

Consumer Corner

Symbol Of Quality Celebrates 100th Birthday

(NAPSA)—A hallmark of consumer trust is turning 100 and marking the occasion with a special makeover.

The Good Housekeeping Seal has long been a reflection of the times. It was first established to protect consumers from adulterated “remedies” and ineffective products. Today, it remains relevant to consumers concerned about an increasing number of product claims such as anti-aging, low-fat, organic, pesticide-free and environmentally safe.

To commemorate the milestone, Good Housekeeping has redesigned the Seal and has an entire year of related features and surprises planned for the magazine’s 25 million readers—on the printed page, online and beyond.

Informed Decisions

During a time when consumers are time pressed and require a quick way to sort through the overwhelming amount of product claims, the Seal is more relevant than ever. It assures consumers a product performs as claimed. Every product that has earned the Seal has been evaluated by the Research Institute, a state-of-the-art laboratory with a staff of engineers, scientists, chemists and nutritionists who are dedicated to protecting consumers by testing products for safety and efficacy.

Products with the Seal carry a limited warranty: If the product proves to be defective within two years of purchase, Good Housekeeping will replace the item or refund the consumer.



To mark the 100th birthday of the Good Housekeeping Seal, the magazine is celebrating with a year of special features and surprises.

“When the Good Housekeeping Seal was first introduced in 1909, we were protecting consumers from tainted food,” said Rosemary Ellis, editor-in-chief of Good Housekeeping. “Consumer advocacy remains our mission today, especially when consumers are time pressed and rely on the Seal to help them make smart product decisions when shopping for themselves and their families.”

New Design

The magazine selected noted designer Louise Fili to reimagine the Seal’s design. Fili kept the oval shape and the signature star that have made the Seal the most widely recognized and respected consumer emblem in America.

Founded in 1900, the Research Institute is dedicated to improving the lives of consumers and their families through education and product evaluation.

Learn More

For more information, visit www.goodhousekeeping.com.