

CLIMATE PLEDGE FRIENDLY

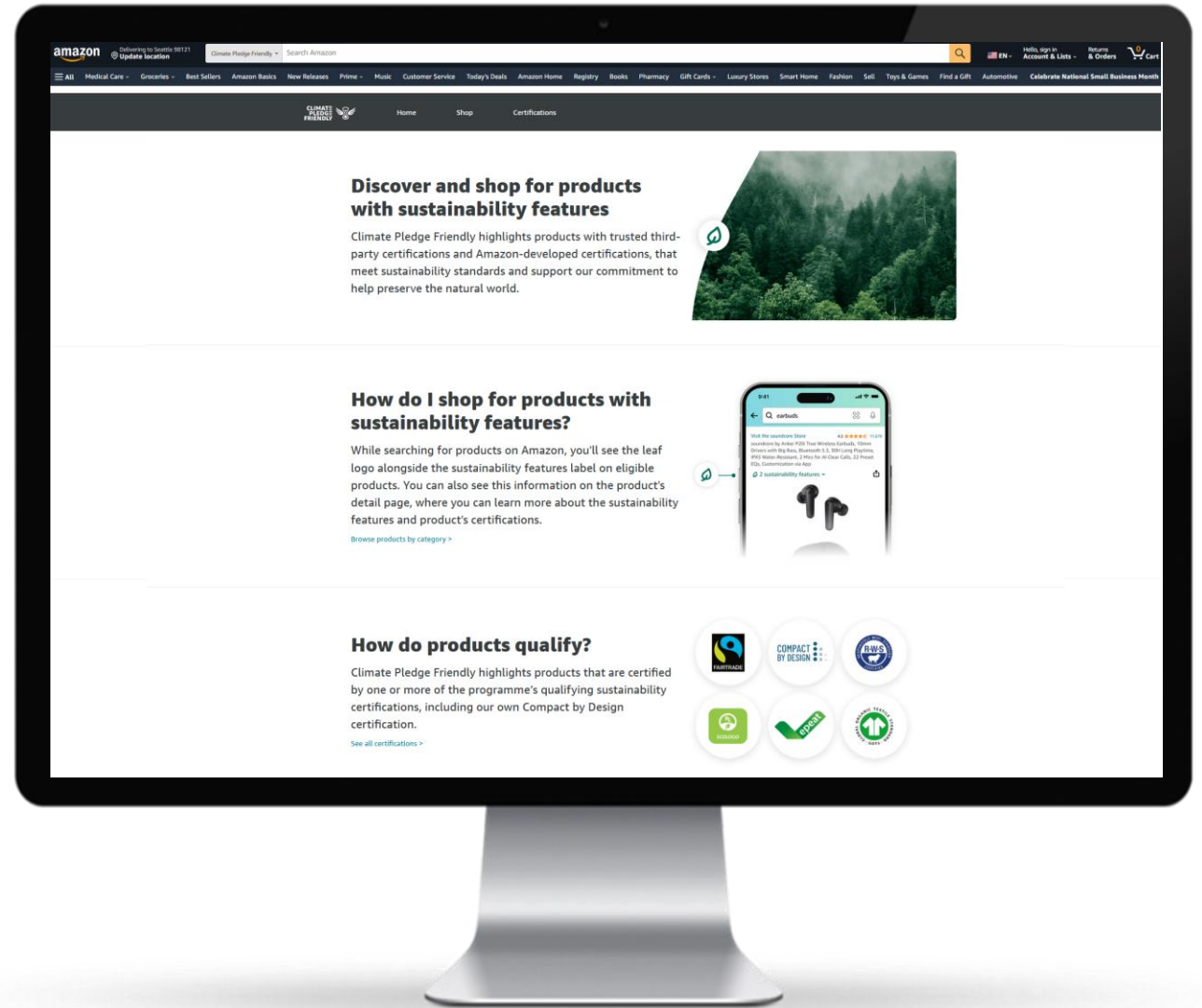


Mission

Enable customer discovery of, and switch to products with sustainability features

Customer Experience

Highlight products that are recognized by at least one of 50+ trusted third party sustainability certifications, across a customer's entire journey



Note: 2024 CX; all Amazon and Climate Pledge Friendly Experience subject to change

Customer Experience | Overview



Homepage



Search



Detail Page



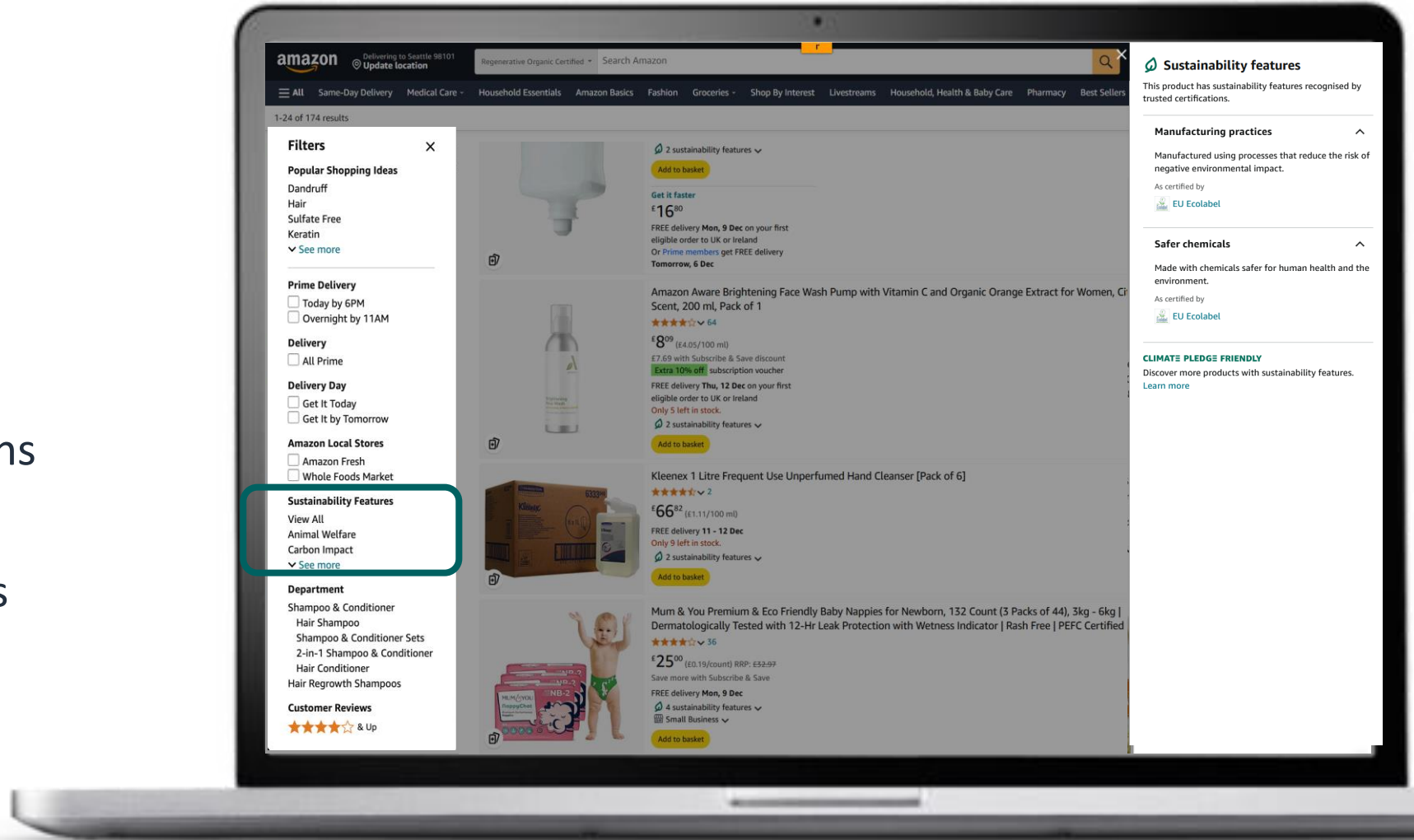
Recommendations



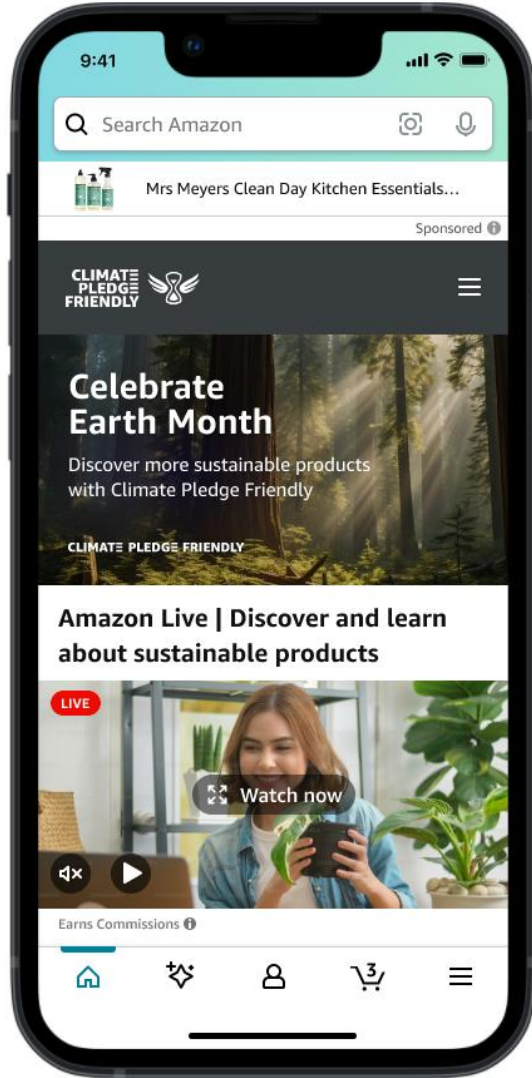
Amazon Business



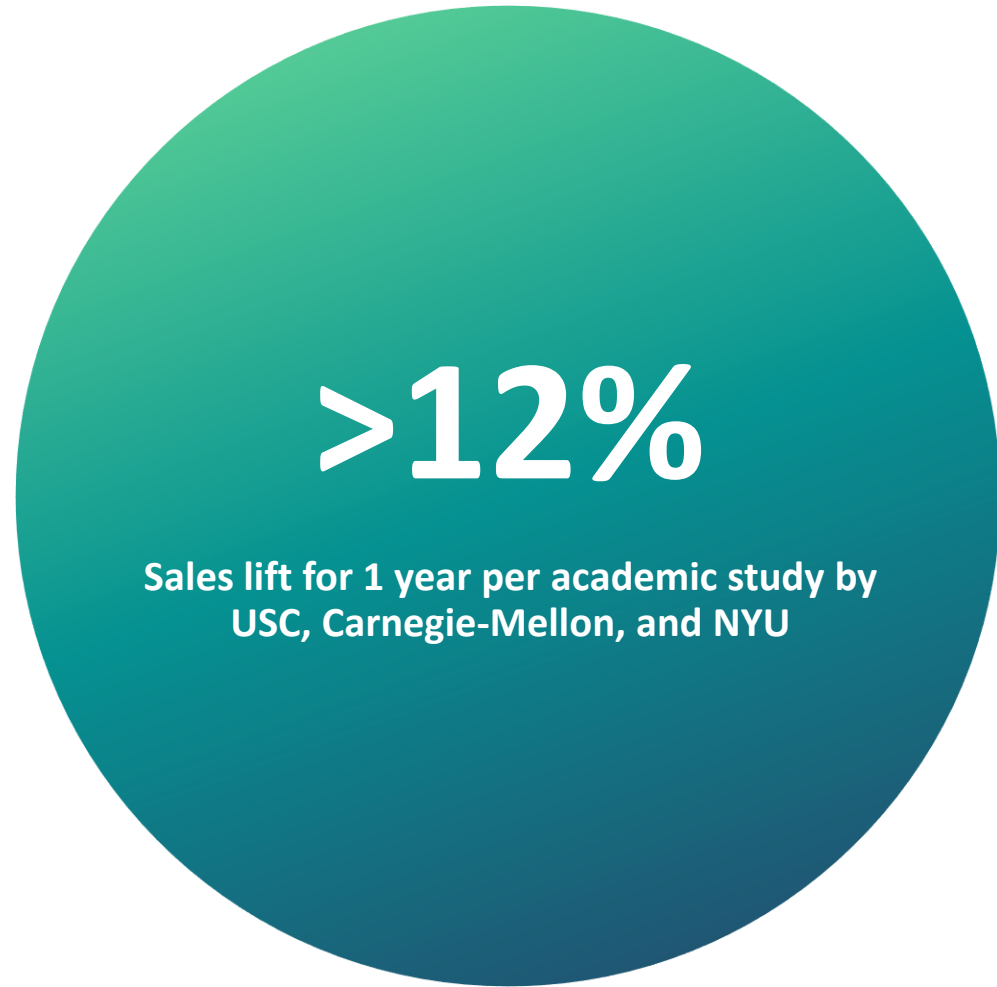
Sitewide Events



Learning | Qualifying Products Benefit



Disclaimer: US 2024 CX; all Amazon and Climate Pledge Friendly Experience subject to change



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**How EU Ecolabel products are given
visibility on Amazon**

Learning | Customers Want Details



Roll over image to zoom in

Amazon Aware Brightening Face Wash Pump with Vitamin C and Organic Orange Extract for Women, Citrus Scent, 200 ml, Pack of 1

[Visit the Amazon Aware Store](#)

3.9 64 ratings | [Search this page](#)

2 sustainability features

£8.09 (€4.05 / 100 ml)

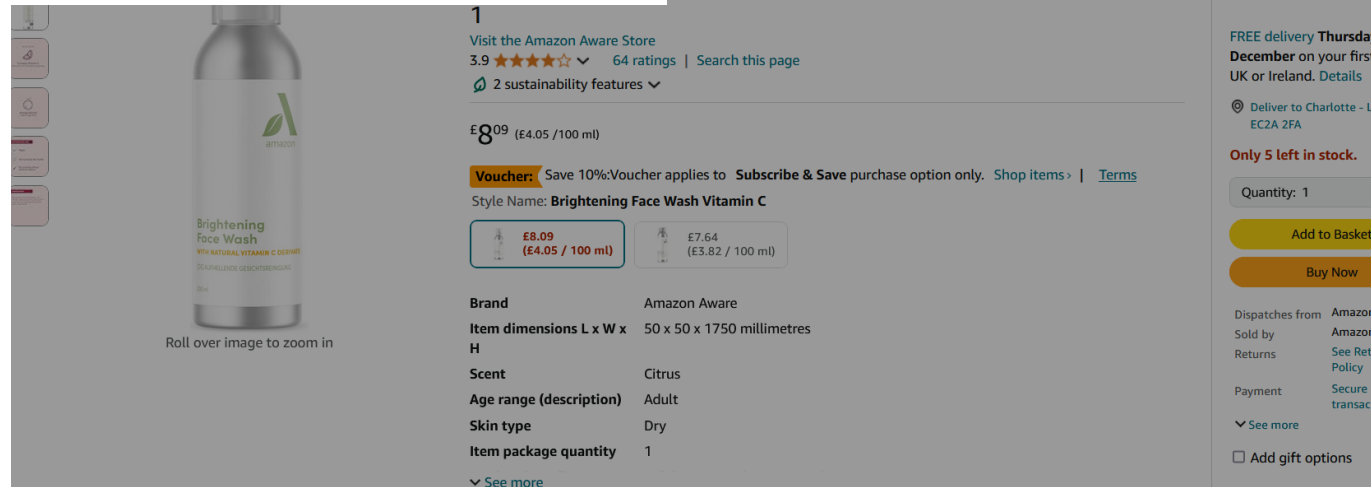
Voucher: Save 10%. Voucher applies to **Subscribe & Save** purchase option only. [Shop items](#) > | [Terms](#)

Style Name: **Brightening Face Wash Vitamin C**

£8.09
(€4.05 / 100 ml)

£7.64
(€3.82 / 100 ml)

Brand Amazon Aware
Item dimensions L x W x H 50 x 50 x 1750 millimetres
Scent Citrus
Age range (description) Adult
Skin type Dry
Item package quantity 1
[See more](#)



Sustainability features

This product has sustainability features recognised by trusted certifications.

Manufacturing practices

Manufactured using processes that reduce the risk of negative environmental impact.

As certified by



Safer chemicals

Made with chemicals safer for human health and the environment.

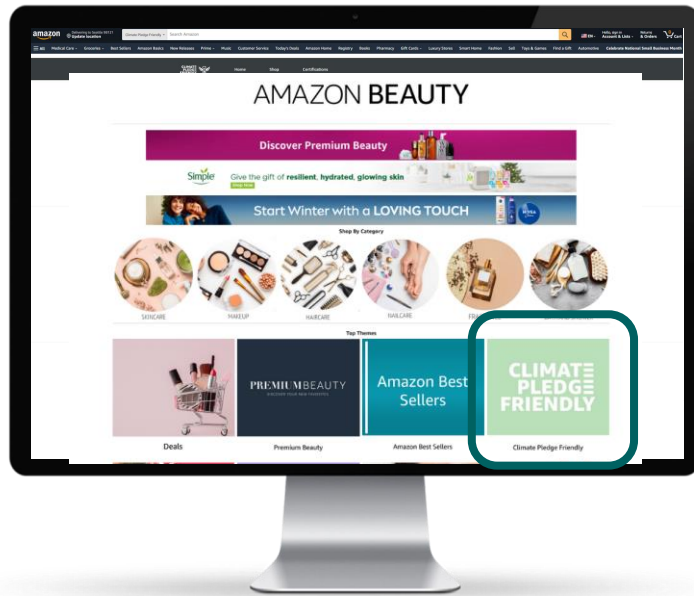
As certified by



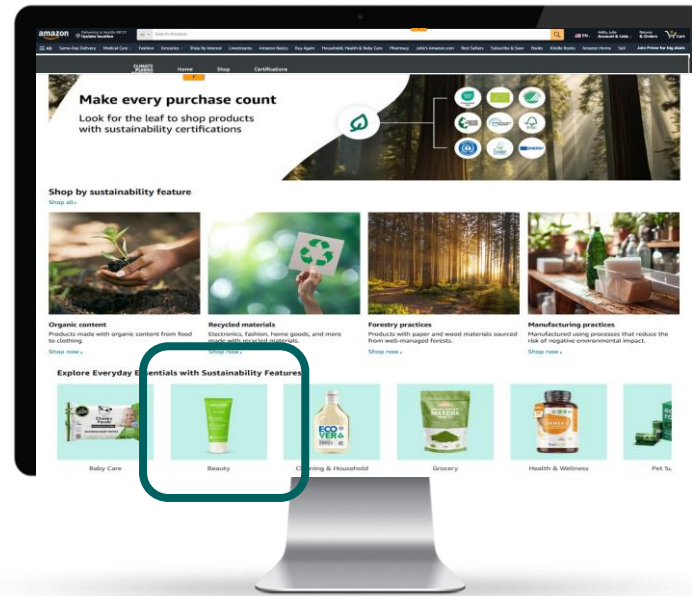
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Discover more products with sustainability features. [Learn more](#)

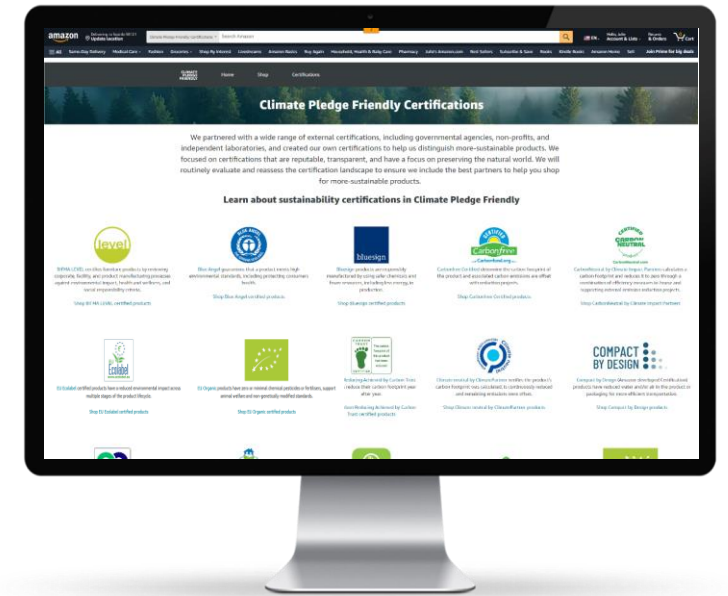
Customer Experience | Program Pages



Beauty Page



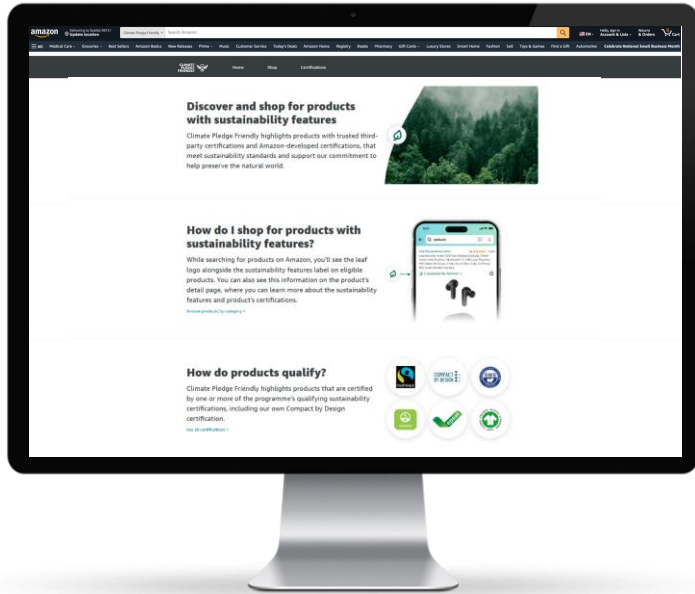
Shop Page



Certification Page

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Customer Experience | Program Pages



Department

- EU Ecolabel
- Baby Products
- Beauty
- Books
- Business, Industry & Science
- Clothing
- DIY & Tools
- Fashion
- Grocery
- Health & Personal Care
- Home & Garden
- Stationery & Office Supplies

Customer Reviews

★★★★☆ & Up

Condition

New

Deals & Discounts

All Discounts

More-sustainable Products

- Climate Pledge Friendly
- Amazon Global Store
- Subscription Option
- Subscribe & Save
- International Shipping
- International Shipping Eligible
- Availability
- Include Out of Stock

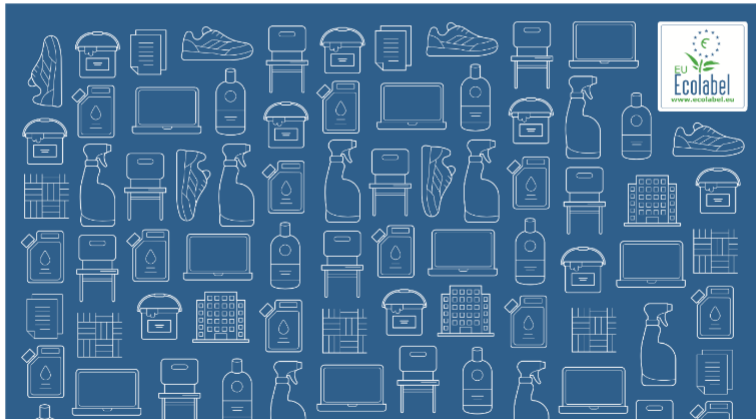
Results

Check each product page for other buying options.

	<p>Mum & You Premium & Eco Friendly Dry Baby Nappy Pants Size 6 (16 KG+), 72 Count (4 Packs of 18) Dermatologically Tested with 12-Hr Leak Protection with Wetness Indicator Rash Free</p> <p>★★★★★ 37</p> <p>£25.00 Was: £32.00</p> <p>Save more with Subscribe & Save</p> <p>FREE Delivery Mon, 9 Dec</p> <p><input checked="" type="checkbox"/> 4 sustainability features</p> <p>Add to basket</p>
	<p>Xerox - Plain paper - white - A4 (210 x 297 mm) - 80 g/m2 - 500 sheet(s)</p> <p>★★★★★ 12,394</p> <p>£10.19 (€2.04/100 Sheets)</p> <p>FREE delivery Tue, 10 Dec</p> <p><input checked="" type="checkbox"/> 4 sustainability features</p> <p>Add to basket</p>
	<p>NANA Ultra Regular Plus Sanitary Towel</p> <p>★★★★★ 816</p> <p>£6.35</p> <p>£6.41 delivery 17 - 19 Dec</p> <p><input checked="" type="checkbox"/> 2 sustainability features</p> <p>Add to basket</p>
	<p>Nana Ultra Goodnight Large Sanitary Towels with Wings - Pack of 10</p>

Learning | We are Successfully Increasing Visibility

User Manual: EU Ecolabel Catalogue (ECAT) for applicants and licence holders



November 2024

+10%

More page views driven through over a
dozen features across Amazon experiences

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Thank you