



# A Product With the Good Housekeeping Seal is Different From Others

***“They don’t just trust—they verify”***

*The Wall Street Journal,  
February 2, 2010*

## It’s Passed a Strict Review By the Good Housekeeping Research Institute

Products aren’t awarded the Good Housekeeping Seal - they earn it. That’s why it’s reassuring to see the Seal, because you know the product has been thoroughly evaluated by the scientists, engineers and technicians at the Good Housekeeping Research Institute (GHRI). Founded in 1909, GHRI has the distinction of being the oldest consumer product-testing lab of its size in America. Its stringent clearance standards set the benchmark for product integrity.

## Limited Warranty

Many people perceive the Good Housekeeping Seal to be an endorsement, but in fact it symbolizes a two-year warranty. The Seal means that Good Housekeeping will replace or refund defective products within two years of purchase, so you can shop worry-free. It’s an invaluable benefit. As a recent article in the Wall Street Journal noted: “Good Housekeeping puts its own money behind its recommendations. No government agency does that.”

## Recommended By A Trustworthy Authority

For over 100 years, GHRI has sifted through the confusing clutter of claims for you to find out which products perform as promised. There are many labels used in the marketplace, but few have the recognition and reputation of the Good Housekeeping Seal.

*Shop with confidence - choose a product with the Seal*