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CHECKLIST

Greenwashing checklist: questions to ask in the aisle

- [ ] Read the full materials list and compare it to the claim on the front
- [ ] Search for any certification logo online to verify it is real
- [ ] Ask what specifically changed from the previous version
- [ ] Look for measurable claims with figures you can verify
- [ ] Note whether the brand publishes environmental reports or third-party audits
- [ ] Compare alternatives in the same category to see if the feature is common
- [ ] Consider where the product goes at the end of its life