



How to Read the Label

Lots of products tout their “**green-ness**” these days. We see all sorts of little monikers which contain the “R” word – **recycle**. How can you tell what it all means? Here are the most commonly used “**green**” terms you’ll find on product labels.

Recycled Content: Products that indicate recycled content are made from materials that would otherwise have been discarded as waste. These products are made either completely or partially of recycled materials. The label should also indicate the percentage of recycled content contained in the product. Obviously, the higher the percentage, the **greener** the product.

Post-consumer Content: Product labels that indicate post-consumer content are made from materials that have served their intended use and have been processed for **reuse** in a different product. The term post-consumer also indicates that the materials being reused do not come from waste accumulated during a manufacturing process, but from finished products that have been sold and used by consumers. Again, the label should also indicate the percentage of post-consumer content contained in the product.

Recyclable: Product labels that indicate the product is made from materials that are **recyclable**. This does not mean that any recycled or post-consumer materials are contained in the product. It simply means that if the product is recycled by the consumer after use, the materials can be recycled.

By keeping this information in mind when you shop, you can make more informed decisions about your purchases.

