

Environmental Claims, Polyvinyl Alcohol (PVA), and Microplastics

In response to your comments and queries regarding our environmental claims, along with our stance on leaving the world a little better than we found it, we stand firmly by our reassurances to consumers that Earth Breeze laundry detergent sheets are microplastic-free.

At Earth Breeze, we know our customers care deeply about what goes into their wash and what goes down the drain. Microplastics have become a growing concern, and for good reason—they can pollute waterways and linger in the environment for decades. Recently, we’ve seen some confusion and misinformation about whether polyvinyl alcohol (PVA), the dissolvable material used in our detergent sheets, is a microplastic. Some have lumped all synthetic ingredients into one category, but not all synthetics are the same.

The PVA used in our detergent sheets is not a microplastic. It’s a water-soluble, biodegradable material that fully dissolves in your wash and does not contribute to microplastic pollution.

PVA is often confused with microplastics because it’s a synthetic polymer, but that’s where the similarity ends:

- **Microplastics** are solid plastic particles that do not dissolve in water. They persist, accumulate, and are highly resistant to natural breakdown.
- **Water-Soluble PVA** (like the type utilized by Earth Breeze) is explicitly designed to dissolve completely in water and biodegrade.

Regulatory and Scientific Stance on PVA

- **U.S. Environmental Protection Agency (EPA):** According to the EPA, the PVA used in laundry detergent products is biodegradable, breaks down in the environment, and does not meet the typical definition of a microplastic. It does not pose a risk of environmental accumulation. Furthermore, the EPA designates PVA on its *Safer Chemical Ingredients List* as a safer alternative to traditional chemical ingredients for human and environmental health.
- **European Union (EU) Legislation:** Recent EU legislation regarding synthetic polymer microparticles specifically states that PVA films like ours are not considered microplastics.
- **The American Cleaning Institute (ACI):** The ACI states that “more than 50 years of published science, extensive reviews by regulatory agencies around the world have supported the environmental and human safety of PVA.” Their studies conclude that PVA films readily biodegrade via natural microbes, bacteria, and wastewater treatment facilities.

The high water solubility of PVA ensures there is no concern for persistence or accumulation in the environment. For further reading, we invite you to review the following resources:

- [EPA Safer Chemical Ingredients List](#)
- [EPA Safer Choice Program](#)
- [American Cleaning Institute Statement on PVA](#)

Leaving the World Better Than We Found It

Our mission to leave the planet a little better than we found it is a foundational part of who we are as a company. Earth Breeze is committed to not just reducing waste, but actively restoring our planet and helping people in need. We want to encourage, empower, and celebrate positive changes alongside our customers.

To directly address our "environmentally friendly" claims, our packaging and product design represent a fundamental disruption to traditional liquid detergent packaging:

- **Combating the Plastic Jug Crisis:** Roughly 500 million heavy liquid detergent plastic jugs end up in landfills and waterways every single year, where they severely pollute the environment and harm marine life.
- **The Earth Breeze Alternative:** Since our inception, Earth Breeze has packaged our laundry detergent sheets in a lightweight cardboard and paper pouch, entirely eliminating the need for single-use plastic laundry detergent jugs. By making the switch to Earth Breeze, our consumers directly ensure they are not contributing to this 500-million-jug problem.

Beyond this massive reduction in plastic laundry detergent jugs, we actively fund measurable global impact and back up our mission with rigorous corporate accountability certifications:

- **Corporate Certifications:** Earth Breeze is proudly **B Corp Certified**, meeting high verified standards of social and environmental performance, transparency, and accountability.
- **Dignity Through Detergent Program:** Laundry detergent is one of the most requested items at shelters and in disaster relief efforts, yet it is often cost-prohibitive and uncovered by public assistance programs like SNAP. Through our network of shelters, community organizations, and disaster relief groups, Earth Breeze donates detergent to support those in need with every single order. To date, we have proudly donated over 340 million loads of laundry detergent globally since launching the program in 2020.
- **Environmental & Ocean Cleanup Impact:** With every purchase, 1% of the proceeds help create real change for people and the planet. Earth Breeze collaborates with non-profit partners to sponsor plastic recovery and physical ocean and waterway cleanups to remove plastic waste and other debris directly from our environment. To date, these sponsored cleanups and recovery efforts have successfully removed over **1,533,961 pounds** of plastic and debris from our oceans and waterways.

Ingredients, Sensitive Skin Claims, and Transparency

We take ingredient integrity and consumer trust seriously. Our formulation decisions are guided by a commitment to delivering a powerful clean while remaining highly mindful of what consumers bring into their homes.

"Perfect for Sensitive Skin" and Clinical Support

Our marketing claims regarding suitability for sensitive skin are fully substantiated. Earth Breeze Fragrance-Free sheets are specifically formulated and clinically tested to ensure they are safe for individuals with skin sensitivities.

- **HRIPT Testing:** The claim that our Fragrance-Free formula is "perfect for sensitive skin" is directly supported by **Human Repeat Insult Patch Test (HRIPT)** results, a clinical standard used to evaluate skin irritation and allergic contact dermatitis potential.
- **Toxicological Review:** Every single Earth Breeze formula is comprehensively reviewed by a certified toxicologist to independently confirm its safety profile for home use.
- **National Eczema Association (NEA) Acceptance:** Our Fragrance-Free formula has been awarded the National Eczema Association Seal of Acceptance™. This designation requires an independent, third-party scientific review to verify that the formulation completely omits known contact allergens, skin irritants, and added fragrances. The acceptance process requires raw data from controlled clinical safety trials, including an independent Human Repeat Insult Patch Test (HRIPT) conducted with sensitive-skin panels, to confirm the formula is suitable for individuals with severe skin sensitivities.

Many of our customers have experienced relief from the itching, allergies, and hives, they have experienced while using traditional detergents. Here are a couple of verified customer reviews indicating the impact our Fragrance Free Laundry Detergent Sheets have made in their life.

Approved

Last published: June 10, 2026 at 10:15 PM MDT

Review ID: 393477533

Laundry Detergent Sheets

★★★★★

June 10, 2026 at 8:49 PM MDT

This is an amazing product. I will not go back to regular detergents. My skin is clear, no more itching. They feel and smell truly CLEAN. My husbands spots on his legs are clearing up and he is not scratching them all the time. Thank you Very much for developing this amazing product. God Bless each and everyone of you.

View details

Laundry Detergent Sheets



Product ID: 8988790423789

Category: Eco Sheets

Category ID: eco+sheetsearth-b...

Brand: Earth Breeze

Approved

Last published: June 17, 2026 at 10:16 AM MDT

Review ID: 393968425

Great for dorms, home, and travel!

★★★★★

June 17, 2026 at 9:49 AM MDT

Love this soap! It dissolves fully in cold wash and gets clothes clean! Added bonus, my son and I have sensitive skin and have had zero irritation from Earth Breeze!

Bonus 2, my son takes it to college and loves it because it takes up very little space in his dorm room and doesn't spill! Very little trash when empty, too! Great for traveling! I took enough soap for a month right in my suitcase without adding weight or bulk!!

Laundry Detergent Sheets



Product ID: 9031106625773

Category: earth-breeze-hydr...

Category ID: earth-breeze-hydr...

Brand: Earth Breeze

Approved

Last published: May 25, 2026 at 4:15 PM MDT

Review ID: 388116251

Wow

★★★★★

May 25, 2026 at 3:46 PM MDT

So easy to use and cleans well. I have very sensitive skin and did not have any reaction to this brand of laundry detergent.

View details

Laundry Detergent Sheets



Product ID: 8988790423789

Category: Eco Sheets

Category ID: eco+sheetsearth-b...

Brand: Earth Breeze

Our Ingredient Selections

You noted the presence of Sodium Lauryl Sulfate (SLS) and Sodium Acetate in our formulation. We use these ingredients purposefully, safely, and in a manner fundamentally distinct from personal care products:

- **Plant-Derived SLS:** Sodium Lauryl Sulfate is the essential surfactant responsible for lifting dirt, oils, and deep stains out of fabrics. Unlike petroleum-based alternatives frequently used across the market, Earth Breeze utilizes a **plant-derived SLS**. Furthermore, laundry detergent is a rinse-off product designed for fabric maintenance rather than direct, prolonged skin contact (unlike leave-on cosmetics, shampoos, or toothpastes). Because it rinses away cleanly and completely, the risk of skin exposure or reactivity is minimized.
- **Sodium Acetate:** Sodium acetate is not considered a harsh chemical, as it is a mild, highly biodegradable compound primarily used in our sheets as a pH regulator and buffering agent to keep the formula stable and safe. To put its safety profile into perspective, sodium acetate is **Generally Recognized as Safe (GRAS) by the U.S. FDA** for use as a food ingredient—it is commonly utilized to provide flavor in standard consumer foodstuffs. The U.S. EPA similarly categorizes it as a low-risk substance for human health.

What "Free From Harsh Chemicals" Means to Earth Breeze

When Earth Breeze states that our products are "free from harsh chemicals," we establish clear parameters for this standard by completely eliminating the legacy chemical residues common to traditional detergents. Specifically, we formulate entirely without:

- Optical Brighteners (OBs)
- Dyes or Artificial Colorants
- Parabens

Industry-Leading Transparency and Product Disclosure

Earth Breeze does not hide ingredients from consumers. We are deeply committed to transparency, which is why detailed ingredient information for every single product variant is completely public, easily accessible, and available at any time.

- **Ubiquitous Footer Access:** We provide comprehensive ingredient lists via a dedicated link embedded directly in the footer of **every single page** on our website: [Earth Breeze Ingredients Page](#).
- **Exceeding Industry Standards:** Positioning detailed regulatory and ingredient disclosures in a website's global footer is fully consistent with federal legal requirements and digital e-commerce compliance standards. In fact, providing a direct, centralized directory for all product variants and ingredient origins exceeds standard transparency practices within the consumer cleaning goods industry.

Our dedicated FAQ and support channels remain wide open to consumers, and we are always available to walk through our ingredient lists with anyone seeking further clarity.

Response to Subscription Practices and Customer Reviews

Integrity and transparency in our offers are very important to us at Earth Breeze and something we take very seriously. We have an explicitly clear, multi-step purchasing flow designed to ensure complete consumer awareness before any transaction is completed.

We clearly disclose subscription details throughout the checkout experience. This includes messaging such as the examples below, all of which are displayed at multiple points before an order is finalized, and again on order confirmations. These disclosures are intentionally repeated to ensure customers have clarity before completing their purchase.

- Special Subscribe & Save Offer
- Ships every 30 days
- Your first subscription box.
- SUBSCRIPTION SAVINGS
- This order has a recurring charge for multiple items.
- You will be billed on a recurring basis.

Statutory Compliance with Autorenewal Laws

We comply with state and federal autorenewal laws, we provide the required disclosures, obtain consumer consent before billing, and offer an easily accessible simple cancellation mechanism within the customer dashboard.

Review of Provided Video

We have verified the integrity of our checkout and confirm that our One-Time Purchase (OTP) flow is running exactly as intended.

Checkout/Cart Logic: Our Shopify platform utilizes explicit, separate API parameters for OTP items and subscription items. There is no logic that would dynamically convert a one-time purchase into a recurring subscription at checkout.

Isolated Incident Mapping: Because this behavior cannot be replicated internally, the experience captured in the video represents an isolated, localized event—potentially influenced by unique browser caching, ad-blocker scripts, or network latency during that specific session.

Our system logic is functioning correctly, and we remain confident that our platform clearly distinguishes and honors a consumer's choice to purchase as a one-time transaction.

Addressing Third-Party Support Misunderstandings

Regarding the specific consumer claim that Earth Breeze attempted to assess a \$5 fee for online customer support or account conversation:

- **Zero Support Fees:** Earth Breeze does not charge any fees whatsoever for order cancellations, account modifications, or any form of customer support. Our customer service team is entirely free and accessible 24 hours a day via email, website contact form, all social media channels. Our contact information is listed on every package as well.
- **Third-Party Fraud Exploitation:** There are predatory, independent third-party directory and "customer service help" websites that mimic brand support channels and charge unsuspecting consumers for connections or problem resolutions. The consumer review in question describes an interaction with one of these unauthorized third-party services, completely outside of Earth Breeze's platform and operational control.

Response to Review and Customer Volume Claims

We support our review and customer volume claims through data compiled from standard customer review and e-commerce platforms.

Our review platform utilizes Bazaarvoice for website review aggregation, which uses automated fraud detection, device fingerprinting, and order history integration to verify that reviews originate from authentic purchasers. This verification framework prevents automated submissions and multi-account duplication, ensuring the integrity of our volume of 5-star reviews. Additionally, a portion of our stated volume is derived from verified customer purchases and review data on Amazon as well as retail.

Response to U.S.-Origin Claims

We provide qualifying ingredient disclosures consistently throughout our website. For example, on pages such as our primary offer landing page (<https://earthbreeze.com/pages/sale/64off>), the qualifying language is present alongside the origin indicators. These disclosures are maintained across all relevant pages to ensure proper context, and we operate in compliance with the FTC Made in USA standards.

A hand is holding a box of Earth Breeze laundry detergent sheets. The box is blue and white with the brand name 'earth breeze' in a stylized font. It also says 'laundry detergent eco sheets' and '60 LOADS'. In the background, there is a large American flag.

Made in USA and Canada

We're proudly making our Fresh Scent and Fragrance Free Laundry Detergent Sheets, our two core products, in Kentucky! Giving Americans nationwide a better-for-you clean, made right here in the U.S.. With safe, high-quality ingredients sourced from the U.S., Canada, and Europe, you can feel good about every wash. Our other exclusive scents are made in Canada.

In closing, Earth Breeze is built upon a foundation of core values, and we conduct our business with operational integrity. Providing our customers with a clean they can trust with the convenience they love includes committing to the safety of our formulations, our ingredient choices, the transparency of our disclosures, and the impact our products have on the daily lives of our consumers. Our brand represents a commitment to environmental care and consumer trust, and we continue to listen to our community to ensure we deliver an exceptional experience that honors those expectations.