

# STANDARD 100 Messaging

## Approved Statements - B2C directed

These statements are ready to use for end-consumer focused product and marketing materials.

### Focus: Safety

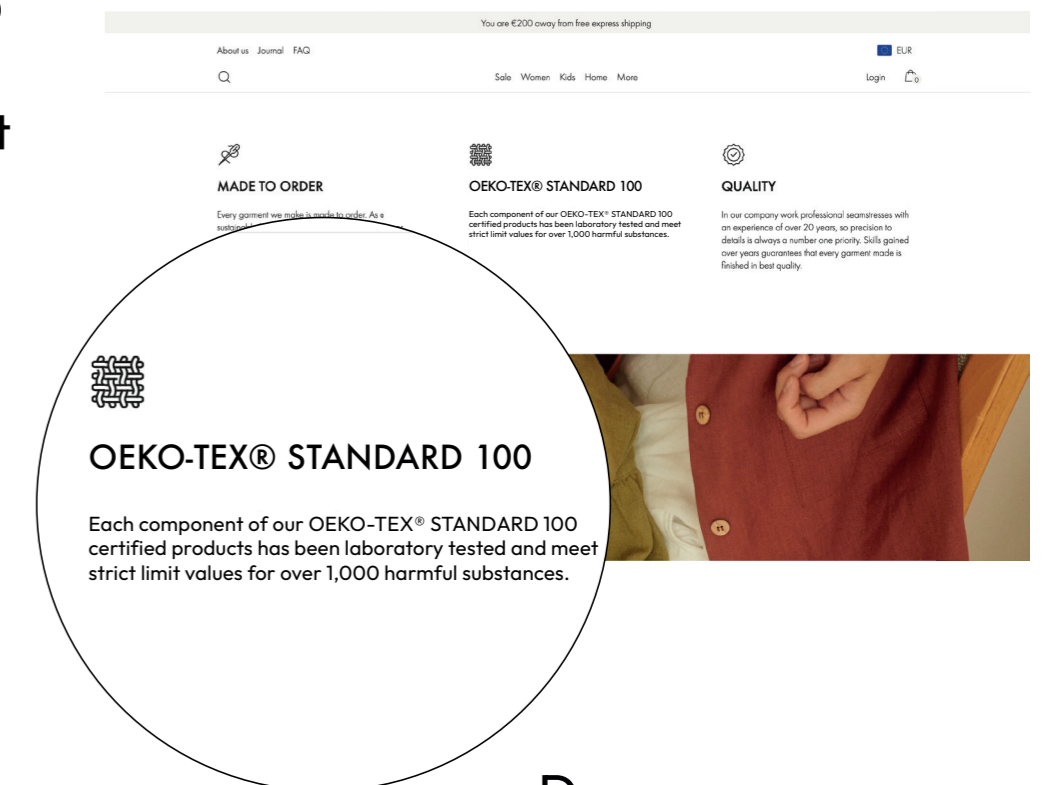
- 1 OEKO-TEX® STANDARD 100 sets the standard for textile safety, from yarn to finished product. Every product carrying the label has passed laboratory tests for harmful substances.
- 2 OEKO-TEX® STANDARD 100 keeps you and your family safe by testing [each component of] a certified product against a list of over 1,000 harmful substances.
- 3 Each component of [an/this] OEKO-TEX® STANDARD 100 certified item has been tested for substances that could harm your health.
- 4 Each component of [an/this] OEKO-TEX® STANDARD 100 certified product has been tested against a list of over 1,000 harmful substances.

### Focus: Trust

- 1 You can trust OEKO-TEX® STANDARD 100 certified products because they have been laboratory tested with strict scientific standards to protect your health.
- 2 OEKO-TEX® STANDARD 100 [certificate/label] validity can be verified using the [oeko-tex.com](https://www.oeko-tex.com) Label Check.

Where to use:

- ✓ Online Shop Product Description
- ✓ Corporate Sustainability Communication
- ✓ POS Communication
- ✓ ...



Do:

- ✓ choose the appropriate details in the texts for your promotion.