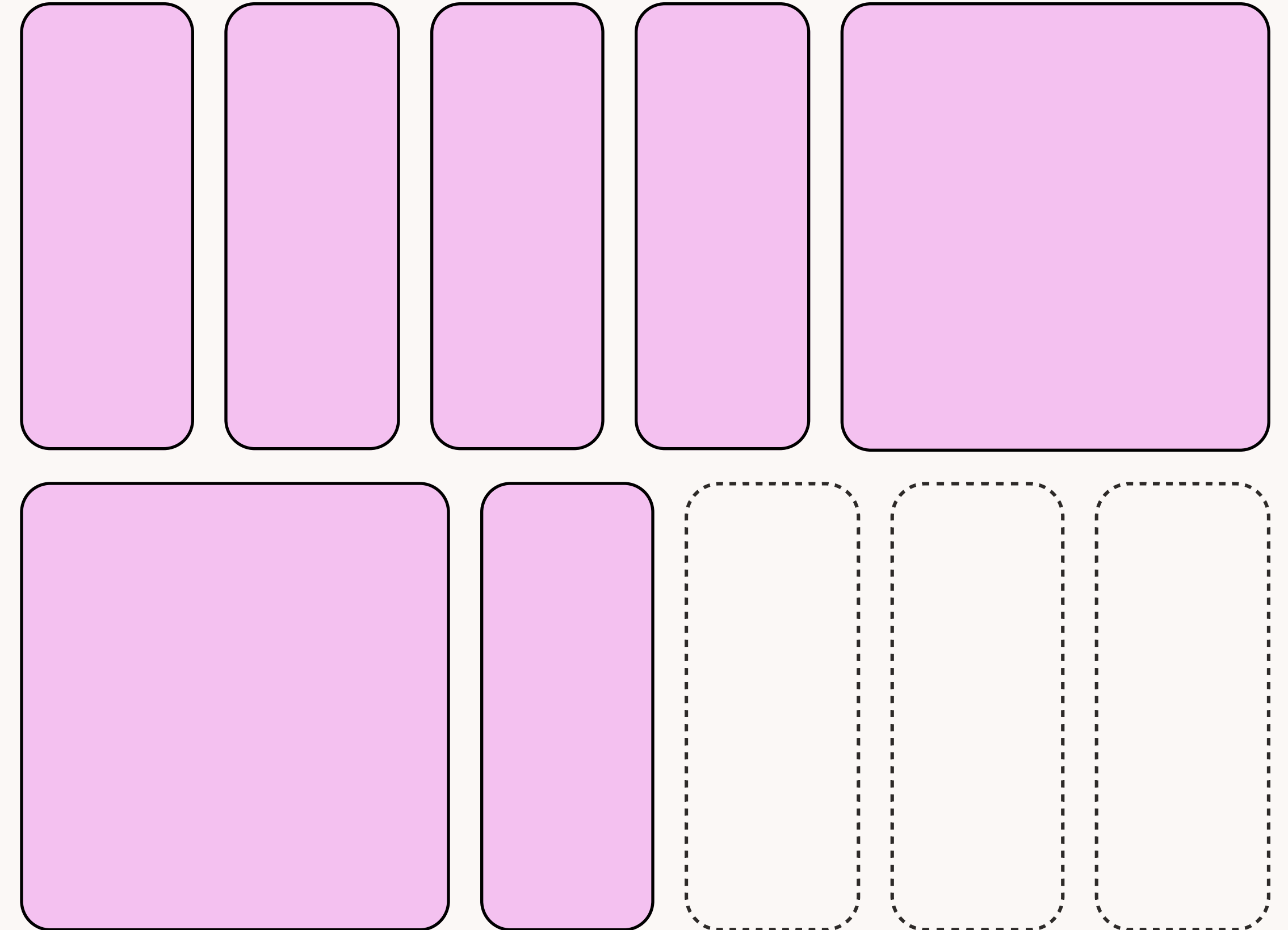
By prioritizing inclusive product design, representative marketing, and transparent leadership, brands can demonstrate a genuine commitment to social equity and earn the loyalty of today's diverse consumer base.

Stat:

Globally, 75% of consumers say brands' DEI reputations influence their buying decisions and inclusive advertising has been shown to boost sales by 16%.

KANTAR

Consumers Whose Buying Decisions Are Influenced by DEI



75%

of consumers say brands' DEI reputations influence their buying decisions.

Example Claims

Certification Body Examples

BIPOC-OWNED AAPI-OWNED WOMEN-OWNED MINORITY-OWNED
LGBTQ+-OWNED GENDER NEUTRAL INDIGENOUS-OWNED



WBENC WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL
NMSDC MINORITY BUSINESS ENTERPRISE NGLCC CERTIFIED LGBT BUSINESS ENTERPRISE
CCIB CERTIFIED INDIGENOUS BUSINESS

EMPLOYEE/WORKER-OWNED COOPERATIVE
LOCALLY OWNED AND OPERATED FAMILY OWNED



EMPLOYEE-OWNED CERTIFIED

Value 5

Nothing to Hide: Radical Transparency and Authenticity

Today's shoppers are well-informed and skeptical of vague "eco-friendly" or "free from" labels without evidence to back them up. They favor brands that disclose every ingredient, its purpose, and where it comes from, along with certifications and data to validate the claim.

Moreover, consumers actively seek the information they need through websites, apps, reports, and public database that provide ingredient details and verify product claims. Examples include **SmartLabel**, **Think Dirty**, **EWG**, **Made Safe**, **Yuka**, **Good On You**, and **Good Face**. Being explicit about the product's full impact—from ingredients to human/animal/planetary health impact—helps build trust.

Stat:

76% of consumers say transparent product information is important, and 77% of shoppers will quit brands that are guilty of greenwashing.

NielsenIQ 1 and 2

Consumers Who Prioritize Brand Transparency

77%

of consumers

will quit brands
that are guilty of
greenwashing.

76%

of consumers

say transparent
product information
is important.

Educational Resources

Sources

VERIFIED PRODUCT CLAIMS
VERIFIED PACKAGING CLAIMS
VERIFIED PRODUCT INGREDIENTS



NOVI + RETAILER PROGRAMS & STANDARDS

"CLEAN" AND SUSTAINABLE PRODUCT RATINGS

CURATED/RECOMMENDED PRODUCT LISTS
CONSUMER "NO NO" LISTS



GOOD ON YOU
ENVIRONMENTAL WORKING GROUP (EWG) HEALTH LIVING APP
GOOD FACE
SMARTLABEL
YUKA
THINK DIRTY

RESTRICTED/BANNED SUBSTANCE LISTS [VARIES BY JURISDICTION]
ADVERTISING RULES FOR CPG PRODUCTS [VARIES BY JURISDICTION]
RECENT AND PENDING U.S. FEDERAL AND STATE LEGISLATION



CALIFORNIA SAFE COSMETICS ACT
CALIFORNIA FOOD SAFETY ACT
COSMETIC FRAGRANCE AND FLAVOR INGREDIENT RIGHT TO KNOW ACT
CLEANING PRODUCT RIGHT TO KNOW ACT
SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT
NEW YORK STATE 1,4-DIOXANE REGULATIONS
PFAS ACTION ACT
TOXIC-FREE COSMETICS ACT

CONSUMER PROTECTION REPORTS
PUBLIC OPINION RESEARCH



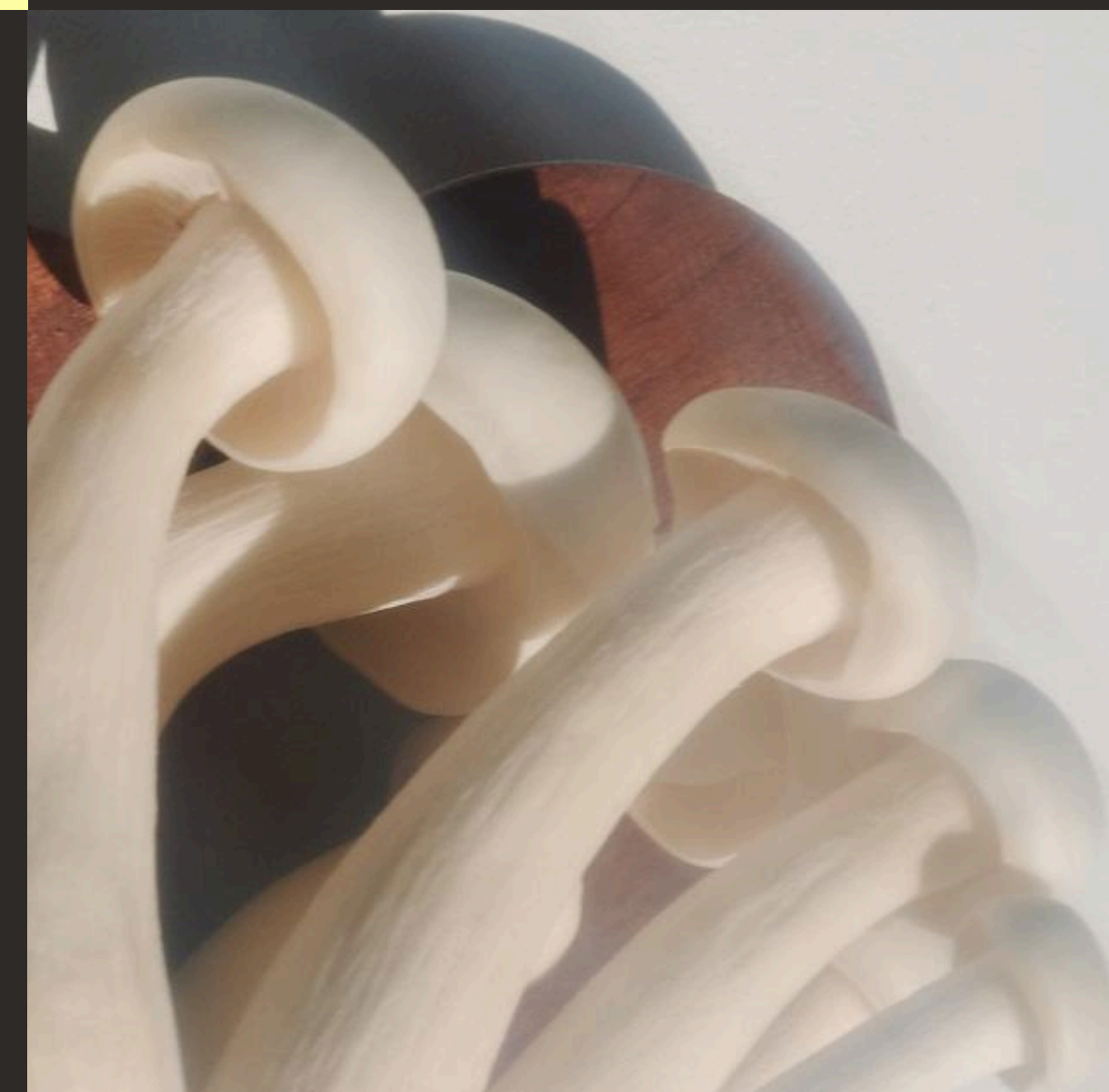
CENTER FOR SCIENCE IN THE PUBLIC INTEREST (CSPI)
ENVIRONMENTAL WORKING GROUP (EWG)
TOXIC-FREE FUTURE
MADE SAFE
FTC
FDA
EPA
CONSUMER PRODUCT SAFETY COMMISSION
HOWGOOD
NIELSEN IQ (NIQ)
B LAB
MINTEL
EUROMONITOR
IPSOS

02

Next-Gen Ingredients: What's In, What's Out

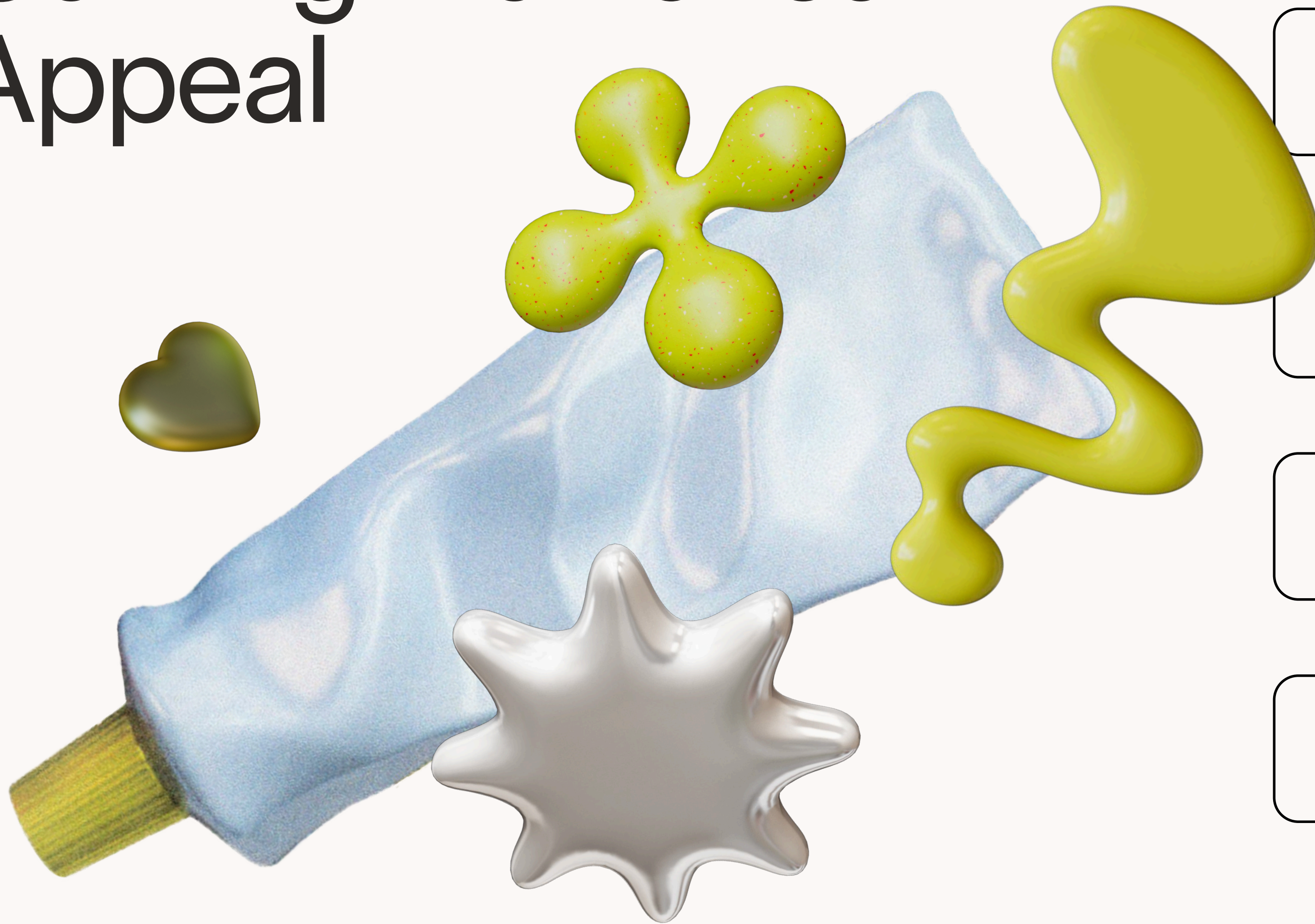
Consumer demand for values-based products is reshaping product formulations. From food and beverages to personal care and supplements, brands are reevaluating their ingredient choices in response to heightened awareness around health, sustainability, and ethics.

To shed light on these shifts, **Yashi Shrestha**, Head of Chemistry and Sustainability at Novi, shares her insights on the top ingredients poised for growth and those being phased out for more natural, clean, and health-conscious alternatives.



Rising Stars:

Ingredients Gaining Mainstream Appeal



1. Biotech: Fermented and Lab-Grown

2. Microbiome: Balanced and Healthy

3. Sustainable, Ethical, and Upcycled

4. Tailored Care: Functional and Personalized

5. Nature's Touch: Botanical and Plant-Power

Ingredient 1:

Biotech: Fermented and Lab-Grown

Biotech ingredients involve laboratory processes that harness biological systems, such as fermentation or cellular agriculture. Examples include **lab-grown collagen**, **cultivated dairy proteins**, and **bio-engineered plant extracts**. Biotech innovations can offer consistent quality, reduce land and water usage, and allow for cruelty-free processes. Furthermore, they often have a reduced environmental footprint compared to traditional agricultural methods, appealing to eco-conscious consumers seeking high-performance ingredients.

Food and Beverage

Many staple crops such as corn, soy, and sugar have been genetically engineered to resist pests and tolerate herbicides. **Impossible Foods** uses an iron-containing hemoglobin protein in soybeans to mimic the taste and texture of meat in its plant-based products. **Perfect Day** uses fermentation to create dairy-identical proteins without animals, offering a sustainable alternative to traditional dairy.

IMPOSSIBLE[®] PERFECT DAY

Supplements

Gamma-aminobutyric acid (GABA), produced via fermentation, is included in supplements to promote relaxation and reduce anxiety.

Personal Care and Beauty

 Novi Insights

Most Popular*

Sodium hyaluronate is a fermentation-derived skin conditioner. It can replace traditional humectants like polyethylene glycol (PEGs) or propylene glycol, which may irritate sensitive skin and have environmental impacts during production. Sodium hyaluronate also serves as a viable replacement for animal-derived hyaluronic acid.

Fastest Growing**

Rice ferment filtrate, which grew 100% between 2023 and 2024, is a skin conditioner and brightening agent. It provides a natural, gentle alternative to synthetic brighteners like hydroquinone, which can cause irritation and long-term skin damage. Hydroquinone has also been linked to cancer and is banned in the EU and some Asian countries.

2024 Newcomer***

Purple Gromwell Root Oil Yeast Ferment is a naturally-occurring, bioactive ingredient noted for its skin-soothing, anti-inflammatory, and restorative properties. It can be used as a gentler alternative to synthetic anti-inflammatories like cortisones that can be irritating to the skin and cause skin thinning with long term steroid use.

Noteworthy

Activated silk peptides, developed by **Evolved by Nature**, are produced using enzymatic hydrolysis to break down silk proteins into smaller peptides. They enhance skin barrier function and hydration in cosmetic formulations. As a natural, biodegradable alternative to synthetic conditioners and preservatives, activated silk proteins are gentle and non-irritating, making them a sustainable option for sensitive skin.

*Most popular means top share of portfolio. Portfolio refers to the catalog of all ingredients used across Novi's entire customer base. The "share of portfolio" refers to the proportion, in percentage terms, that a specific ingredient occupies within this collective inventory. Top share of portfolio means that, for the year 2024, this ingredient held the highest share of the portfolio compared to all other ingredients within its specific category, marking it as the most prevalent choice in that category.

**Fastest growing means this ingredient had the highest growth rate in its share of the total portfolio between 2023 and 2024 for its category.

***2024 newcomer means this ingredient emerged in 2024 and was not present in the 2023 portfolio of ingredients. The one with the highest share of portfolio in its category for 2024 is listed.

Ingredient 2:

Microbiome: Balanced and Healthy

Consumers are increasingly aware that overall well-being is linked to the health of gut and skin microbiomes. As a result, ingredients designed to support a balanced microbiome continue to surge in popularity, with **probiotics**, **prebiotics**, and **postbiotics** leading the charge. For example, Novi partner brand **TULA Skincare**, an **Ulta Conscious Beauty** brand, has probiotic-based formulations that harness live cultures and prebiotic extracts to support a healthy skin microbiome. **Sunday Riley**, another Novi partner and **Ulta Conscious Beauty** brand, uses microbiome-friendly ingredients like **lactic acid** and **aloe barbadensis leaf extract** in its products.

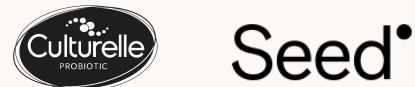
Food and Beverage

Fermented foods and drinks, such as **yogurt**, **kimchi** (**Chi Kitchen**), **kefir**, **kombucha** (**Health-Ade**), and **sauerkraut**, introduce beneficial bacteria to the gut, aiding in digestive health. Even some big brands, like **Coca-Cola**, are now offering prebiotic beverages. **Mamma Chia Prebiotic Squeeze Snack** incorporates **chia seeds** and **Jerusalem artichoke**, which are high in **inulin**, a prebiotic fiber that nourishes beneficial gut bacteria.



Supplements

Culturelle is a well-known brand of **probiotic** supplements, and **Seed DS-01** is a **symbiotic** that provides both probiotics and prebiotic compounds. Both support digestive balance and gut health.



Personal Care and Beauty

n Novi Insights

Most Popular*

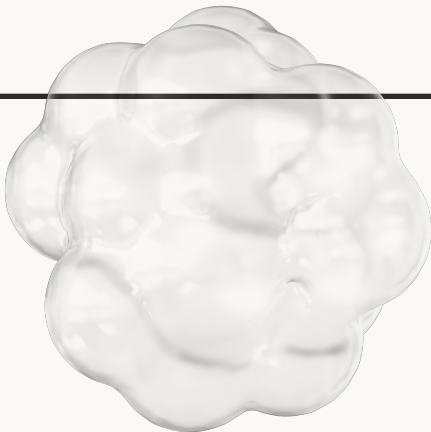
Lactic acid, an alpha-hydroxy acid derived from milk, acts as an exfoliant and skin conditioning agent. By promoting the shedding of old skin cells, it supports a balanced skin microbiome. It serves as a safer alternative to harsh chemicals like sulfates and can replace synthetic exfoliants such as microbeads.

Fastest Growing**

Lactobacillus Ferment Lysate is a probiotic that promotes a balanced microbiome through its moisturizing properties and by strengthening the skin's defenses against environmental aggressors. A natural alternative to synthetic conditioning agents and preservatives, it grew by 86% between 2023 and 2024.

Noteworthy

Gotu Kola extract is gaining attention in the industry as a natural alternative to synthetic skin-renewing chemicals like retinoids. It fosters a healthy microbiome by strengthening the skin's barrier and calming inflammation.



Ingredient 3:

Sustainable, Ethical, and Upcycled

Consumers gravitate toward brands with transparent supply chains that uphold environmental and social responsibility. In response, companies are innovating to reduce ecological impact, source ingredients ethically, and transform byproducts into high-value resources. For example, spent **coffee grounds** are being used in exfoliating scrubs, and discarded **fruit pulp** is finding new life in nourishing skin masks and hair treatments. 43% of consumers consider upcycled products more appealing than other products, and two in three consumers would pay more for products designed to tackle food waste.

Food and Beverage

Solein, by **Solar Foods**, is an innovative, sustainable protein produced from a single-cell microbe that feeds on air, water, and electricity. In terms of ethical sourcing, **Tony's Chocoloney** offers Fair Trade certified chocolate. **Upcycled Foods** supplies a variety of ingredients for the food industry, including **ReGrained Supergrain**, a grain powder produced from brewers' spent grain. **NETZRO** offers similar options for upcycled ingredients.



Supplements

AG1, a supplement powder company, is climate neutral certified and has removed all plastic scoops from its products. Currently 92% of its paper packaging is sourced sustainably, and the company is committed to full ingredient and packaging traceability by 2030. **Seed** ships its probiotics in refillable glass jars and biodegradable packaging. **Terraseed** offers vegan supplements with ethically-sourced ingredients and plastic-free packaging.



Personal Care and Beauty

Novi Insights

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Sustainable: **Squalane**—typically used as an emollient—was historically sourced from shark liver. Today, it is predominantly sourced from plants to meet cruelty-free standards, and companies like **Biossance**, a **Clean + Planet Aware at Sephora** brand powered by Novi, use **squalane** derived from sugarcane. It's used in nearly 5,000 SKUs on the Novi platform.

Upcycled: **Sodium phytate**, a chelating agent, is produced by extracting phytic acid from rice bran or other seed byproducts in food processing and converting it into sodium phytate for cosmetic use. It serves as a more sustainable and renewable alternative to synthetic agents like disodium EDTA, which are less biodegradable and sourced from non-renewable resources.

Fastest growing

Sustainable: **Moringa seed extract**, which grew by 75% between 2023 and 2024, is a moisturizer and natural cleanser that is derived from the fast-growing, minimal-water-requiring Moringa tree. It is a sustainably sourced byproduct of moringa oil production, ensuring every part of the plant is fully utilized. The production often supports agricultural communities where the tree is indigenous. This makes it an ethical, natural choice that promotes local economies without the environmental burden associated with synthetic preservatives, silicones, parabens, and sulfates.

Upcycled: In addition to being one of the most commonly used ingredients across Novi customers, **sodium phytate** is also one of the fastest-growing ingredients at 78% growth from 2023 to 2024.

2024 Newcomers

Sustainable/ethical: **Argania spinosa leaf extract** is an extract from the Moroccan argan tree that delivers antioxidants, soothes skin, and boosts hydration. Its cultivation provides work for local communities, combats desertification, and aids forest conservation. Ideal for replacing synthetic antioxidants, chemical anti-inflammatories, and artificial conditioners, Argan leaf extract offers a natural and sustainable alternative in skincare formulations.

Upcycled: Grape fruit water, a byproduct of the wine industry, is a hydrating, soothing, and antioxidant-rich ingredient, making it a popular choice for toners and mists. Novi brands, **KORRES** an **Ulta Conscious Beauty** brand, and **Caudalie**, a **Clean + Planet Aware at Sephora** brand, use grapefruit water in their products.

Noteworthy

Upcycled Beauty, an **Upcycled Certified** brand offers several several ingredients for the beauty industry made from recycled materials.

Ingredient 4:

Tailored Care: Functional and Personalized

AI and genetic testing advances are driving consumer demand for more personalized and adaptive nutrition, skincare, and wellness solutions. Mintel research found that 62% of US consumers are interested in hyper-personalized beauty and personal care products, and 28% would be willing to pay more for them. In light of this, brands are offering products customized to individual genetic profiles, lifestyle factors, and body chemistry, enhancing efficacy and personal relevance. Chemical innovations, such as **compounds enriched with vitamins and minerals**, along with **bioactive** and **adaptive ingredients**, enable the creation of these specialized products.



Food and Beverage

Sixty percent of consumers are seeking a weight loss solution. To address this concern, **Atkins**, **Exante**, and other brands use **whey protein** in meal replacement products. This ingredient delivers substantial protein while keeping carbohydrates and calories low, helping to promote weight loss. **Vital Proteins** offers a **collagen peptides powder** that supports skin, joint, and overall connective tissue health.



Supplements

Nicotinamide adenine dinucleotide (NAD+), a coenzyme present in all living cells, plays a pivotal role in cellular energy production and metabolism. **Tru Niagen** uses **NAD+** to target aging symptoms. Taking personalization one step further, some companies, like **Persona**, **VitaminLab**, and **HUM Nutrition**, offer custom vitamin packs tailored to individual needs based on a health assessment. **Viome** takes it even further by crafting unique supplements based on biological samples collected from the consumer.

Personal Care and Beauty

 Novi Insights

Most Popular

Niacinamide, a form of Vitamin B3, brightens the skin and reduces inflammation. It's a key ingredient in tailored care products for specific concerns like hyperpigmentation, fine lines, and sensitive or acne-prone skin. Niacinamide is also a gentle alternative to harsh ingredients, such as hydroquinone and exfoliating acids, which are associated with health risks and skin irritation. **Caliray**, a **Sephora Clean + Planet Aware** brand, uses niacinamide in its products.

Fastest Growing

Hydrolyzed lupine protein, a natural peptide extracted from lupine plant seeds, tripled its presence in the Novi portfolio between 2023 and 2024 at a 200% growth rate. Full of essential amino acids and gentle on sensitive skin, it's ideal for targeting aging, dry skin, or damaged hair. Additionally, as a sustainable, plant-based alternative to animal-derived proteins like keratin or collagen, it's a good option for vegan and cruelty-free formulations.

2024 Newcomer

Synthetic human (sh)-Polypeptide-45, known for its regenerative and anti-aging properties, can be engineered to address specific signs of aging or skin issues. As a synthetic alternative, it can replace animal-derived collagen and harsher chemical ingredients like retinoids and acids, which may not be suitable for all skin types.

Ingredient 5:

Nature’s Touch: Harnessing Botanical Power

A renewed appreciation for natural healing traditions, along with sustainability values, is fueling consumer interest in plant-based ingredients. As reported by [NielsenIQ](#), there were 451k online searches for “plant-based” in 2024. Natural ingredients often align with consumer perceptions of safety, purity, and environmental harmony. Innovations in ingredient extraction and processing also make these components more potent, preserving active benefits without harsh chemical processes. Brands like **Herbivore Botanicals**, which meets the **Credo Clean Standard**, exemplify plant-based innovation by incorporating natural ingredients like **Bakuchiol** (an alternative to retinol) in [its products](#).

HERBIVORE

Food and Beverage

Ahiflower is emerging as a plant-based alternative for omega-3 fatty acids that is suitable for various applications. **Blue Pacific** supplies it as an ingredient for functional beverages like shakes, smoothies, plant milks, etc.

Supplements

Berberine phytosome, a natural plant compound traditionally used in Ayurvedic and Chinese medicine, is garnering attention for its potential to regulate blood glucose levels, lower cholesterol, and reduce inflammation. It is extracted from the Indian Barberry shrub and is featured in supplement brands like **Nature Made**, **Solaray**, **Thorne**, and others.

Solaray **THORNE**



Personal Care and Beauty

Novi Insights

Most Popular*

Rosemary leaf extract, rich in antioxidants and anti-inflammatory compounds, is used in skincare to protect against environmental stressors and support a clear complexion. It can replace synthetic preservatives and antioxidants like BHA (butylated hydroxyanisole) and BHT (butylated hydroxytoluene), which are less sustainable and can be irritating.

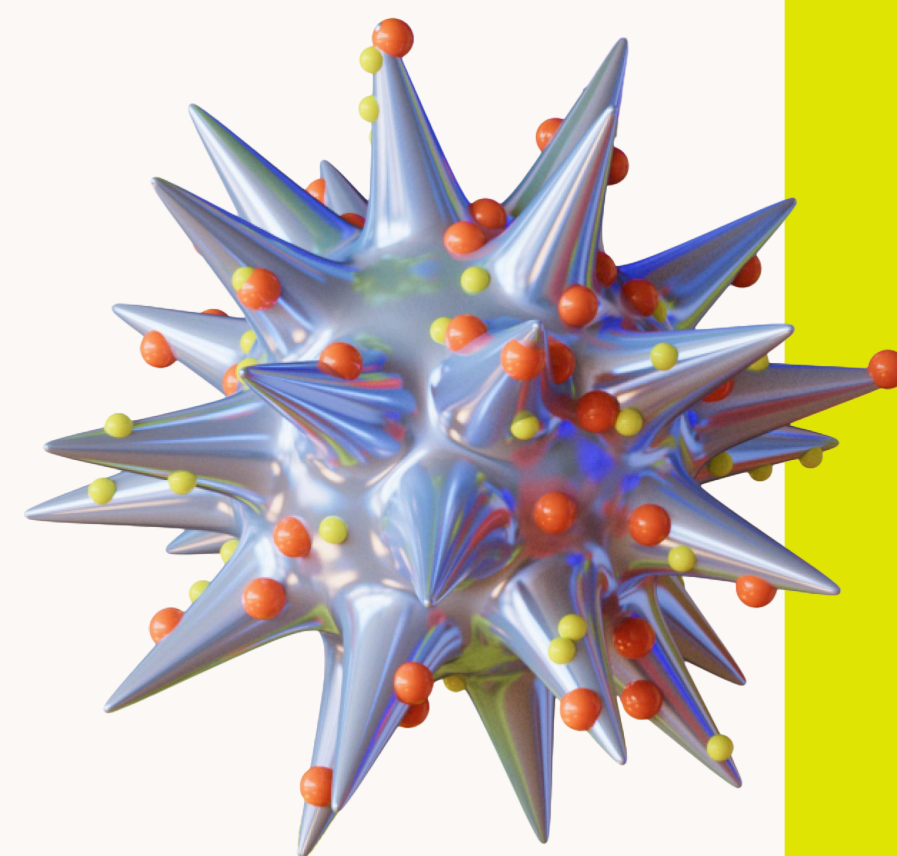
Fastest Growing**

Turkey tail mushroom extract is antioxidant-rich and soothing on the skin. It’s an effective natural alternative to synthetic antioxidants like BHT, which are derived from petrochemicals and can be irritating to sensitive skin. It grew 125% between 2023 and 2024.

2024 Newcomers***

The Indian Sarsaparilla root extract, a staple in Ayurvedic medicine, brightens the skin and soothes inflammation. It can replace chemical brightening agents like hydroquinone, which can cause irritation and have been linked to safety concerns. Another newcomer, Hordeum vulgare leaf juice, is packed with vitamins and minerals that help condition the skin and shield it from environmental damage. This reduces the need for synthetic vitamins and preservatives in skincare formulations.

On the Chopping Block: Ingredients Falling Out of Favor



As regulatory scrutiny and consumer activism grow, certain ingredients will likely be phased out due to health concerns and environmental impact.

The following categories are under increased pressure for reformulation.

Topicals

Concerns over endocrine disruption, skin irritation, and bioaccumulation are prompting regulatory bodies to restrict certain preservatives and synthetic chemicals in personal care and cosmetics.

Harsh Preservatives

Regulators, consumers, and retailers are increasingly targeting **parabens**, **formaldehyde-releasing agents**, and other **harsh preservatives** as no-go ingredients, pushing brands to find gentler alternatives. Parabens are under increasing scrutiny due to their potential links to hormone disruption and breast cancer risk. The EU has already banned certain parabens, and more global restrictions are expected.

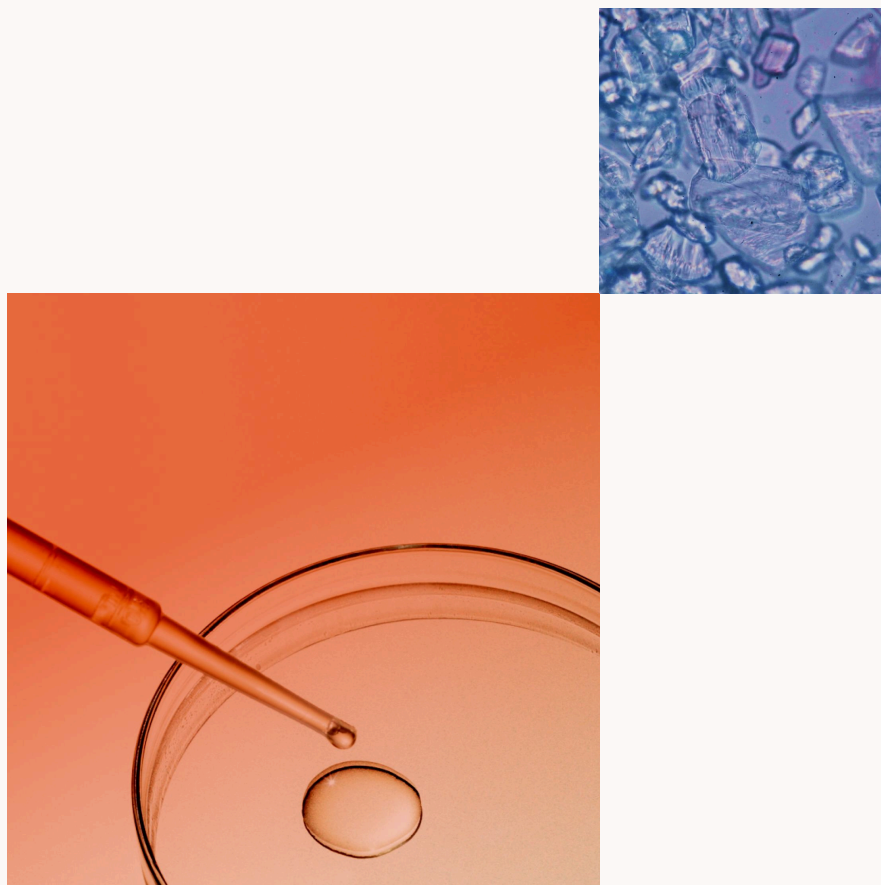
Plasticizers

Once ubiquitous in cosmetics, **phthalates** face stricter regulations due to their potential endocrine-disrupting properties and negative environmental impact.

Forever Chemicals

Forever chemical compounds such as **PFAS (per- and poly-fluoroalkyl substances)** are being phased out due to their persistent environmental impact and potential health risks.

Ingestibles



Heightened awareness of food safety and the long-term effects of synthetic additives is leading to stricter regulations on artificial dyes, sweeteners, and heavy metal contamination in supplements and processed foods.

For example, **titanium dioxide (E171)**, a whitening agent found in candies and supplements, has been banned in the EU due to potential genotoxicity concerns, and similar regulatory actions are expected in other markets.

Artificial Additives

Once common in convenience foods, **high-fructose corn syrup**, **artificial sweeteners**, and **flavor enhancers** are now rejected by consumers seeking cleaner labels. Retailers have also begun to highlight these in their “banned” or “restricted” lists.

Synthetic Dyes

With consumer interest leaning toward plant-based colorants, synthetic dyes like **Red 3** and **40** or **Yellow 5** are facing intense scrutiny. Brands are transitioning to **beetroot**, **turmeric**, or **spirulina-based hues**.

Chemical Contaminants

Heavy metals, **pesticide residues**, and contaminants like **PFAS** (“forever chemicals”) in food and beverages are under tighter scrutiny. Increased testing requirements from regulatory bodies have heightened brand accountability.

Five Ingredients to Drop Now

These ingredients are rapidly losing favor and facing increased regulatory scrutiny due to growing concerns about their impact on human health and the environment. We help brands and retailers phase them out for cleaner, safer formulations that align with emerging regulations and the latest science on human, animal, and planetary health.

Note: Novi evaluates thousands of products per year and evaluates then determines which ones meet certification standards.

1. Polyethylene Terephthalate (PET) and glitter made from PET (35% decline)*

Glitter made from PET is a type of microplastic typically derived from thin sheets of polyethylene terephthalate cut into small, reflective particles. It is used in cosmetic products like eyeshadow, lip gloss, and nail polish to add sparkle. Because microplastics are tiny and not biodegradable, they are easily washed down drains, contributing to waterway pollution and long-term impacts on the environment and human health. Several jurisdictions, including the EU, the UK, the US, and some US states, have enacted or are planning to enact bans on microplastics, so brands should consider reformulating now to stay ahead. Safer alternatives can add sparkle without introducing persistent plastics into ecosystems. Examples include biodegradable glitters from plant cellulose like eucalyptus and mineral-based powders like mica.

PET itself is widely used in plastic bottles, food containers, and some cosmetic packaging due to its transparency and durability. Over time, PET plastic can break down into microplastics, posing risks similar to PET glitter. Also, while PET is considered to be recyclable and safe under normal conditions, contamination and improper disposal can lead to significant plastic pollution. Moreover, certain additives in PET-based products can leach into food or drinks when exposed to high temperatures or acidic conditions. Safer alternatives include glass, aluminum, or plant-based plastics (PLA).

2. Bisphenol A (BPA)

BPA is a synthetic compound that is commonly used in plastics and resins. Due to its durability and resistance to corrosion, it is widely used in packaging for food, beverages, supplements, cosmetics, and other products. This includes the inner lining of metal cans, plastic containers and bottles, cartons, plastic cutlery, softgel capsules, foil seals, aerosol cans, makeup palettes, etc. Numerous studies have suggested that BPA exposure may be linked to developmental, reproductive, and metabolic health risks. In response, some regions, including the EU, Canada, the US, and several US states, have banned or restricted BPA in certain products like baby bottles and food contact materials. Safer options include BPA-free plastics, glass, compostable containers, recyclable aluminum, and plant-based resins, which offer similar durability without the potential health risks.

*This ingredient declined by % in its share of the total Novi portfolio between 2023 and 2024.

Novi's Take

Five Ingredients to Drop Now

3. Silicones D5 and D6 (26% and 23% decline)*

D5 (Cyclopentasiloxane) and **D6 (Cyclohexasiloxane)** are volatile, low-viscosity silicone fluids commonly used in cosmetics for their smooth, non-greasy, silky finish. They help cosmetics spread easily and are found in leave-on skin care products, hair conditioners, makeup, and deodorants. While not acutely toxic at low concentrations, the long-term buildup in sediments can harm aquatic life and pose long-term environmental and health hazards. As a result, the EU has flagged them as substances of very high concern and restricted them in rinse-off cosmetics in concentrations over 0.1%. Natural oils or biodegradable esters can offer similar lightweight conditioning and emollient properties without persistent chemical buildup. Examples include squalane or jojoba-based formulations.

4. PFAS (Per- and Polyfluoroalkyl Substances)

PFAS are a large group of synthetic chemicals known for their oil-, water-, and stain-repellent properties. They can be found in non-stick cookware, fast-food packaging, and long-lasting or waterproof cosmetics. There are several concerns with PFAS. They are known as “forever chemicals” due to their extreme persistence in the environment and resistance to degradation. Because of this, PFAS can bioaccumulate in wildlife and the human body, causing hormonal disruptions, immunotoxicity, elevated cholesterol, and potential cancer risk. Consequently, PFAS have been banned or restricted in multiple jurisdictions, including the EU, France, Australia, the US, and several US states. Cleaner, more sustainable options include rice bran or candelilla wax for waterproofing, bamboo silica or squalane for smoothing, and castor or broccoli seed oil for shine.

5. Styrene and Styrene Oxide (25% and 7% decline)*

Styrene is a volatile organic compound (VOC) used in the production of plastics, resins, and rubber. **Styrene Oxide** is a reactive metabolite formed during styrene processing or in the body after styrene exposure. It is primarily found in polystyrene plastics (e.g., Styrofoam packaging, disposable cups) and cosmetic copolymers for film-forming, thickening, and texture enhancement. Examples include **Ammonium Styrene/Acrylates Copolymer** (-25%), used as a film-forming agent in waterproof cosmetics, and **Butylene/Ethylene/Styrene Copolymer** (-7%), used for texture enhancement. Styrene has been classified as probably carcinogenic to humans and has other harmful impacts, while styrene oxide is considered more hazardous and a known animal carcinogen. There are no outright bans on styrene to date, but several jurisdictions are currently assessing this chemical. A safer bet would be to transition to alternatives, such as bioplastic materials, plant-based polymers, or recycled paper and cardboard.



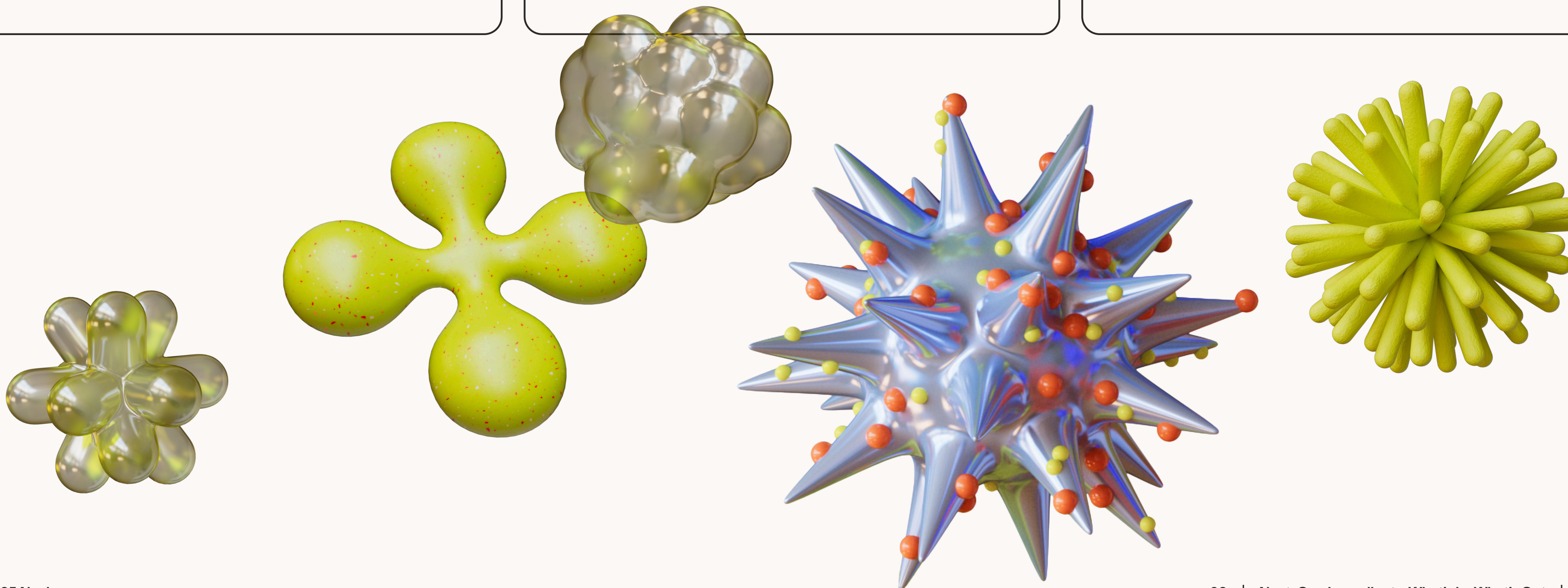
*This ingredient declined by % in its share of the total Novi portfolio between 2023 and 2024.

Key Takeaways

1. Many conventional cosmetic or packaging ingredients persist in the environment, accumulate in human and animal tissues, or pose potential health risks.

2. Ongoing regulatory actions reflect growing awareness of these concerns (e.g. restrictions on microplastics, PFAS limits, silicone usage constraints).

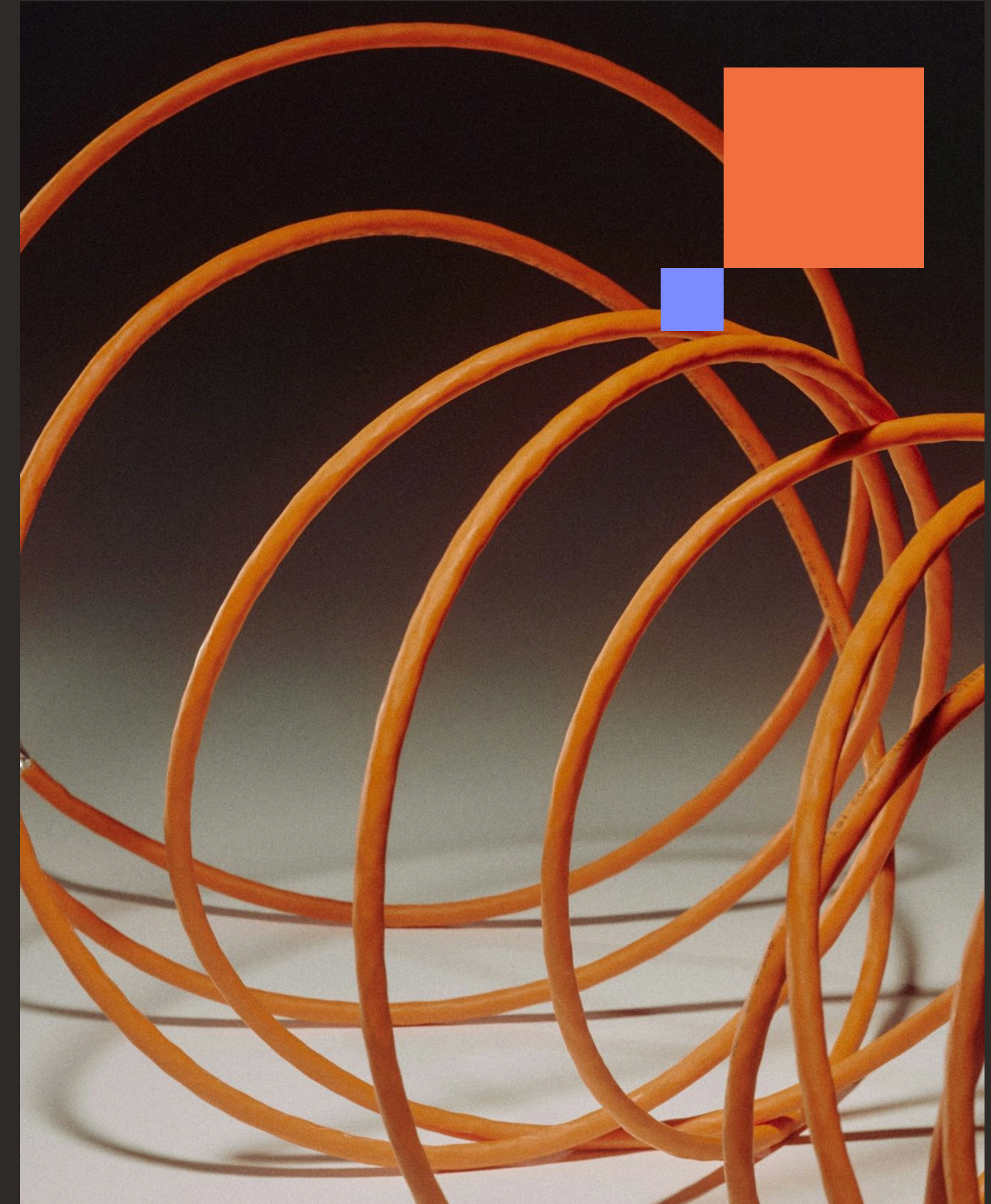
3. Transitioning to safer alternatives often involves biodegradable or less toxic raw materials, improved waste management, and a commitment to cleaner production methods.



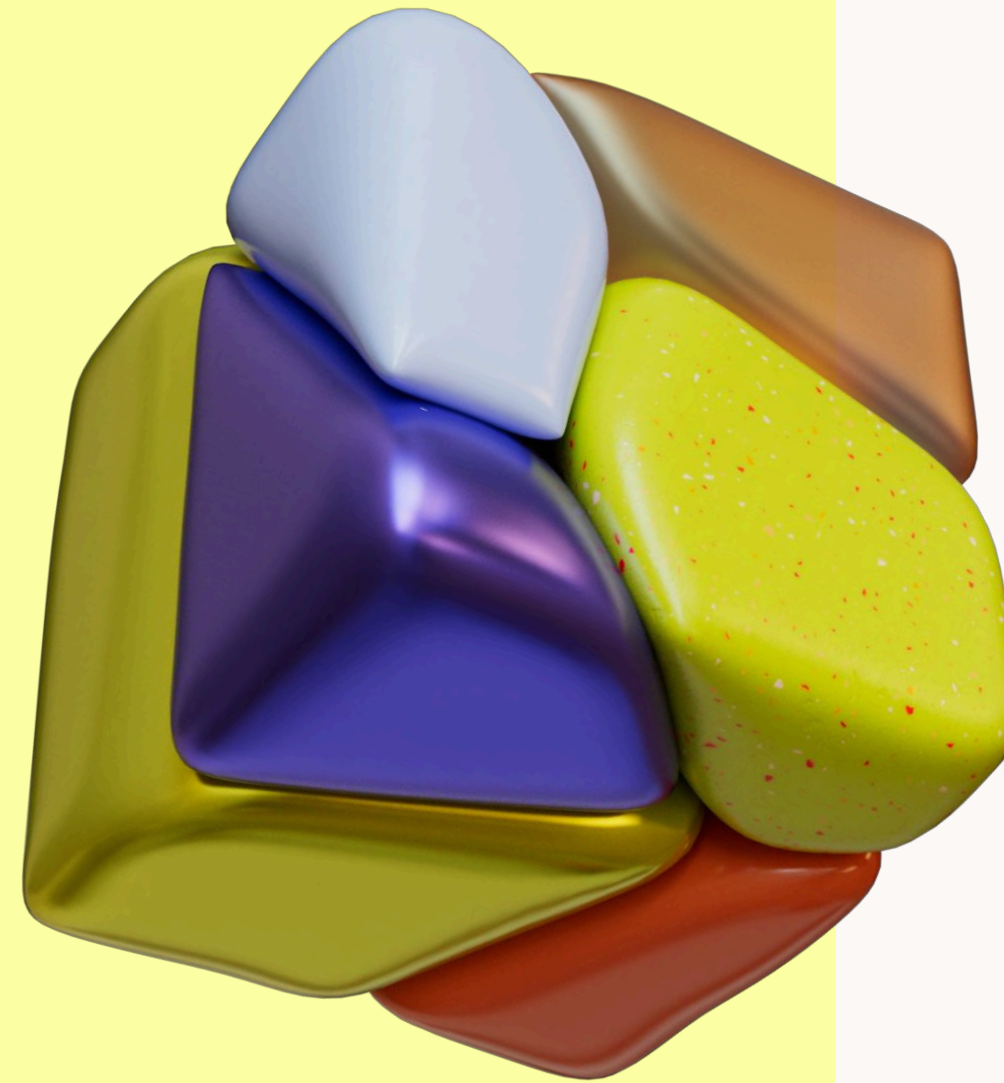
03

Rethinking the Supply Chain

Ingredients and formulations are only part of the story. The journey from raw material to finished product involves complex global logistics, often spanning multiple countries and regulatory environments. Innovations in supply chain management can mean the difference between a brand that genuinely upholds values-based standards and one that merely pays lip service.



Sustainability Across the Product Lifecycle



Revamping your supply chain is key to a sustainable product lifecycle.

Responsible sourcing secures raw materials without harming the environment or exploiting labor. Local and regenerative agriculture not only lowers ecological impact but also revitalizes soil and strengthens communities. Partnering with minority-owned, women-owned, and indigenous-owned businesses advances fair trade and DEI goals. Using energy-efficient production and circular economy models helps cut emissions and waste while repurposing byproducts. Optimizing distribution—with strategic routing and electric fleets—further reduces emissions. Finally, designing for biodegradability and launching take-back programs ensure products are responsibly recycled or reused at the end of their lifecycle.

Case Study:

L'Oréal, a **Cradle to Cradle** certified brand, integrates sustainability throughout its product lifecycle. Ninety-three percent of its biobased ingredients come from sustainable sources and are traceable. In 2023, the company achieved 91% renewable energy usage across its operated sites and decreased CO₂ emissions by 74% from 2019. As a result, the company earned an A score in all three CDP rankings—climate action, sustainable water management, and forest preservation—for the eighth year in a row.

L'ORÉAL



Social Responsibility and Transparency



Ethical practices are also essential for aligning with evolving consumer values.

Regular third-party audits and certifications guarantee fair wages and safe working conditions, while investments in worker well-being foster stronger communities. To meet growing consumer appetite for accountability, traceability tools like AI and blockchain provide transparent records of each product’s journey. Labels are also evolving to showcase carbon footprints, social impact metrics, and detailed insights via QR codes.

Case Study:

In 2023, **Oatly** introduced climate footprint labeling on its products in North America, providing consumers with clear information about the environmental impact of their purchases. The company partners with **CarbonCloud**, a carbon accounting platform, to calculate and verify the carbon footprints of its products, ensuring accurate and trustworthy data.



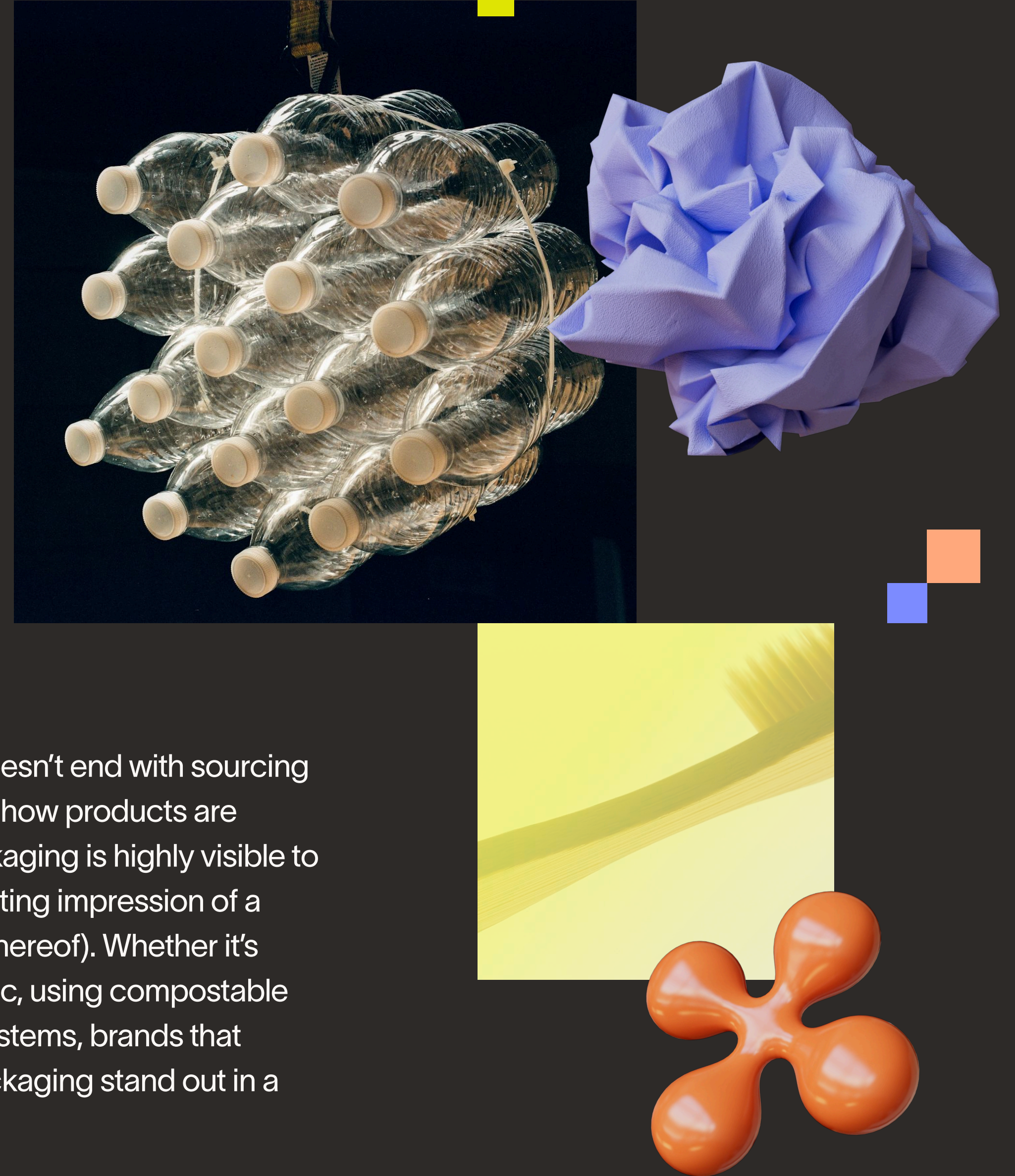
These innovations demonstrate how brands are reshaping supply chains to align with sustainability, ethical sourcing, and transparency—

key factors that consumers demand today. As expectations for responsible business practices continue to rise, companies that integrate these values throughout their operations will earn trust, loyalty, and a competitive edge.

04

Unwrapping the Future of Sustainable Packaging

A responsible supply chain doesn't end with sourcing and production—it extends to how products are packaged and delivered. Packaging is highly visible to consumers, often leaving a lasting impression of a brand's sustainability (or lack thereof). Whether it's eliminating unnecessary plastic, using compostable materials, or designing refill systems, brands that innovate with eco-friendly packaging stand out in a crowded marketplace.



Packaging-Free and Minimal Waste

One of the most effective ways to reduce packaging waste is to eliminate it altogether or drastically minimize it.

Solid bars for shampoos, conditioners, and lotions eliminate the need for plastic bottles and often extend product longevity. Some retailers may also dedicate sections of the store to “naked” products, appealing to zero-waste shoppers.

Case Study:

Superzero, a Clean + Planet Aware at Sephora brand, uses minimal, plastic-free packaging for its shampoo bar, reducing its overall environmental footprint.



Recycled and Reusable



Shifting to recycled materials and refillable formats lowers dependence on virgin resources and extends packaging lifecycles.

Examples of materials designed for easy recycling are **PET (Polyethylene Terephthalate)** plastic and paper-based packaging. Reusable containers can be refilled multiple times, drastically cutting single-use waste to landfills.

Case Study:

Josie Maran, another **Clean + Planet Aware at Sephora** brand, features a refillable design for its body butter product.



Case Study:

Wild Nutrition, a **B Corporation**, sells most of its supplements in refillable, recyclable formats.

WILD NUTRITION®

Case Study:

Ulta Beauty has partnered with **Pact** to provide in-store collection bins for customers to recycle "hard-to-recycle" beauty packaging.



Biodegradable and Plastic-Free



Materials that naturally break down help reduce long-term pollution.

Compostable substances derived from **cellulose**, **bioplastic**, **cornstarch**, **algae**, or **mycelium** (mushroom roots) are emerging as effective replacements for traditional plastic bottles and containers. These eco-friendly materials not only decompose naturally but also require less energy to produce than conventional plastics. They represent a promising future for packaging that aligns with the principles of a circular economy.

Case Study:

Alter Eco's shift to 100% compostable packaging for its chocolate bars and truffles prevented over 18 million wrappers from ending up in landfills in 2023, according to sales data.

alter eco®

Case Study:

Ere Perez, an **Ulta Conscious Beauty** brand, uses 100% plastic-free packaging for one of its lip crayons, which is also biodegradable.



These packaging strategies prove that less really is more—less waste, less plastic, and less environmental impact.

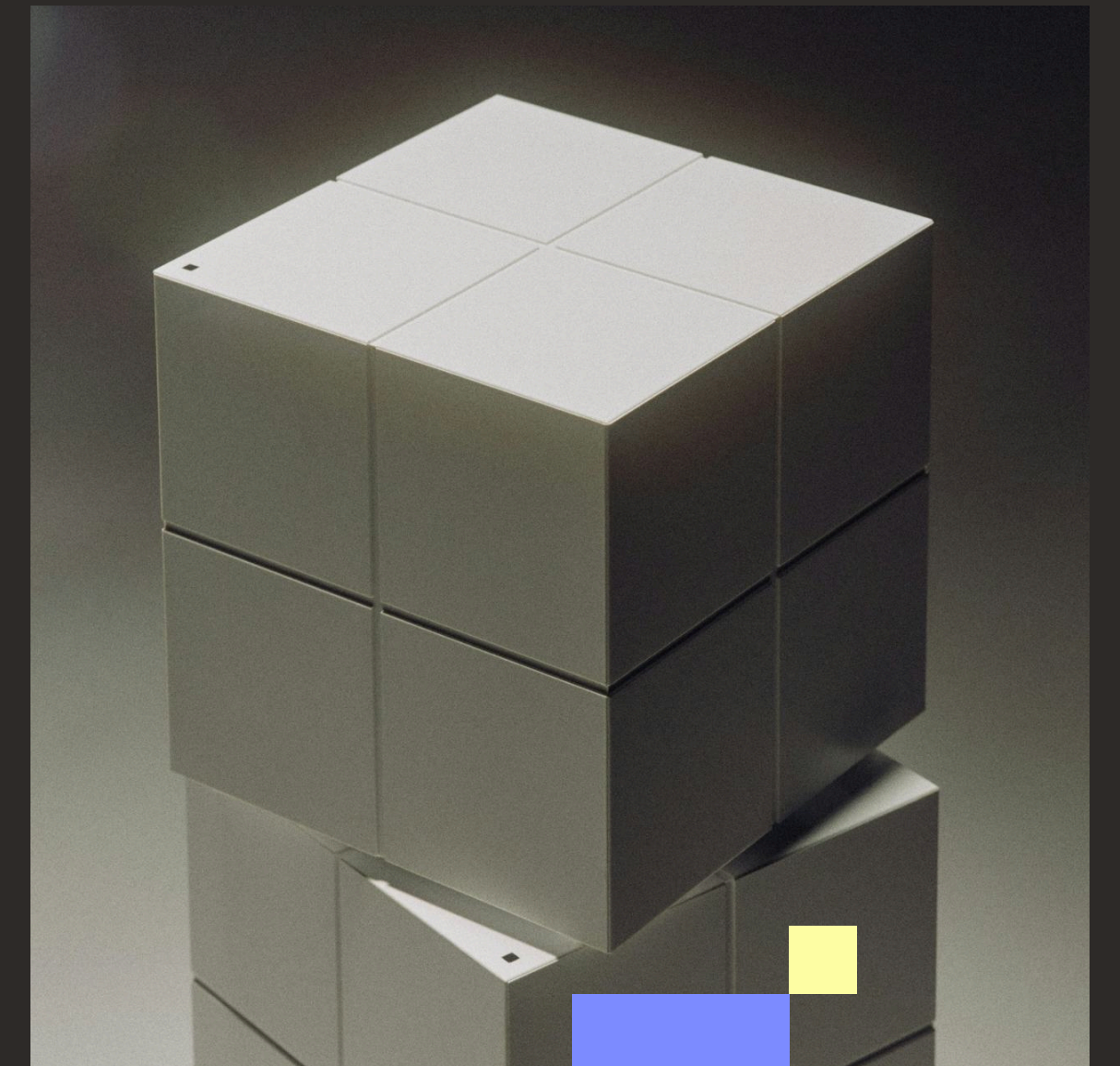
As consumers become more vocal about their priorities, brands that rethink packaging with compostable, refillable, and recycled materials aren't just reducing waste—they're shaping the future of a more sustainable industry.

05

The Trust Factor: The Certifications That Matter



For 73% of values-driven shoppers, product certifications aren't just labels—they're proof that a brand walks the talk. These third-party and retailer seals of approval help build trust, making it easier for consumers to choose products that align with their values. In fact, 85% of US shoppers trust independent, third-party certifications when it comes to food, supplements, personal care, and cleaning products. This highlights the critical role these verifications play in purchasing decisions.

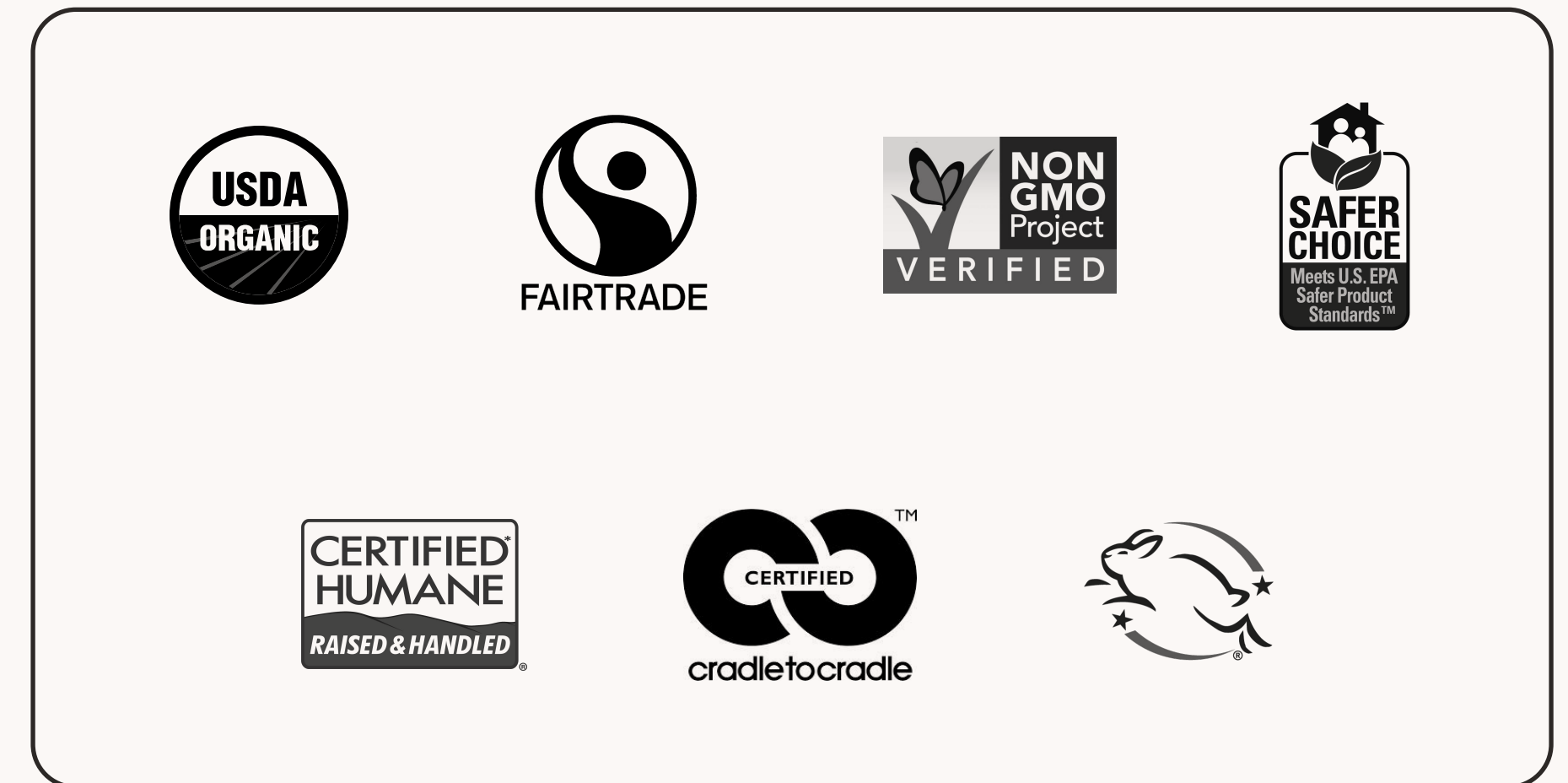


In this section, we'll break down the key certifications that signal safety, ethical sourcing, and sustainability, along with retailer programs that push brands to do better.

Third-Party Certifications

Choosing the right certification depends on your region, the product category, and the values you prioritize.

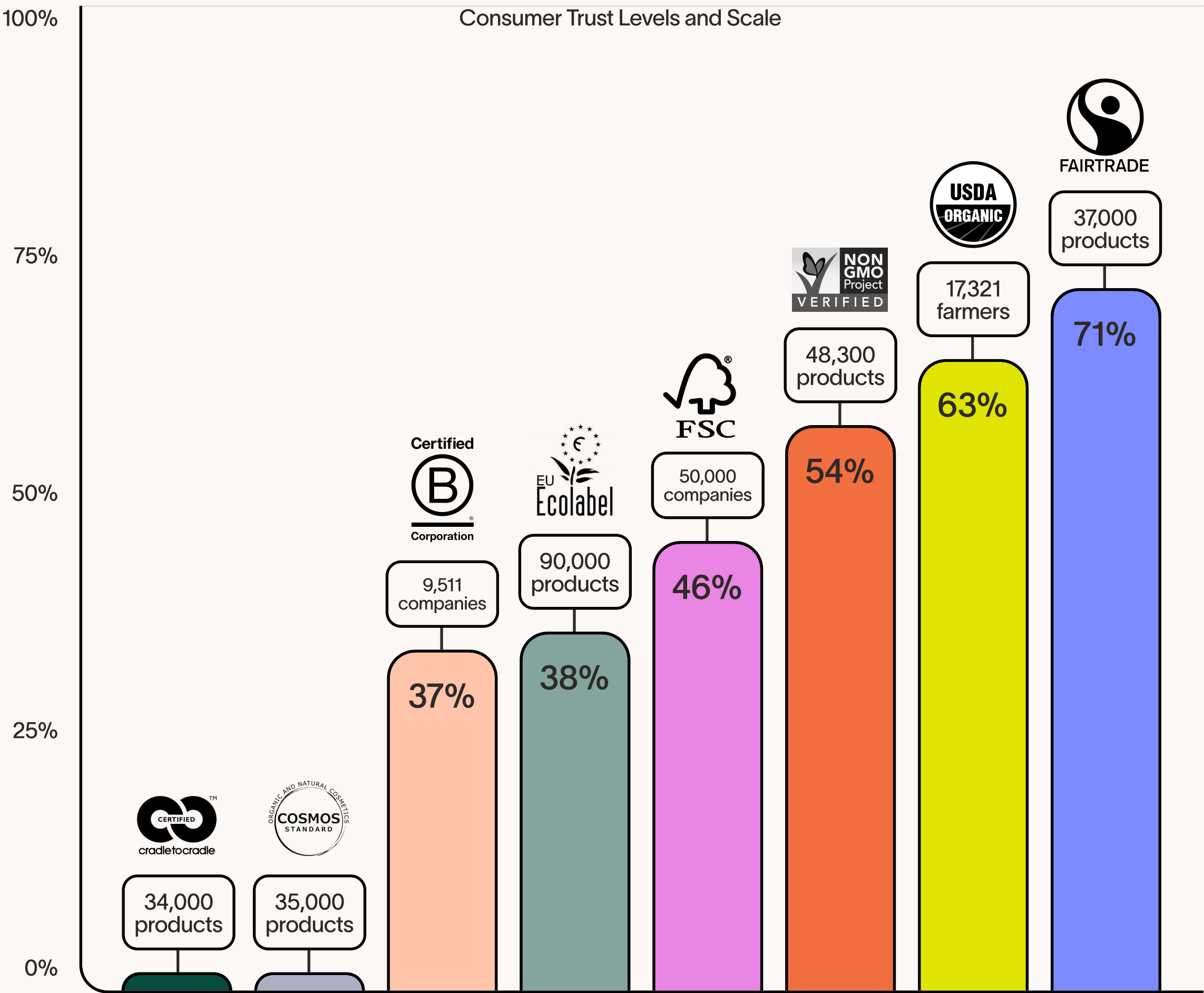
For instance, in the US, **USDA Organic**, **Non-GMO Project**, and **Fairtrade** tend to be most relevant for food and beverages, while **EPA Safer Choice** applies to cleaning products. If animal welfare is your main concern, you might look instead for labels such as **Certified Humane**, or **Leaping Bunny**.



Certifications

| | |
|--|--------|
| <div>Fairtrade</div> <div>Ensures fair wages, safe working conditions, and environmental stewardship; supports sustainable livelihoods globally.</div> | Global |
| <div>USDA Organic</div> <div>Enforces strict standards for organic agriculture, prohibiting most synthetic pesticides and fertilizers.</div> | US |
| <div>Non-GMO Project</div> <div>Verifies that foods and products are free from genetically modified organisms, emphasizing transparent sourcing.</div> | Global |
| <div>FSC (Forest Stewardship Council)</div> <div>Ensures that wood, paper, and forest products come from responsibly managed forests, preserving biodiversity.</div> | Global |
| <div>EU Ecolabel</div> <div>Recognized across the EU for products that meet high environmental standards throughout their lifecycle.</div> | EU |
| <div>B-Corp</div> <div>Certifies businesses that balance profit and purpose through high social and environmental performance standards, accountability, and transparency.</div> | Global |
| <div>COSMOS</div> <div>Focuses on natural and organic cosmetics, ensuring stringent criteria on sourcing, manufacturing, and labeling.</div> | Global |
| <div>Cradle to Cradle</div> <div>Assesses the sustainability of products across material health, product circularity, environmental stewardship, and social fairness.</div> | Global |

The table below highlights some of the most prominent certifications for food/ beverage, supplement, and personal care/beauty products—based on their consumer trust levels and scale.



SOURCES: Fair Trade (1, 2); The Organic & Non-GMO Report; USDA; The Non-GMO Project; FSC (1, 2); European Union (1, 2); B Corp (1, 2); COSMOS; Cradle to Cradle

Retailer Programs

Retailers have begun rolling out their own sustainability and transparency initiatives, creating in-store and online experiences that help consumers easily identify products meeting specific environmental and ethical standards. According to recent data from Novi, two Novi partner retail programs stand out:

Ulta Conscious Beauty

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The highest number of eligible brands have activated under the **Ulta Conscious Beauty** framework. Products that meet **Ulta's** criteria around clean ingredients, cruelty-free status, sustainable packaging, and social responsibility are featured with this trust mark. The broad appeal of **Ulta's** customer base—combined with strong marketing and in-store promotion—has made this program a clear leader in brand participation.



Target Zero

Novi Insights 

Fastest Growing

One of **Target's** sustainability programs, "**Target Zero**," has shown rapid growth in brand adoption thanks to its emphasis on waste reduction and responsible packaging. By curating a selection of products that minimize single-use plastics or excess materials, **Target Zero** is quickly expanding its footprint in stores and online, reflecting consumers' surging demand for greener everyday products.



For brands, aligning with these certifications and retail programs can be a strategic way to stand out on the shelf and capture the attention of conscious consumers.

For shoppers, seeing these trust marks helps cut through the marketing noise, offering a reliable shortcut to products that uphold their values.

How Brands Can Build Lasting Trust

To thrive in a changing market, here are a few high-impact strategies that brands can focus on to build trust with conscious consumers:

1. Audit and Evolve Ingredients

Conduct a thorough supplier and ingredient audit to phase out red-flag inputs and adopt better alternatives that are safer for both human health and the environment.

2. Integrate Circular Design and Packaging

Champion a circular economy and reduce waste by choosing refillable, compostable, or zero-waste formats—planning for end-of-life from the start.

4. Certify and Validate

Identify certifications that resonate with your audience and obtain trusted third-party or retailer seals to verify your health-conscious, ethical, and sustainable practices.

5. Champion DEI and Consumer Engagement

Prioritize diverse suppliers, highlight inclusive labor practices, and reward loyal customers for health-forward and eco-conscious actions.

3. Embrace Radical Transparency

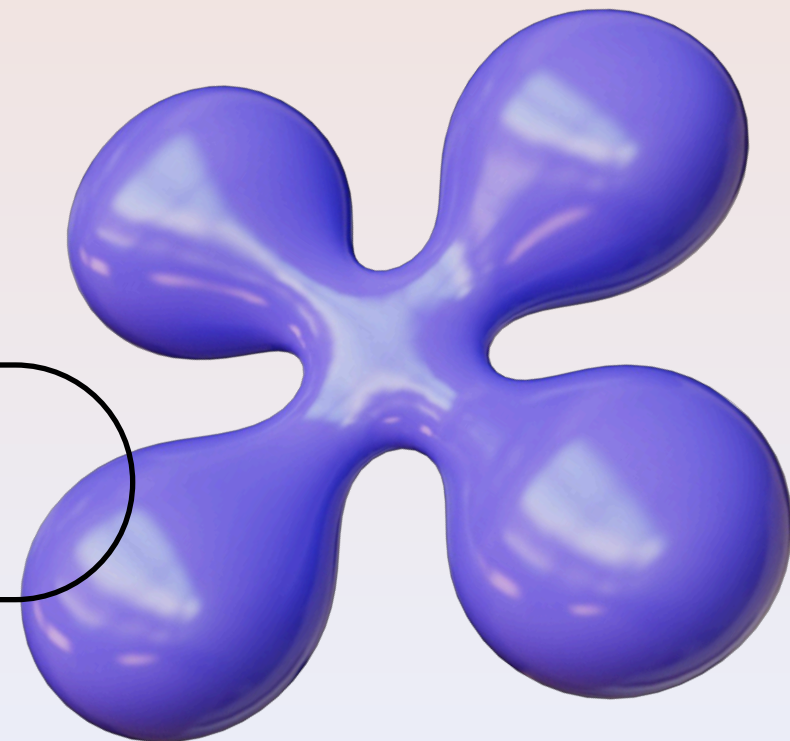
Leverage blockchain for supply chain visibility, update labeling with scientifically backed claims, and share authentic behind-the-scenes stories.



Novi enables you to thrive in this values-driven landscape. Our platform thoroughly vets ingredients, streamlines certification processes, and simplifies compliance across regulatory, third-party, and retailer standards. By bridging the gap between brand objectives and certification demands, we help you deliver authentic, future-proof products that resonate with consumer values.

With Novi as your partner, you can confidently embrace innovation, transparency, and circular economy principles—setting your brand apart in an evolving market.

[Book A Demo](#)



About Novi

Novi is a software platform that helps CPG brands build trust, earn loyalty, and drive sales by streamlining NGO and governmental certifications, and independently verifying data on raw ingredients, product formulations, business practices, and marketing claims.

We also partner with leading retailers, including Target, Sephora, Ulta, Amazon, and Macy's, to create merchandising programs that feature brands with elevated standards for human health and sustainability. These programs attract a growing demographic of conscious consumers to stores and online sites and drive retailer brand preference. Novi started by analyzing personal care and beauty products, but is now serving an expanding list of categories including household essentials, packaged food and beverage, baby, pet care, and vitamins and supplements.

We're a female-founded company helmed by a diverse team of data scientists, chemists, technologists, and CPG strategists. We're also parents, veterans, marathoners, DIY-ers, pilots, salsa dancers, Rubik's cube champions, and health and sustainability obsessives. We draw on experience from companies like BCG, Target, Beautycounter, UL, NielsenIQ, Amazon, Eventbrite, WeWork, Upwork, and NASA.

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Seventh
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SEPHORA



Kiehl's
SINCE 1851

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Yashi Shrestha is a co-founder and the Head of Chemistry and Sustainability at Novi, where she advises leading retailers and brands on advancing ingredient transparency and shaping clean product standards. With deep expertise in clean and sustainable product development, she collaborates with major retailers like Sephora, Ulta Beauty, and Target to help brands secure sustainability certifications and create cleaner, more responsible products while ensuring compliance with evolving industry regulations.

Recognized for her impact, Yashi has been honored as a thought leader in the field, including being named to Inc. Magazine’s Female Founders 500 List and GreenBiz’s 30 Under 30 list. She holds a BS in Chemistry and Environmental Science from Randolph College and an MBA from the University of Southern California.

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