

the no-no list pocket guide

There's clean, and there's Norwex clean

This No-No List Pocket Guide details a few of the well-known “nasties” that we will never use in our products. For more information about these ingredients, please visit norwex.biz.

Personal care: 1,4-Dioxane • Acrylates • Benzophenones • BHA • BHT
Coal tar and derivatives • EDTA • Ethanolamines and their compounds
(MEA/DEA/TEA) • Formaldehyde and formaldehyde releasers • Heavy metals (lead,
mercury, antimony, arsenic, cadmium, chromium VI) • Hydroquinone • Parabens (all)
Phthalates (all) • Sulfates (SLS and SLES) • Triclocarban • Triclosan

Household: 1,4-Dioxane • Ammonia • Chlorine • Ethylene oxide • Formaldehyde
metals • Mineral oil • Optical brighteners • Phosphates • Parabens (all)
Phthalates (all) • SLS • Volatile synthetic solvents • Triclosan

Radically reducing chemicals is our Mission and our passion.



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