

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

Here's what shoppers say about SmartLabel:



"The uniform tabs allow you to quickly locate information regarding allergens, product storage and usage, and certifications." – Joanne B.

"SmartLabel is an innovative way to find out about product basics and company information. It is a trendy way to shop." – John H.



You can be confident that the information in SmartLabel is accurate and up-to-date because the data is provided directly by brands.

TRUSTED BY INDUSTRY



100k+
Products



1,000+
Brands

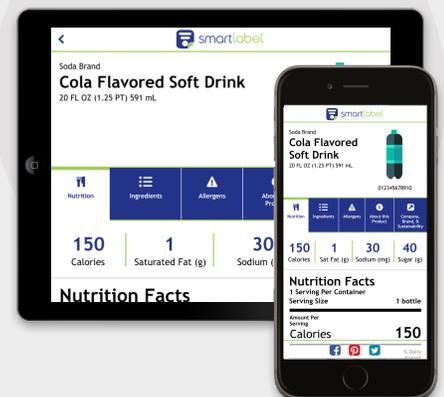
SMARTLABEL BENEFITS

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

How to Find SmartLabel Products

SmartLabel product pages are web-based, which means you can access them anywhere you can open a web browser (smartphone, computer or tablet) – in the store, at home, or at work. Find SmartLabel products by:

- ✓ Scanning SmartLabel QR codes you see on packaging using your phone's camera or any QR code reader, including the SmartLabel phone app
- ✓ Visiting the SmartLabel Product search on www.smartlabel.org
- ✓ Conducting an online browser search with your smartphone, tablet or computer using the product name and "SmartLabel"
- ✓ Visiting the participating company or brand's website; many of them have links to SmartLabel pages



Visit our website at www.smartlabel.org