

In today's digital world, consumers want real-time information about the products they use every day.

Created by the CPG industry and operated by the Consumer Brands Association, SmartLabel is a trusted source for product and ingredient information, enabling brands to:

- Share more product information than can ever fit on the label
- Increase transparency on product ingredients, sourcing and more
- Meet state and federal regulatory standards
- Create opportunities for consumer engagement

Go beyond the label



81% of consumers are willing to switch to a brand that provides more in-depth product information

Improve product transparency and the digital shopper experience at the click of a button by providing:

- Digital disclosures required by law, such as SB 258 California Cleaning Products Right to Know Act
- Purpose and function of ingredients, CAS numbers and links to designated lists
- Links to the product Safety Data Sheet (SDS).
- EPA registration numbers.
- Product recall alerts on the fly
- Sustainability attributes and recycling information

TRUSTED BY INDUSTRY



100k+
Products



1,000+
Brands

SMARTLABEL BENEFITS

- Brand differentiator online and in-store
- Increased product transparency
- Greater consumer confidence
- Enhanced brand loyalty

Why SmartLabel Is a Smart Investment

SmartLabel enables brands to share the information consumers want in one convenient location. SmartLabel is a smart investment for your brand because:

- ✓ Consumers value in-depth product information that goes beyond the label
- ✓ Brands can highlight attributes like ESG aspects, claims, certifications and disclosures that consumers really care about
- ✓ Consumers appreciate the detailed ingredient, nutrition and health information in SmartLabel
- ✓ SmartLabel is championed by the CPG industry and supported by policy, regulatory and legal professionals at the Consumer Brands Association

