

EarthOMs Green-Claims Guide (Marketing & Listing Claims Standard)

Effective date: [01/01/2026]

Owner: Legal + Marketing Compliance

Contact for approvals: ContactEarthOms@gmail.com

1. Purpose and Scope

- 1.1. This Guide governs all environmental, wellness, and materials-related claims made on EarthOMs, including Listing pages, search cards, badges, filters, photos/captions, social posts, PR, ads, partner and affiliate placements, and Shop Your Stay product pages and packaging copy. It applies to Hosts, EarthOMs staff, agencies, affiliates/partners, and vendors whose content appears on our Platform.

2. Core Principles

- 2.1. Specificity over slogans. Claims must name the attribute, scope, and limitation.
- 2.2. Substantiation first. No claim is published without evidence on file and accessible to reviewers.
- 2.3. No absolutes. Avoid “always,” “100%,” “chemical-free,” “non-toxic” unless you state the standard, inputs excluded, and test basis.
- 2.4. Time-bound truth. If seasonality, pilot status, or maintenance intervals affect a claim, say so.
- 2.5. No medical or regulatory claims. We do not state or imply diagnosis, treatment, prevention, or regulatory certification unless it exists.
- 2.6. Badges ≠ certifications. EcoRating badges reflect our methodology, not government or third-party certifications.

3. Approval Workflow (must follow in this order)

- 3.1. Submit draft copy with the **Claim Submission Form** to ContactEarthOms@gmail.com including: exact wording; placement (URL/screenshot); audience; duration; and the evidence packet reference ID.
- 3.2. Compliance review checks specificity, substantiation, disclaimers, and channel policy fit.
- 3.3. Legal approval is required for high-impact campaigns, comparative ads, carbon/offset claims, or any phrasing in Section 6.
- 3.4. Publication with version tag [e.g., GC-YYMM-###].
- 3.5. Post-publication monitoring: IA findings, user reports, or material changes trigger re-review or removal within 5 business days.
- 3.6. Changelog maintained in the Claims Register.

4. Evidence & Retention

- 4.1. Evidence packet contents (as applicable): invoices, spec sheets, SDS, certifications (e.g., GOTS, OEKO-TEX, GREENGUARD), maintenance logs, installation photos, test results, utility data, offset retirement receipts, and IA audit photos.
- 4.2. Retention: minimum 24 months after claim is last displayed; longer if required by law or in case of disputes.
- 4.3. Hosts must supply documents for host-originated claims; Shop Your Stay vendors must provide product-level substantiation.

5. Approved Patterns and Safer Phrasings

5.1. Cleaning

- 5.1.1. Preferred: "Guest areas cleaned with fragrance-free, dye-free products; SDS on file (2025)."
- 5.1.2. Add scope: "Common areas only" or "after every checkout."
- 5.1.3. Avoid: "Non-toxic cleaning" (unqualified).

5.2. Laundry

- 5.2.1. Preferred: "Linens washed with fragrance-free detergent; no dryer sheets; hot-water cycle."
- 5.2.2. Add cadence: "Filters replaced quarterly in laundry room."

5.3. Textiles & Bedding

- 5.3.1. Preferred: "Sheets are GOTS-certified organic cotton (cert. #__, 2025)."
- 5.3.2. Preferred: "Foam mattress meets CertiPUR-US requirements; certificate on file."
- 5.3.3. Avoid: "Chemical-free bedding."

5.4. Air Quality

- 5.4.1. Preferred: "MERV-13 filters in central HVAC; changed every 90 days; logs available."
- 5.4.2. Preferred: "Portable HEPA unit in bedroom; CADR 220+; filter replaced every 6 months."
- 5.4.3. Avoid: "Purified air" without device specs and maintenance.

5.5. Water

- 5.5.1. Preferred: "Kitchen faucet has carbon block filter; NSF/ANSI [42/53] equivalent; cartridge changed every 6 months (last: [MM/YYYY])."
- 5.5.2. Add limits: "Filter not installed in bathroom sinks."
- 5.5.3. Avoid: "Purified water" without device specs and maintenance.

5.6. Coatings, Paints, and Materials

- 5.6.1. Preferred: "Interior walls painted with zero-VOC paint (brand/model) in 2025; no additional solvent-based coatings since."
- 5.6.2. Preferred: "Solid-wood bed frame; no composite wood."
- 5.6.3. Avoid: "Eco-friendly materials" without listing what and why.

5.7. Energy & Carbon

- 5.7.1. Preferred: "Roof-mounted solar array [__ kW]; offsets a portion of daytime load; grid power still used at night."

- 5.7.2. Preferred with inventory: “2024 electricity emissions reduced ~[_%] vs 2023 per utility data; methodology in listing.”
- 5.7.3. Offsets (only with evidence): “2025 stays support [program]; offsets retired ID [#], scope limited to electricity use; details linked.”
- 5.8. Waste & Consumables**
 - 5.8.1. Preferred: “Recycling bins provided; local program accepts glass, paper, metals, #1–2 plastics.”
 - 5.8.2. Preferred: “Bulk dispensers for soap/shampoo; refilled from [brand] unscented base.”
- 5.9. Fragrance Policy**
 - 5.9.1. Preferred: “No added synthetic fragrances in cleaning products or linens; unscented amenities provided; only essential oils used for XYZ.”
- 5.10. Landscaping & Biodiversity**
 - 5.10.1. Preferred: “Native plants (>70%) and seasonal pollinator habitat; no glyphosate/herbicide use since [YYYY].”
 - 5.10.2. Avoid: “Pesticide-free” unless you can substantiate all uses and time frames.
- 5.11. Accessibility (eco-adjacent honesty)**
 - 5.11.1. Preferred: “Step-free entrance and 36” doorways to bedroom/bathroom; details and photos in listing.”
 - 5.11.2. Avoid: “Fully accessible” without detailed features and photos.

6. Terms That Require Qualification or Are Prohibited

- 6.1. **Prohibited without context/evidence:** “chemical-free,” “non-toxic,” “safe for everyone,” “emissions-free,” “carbon neutral,” “eco-friendly,” “green,” “sustainable,” “biodegradable,” “compostable,” “all-natural,” “hypoallergenic,” “organic” (unless certified), “medical-grade,” “HEPA” (if device is not certified/validated). I.e. “If you can’t prove it, you can’t say it”.
- 6.2. **Comparative claims** (“cleaner,” “safer,” “greener”) require a defined basis (e.g., specific competitor or category average) and current data.
- 6.3. **Carbon/offset claims** require an inventory boundary, methodology, third-party standard where applicable, and clear disclosure that offsets do not reduce onsite emissions.

7. EcoRating and Badges

- 7.1. Nature of the badge. EcoRating badges reflect our internal methodology at a point in time, informed by Host disclosures and, where applicable, Integrity Ambassador audits. They are not governmental or medical certifications.
- 7.2. Display rules. Use only the official assets; do not alter color, wording, or shape; do not attach the badge to unrelated properties or products.
- 7.3. Wording near badge. Include proximity copy such as: “Badge indicates features verified at time of assessment; see details in listing.”
- 7.4. Badge removal. If a re-verification fails, Hosts must remove off-platform uses of the badge within 7 days.

8. Shop Your Stay Product Claims

- 8.1. Product page structure must include: attribute (“GOTS-certified”), scope (“cover only”), evidence link (certificate # or SDS), and maintenance or replacement interval if relevant.
- 8.2. Labeling laws. Follow textile fiber labeling, country of origin, care labels, flammability (bedding), cosmetic/FDA rules, and Prop 65 where applicable.
- 8.3. Merchant-of-Record clarity. Identify MoR and return windows; ensure claim copy matches the seller’s documentation.
- 8.4. **No health claims.** Avoid disease claims or device treatment claims; do not imply medical efficacy.

9. Channels and Placement Rules

- 9.1. Listings and filters. Filter criteria and icons must mirror verifiable features (e.g., “Fragrance-free laundry” requires substantiation in evidence packet).
- 9.2. Photos and captions. No staged props implying features that are not present for guests; no “before/after” composites unless clearly labeled.
- 9.3. Social and ads. Include disclosures and link to substantiation where space allows; for brief placements, use approved shorthand with a landing page that hosts details.
- 9.4. Affiliates. Must follow this Guide and the Affiliate & Partner Terms; we may require pre-approval of green claims.

10. Review, Monitoring, and Enforcement

- 10.1. IA audits and spot checks may verify claims; discrepancies can trigger badge removal, listing demotion, or suspension.
- 10.2. User reports of inaccurate claims will be investigated; material misstatements must be corrected within 5 business days.
- 10.3. Repeat or willful violations may lead to delisting or program termination, and clawbacks where marketing spend or incentives were tied to the claim.

11. Host and Vendor Responsibilities

- 11.1. Keep maintenance logs current (filters, detectors, detergents, paint dates) and provide updates at least annually or upon significant change.
- 11.2. Supply certificates and SDS on request within 5 business days.
- 11.3. Remove or revise claims promptly when features lapse (e.g., expired filters).

12. Required Disclaimers

- 12.1. General listing footer:
“Statements about environmental or wellness features are based on host disclosures and, where applicable, EarthOMs verification at a point in time. They are informational and not medical or regulatory certifications.”
- 12.2. Carbon/energy:
“Estimates are based on [methodology] and available utility data; results vary by season and occupancy.”
- 12.3. Shop Your Stay:
“Product attributes are provided by the seller/manufacturer and reviewed for accuracy; see product page for standards and certificates.”

13. Category-Specific Claim Checklists (quick reference)

13.1. Cleaning & Laundry

- 13.1.1. Unscented? SDS on file.
- 13.1.2. No dryer sheets? Photo of laundry area with posted policy.
- 13.1.3. Fragrance-free amenities? Brand list and invoices.

13.2. Air & HVAC

- 13.2.1. Filter type (MERV/HEPA) and model.
- 13.2.2. Change interval and last change date.
- 13.2.3. Room CADR for portable units.

13.3. Water

- 13.3.1. Filter technology and certification standard.
- 13.3.2. Replacement cadence and last change date.
- 13.3.3. Scope (kitchen only vs whole-house).

13.4. Paints & Surfaces

- 13.4.1. Brand/model and VOC rating.
- 13.4.2. Application date; rooms affected.
- 13.4.3. No subsequent solvent coatings?

13.5. Bedding & Textiles

- 13.5.1. Certification copies and SKU mapping.
- 13.5.2. Fiber content and country of origin.
- 13.5.3. Flame standard compliance (as applicable).

13.6. Energy & Carbon

- 13.6.1. System size, commissioning date, and utility data snapshot.
- 13.6.2. Offset retirement IDs, if claimed.
- 13.6.3. Statement of limits (grid reliance, seasonality).

14. Comparative and Superlative Claims Policy

- 14.1. Must specify basis (benchmark, geography, date range).
- 14.2. Require Legal approval and footnote with source and date.
- 14.3. Renew approval every 12 months or sooner if data changes.

15. Governance and Change Management

- 15.1. Ownership: Legal + Marketing maintain this Guide and the Claims Register.
- 15.2. Review cadence: quarterly, or sooner if laws change.
- 15.3. Training: annual training required for Marketing, Listings Ops, IA leads, and Support.

Glossary

- **SDS:** Safety Data Sheet.
- **GOTS:** Global Organic Textile Standard.
- **MERV:** Minimum Efficiency Reporting Value (HVAC filter rating).
- **HEPA:** High-Efficiency Particulate Air (meets defined capture efficiencies).
- **CADR:** Clean Air Delivery Rate for purifiers.

- **MoR:** Merchant of Record.
- **EcoRating:** EarthOMs internal badge reflecting feature verification at a point in time.

Host and Vendor Acknowledgment

By signing, you acknowledge this Guide and agree to maintain substantiation for any claim you submit or use on EarthOMs.

Host/Vendor Name: _____ Date: _____

Signature: _____