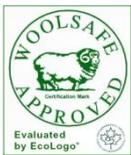


# World leaders in natural cleaning

## The 7 Deadly sins of Green washing



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# Green Washing – ISSA's 7 Deadly sins



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To help you to be more green – stay clear of the 7 Sins of Green washing:

1. **The sin of Fibbing** – bending the truth about product – no Internationally recognised Organisation / Association
2. **The sin of no proof** – no test results; certification; evidence
3. **The sin of Hidden Trade off** – focusing on one point
4. **The sin of Irrelevance** - stating factual evidence that is no longer relevant – does not contain PCB's
5. **The sin of Worshipping False Labels** – “green spot”
6. **The sin of Lesser of two evils** – e.g. Green cigarettes – will still kill you!
7. **The sin of Vagueness** – broad or deceptive – e.g. “Approved by Mother Earth” approved by “Eco Friendly Association”

*ISSA - World Wide Cleaning Industry Association*