

NEW BLOOM

The New Bloom Toxicity Score

How we measure what a garment may carry, from the fibre to the final finish

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Scoring method by ToxicFashionDetector

newbloom.shop

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Clothing, measured by what it leaves out

We wear our clothes for more hours than almost anything else we own. They sit against our skin while we sleep, work, run and hold our children. Most of us choose them by colour, cut and feel. Far fewer of us know what was used to grow, spin, dye and finish them, and that part of the story is often the one that matters most to the body.

The New Bloom Toxicity Score is our way of telling that part of the story. Every product on newbloom.shop carries a score built on the ToxicFashionDetector method. It starts with what the garment is made of, takes into account what the brand can show about how it was finished and dyed, and is anchored in the same published chemical safety limits that industry and regulators already use.

We have tried to make the score honest before making it flattering. A claim we cannot check does not move the number. A certification is shown proudly, but it is not counted twice. And the very top of the scale is reserved for products that have been tested in an accredited lab and came back clean.

This document explains how the score works, what it can and cannot tell you, and where we are taking it next. We publish it so that shoppers can trust the number, and so that brands know exactly how to earn a better one.

WHAT THE SCORE IS, AND IS NOT

- **It is a guide.** It is a guide to chemical risk in a garment, based on its materials, its verifiable finishing and dyeing, and any lab testing we have reviewed.
- **It rewards evidence.** Specific, checkable facts and lab reports can move a score up or down; marketing language does not.
- **It is not a review of everything.** It does not rate style, fit, durability, price or a brand's wider sustainability record.
- **It is not medical advice.** It is informational only and never a substitute for advice from a doctor or other health professional.

The standards behind the score

We did not invent our own idea of what is safe. The score is built from published chemical safety limits that are already used by the apparel industry and by regulators. Our limits are based on recognised regulatory and industry restricted-substance lists, and where we judged it warranted for skin-contact wear, we chose the stricter option.

Reference	What it is	How we use it
AFIRM Restricted Substances List	An industry list of substances restricted in apparel and footwear, maintained by the AFIRM Group and used by many brands in their supply chains.	A core reference for which substances matter in textiles and at what limits.
OEKO-TEX limits	Published limit values for harmful substances in textiles, used for independent product testing and certification.	A reference for our lab limits. OEKO-TEX certification also appears on products as a badge (see Section 3).
EU REACH proposals	Proposals under the European Union's chemicals regulation to restrict substances of concern, including in textiles.	A forward-looking reference, so the score keeps pace with where regulation is heading.

Our limits are based on recognised regulatory and industry restricted-substance lists, and where we judged it warranted for skin-contact wear, we chose the stricter option.

Substance families we watch

These are the broad families of chemicals the score is designed to watch for. They are named here as categories so that readers understand what the score is looking at. The specific substances and limits within each family follow the references above.

Family	Why it matters in clothing
PFAS	Often called forever chemicals. Associated with water, stain and oil repellent finishes, and slow to break down in the body and the environment.
Bisphenols	A group of industrial chemicals that includes BPA. They can be associated with some synthetic materials, prints and coatings.
Formaldehyde	Associated with some easy-care, wrinkle-resistant and crease-resistant finishes.
Allergenic and azo dyes	Some dyes are known skin sensitisers, and some azo dyes can break down into restricted substances.
Heavy metals	Can be associated with certain dyes, pigments, trims and treatments.

How a score is built

Every score is built in two layers. The first comes from the garment itself. The second comes from what the brand can show about how that garment was made.

Layer one: what the garment is made of

The base score comes from the product's materials, as stated on its label and product information. Different fibres and blends carry different chemical profiles from the start, so materials set the foundation for every score.

Layer two: verifiable claims about finishing and dyeing

Much of the chemistry in a garment arrives after the fibre is made, during finishing and dyeing. So the base score is then adjusted, up or down, for specific, verifiable claims the brand makes about those steps. A claim counts when it names something concrete that can be checked, such as no superwash treatment on a wool garment or a named dye process.

Vague marketing claims do not count. Words like natural, clean, eco or gentle may be sincere, but on their own they tell us nothing we can verify, so they do not move the score.

Claim on a product page	Counts?	Why
"No superwash treatment"	Yes	Specific and checkable: it names a treatment and states it was not used.
A named dye process	Yes	Specific and checkable: it identifies how the garment was dyed.
"Eco-friendly", "clean", "non-toxic"	No	General language with nothing specific to verify.
"Gentle on skin", "natural feel"	No	Describes an impression, not a finishing or dyeing step.

Examples are illustrative of how claims are treated. They are not a complete list.

The evidence rule

Each kind of information has a clear and fixed role in the score. This keeps the number consistent from one product to the next, and makes it clear to brands what will and will not change it.

Evidence	Role in the score
Materials	Sets the base score.
Specific, verifiable brand claims	Adjust the base score for finishing and dyeing.
Vague marketing claims	No effect.
Certifications (e.g. GOTS, OEKO-TEX)	Shown as badges on the product. They do not change the number.
Accredited lab reports	Reviewed by us. Results above our limits lower the score; a complete, clean report is the only route above 95.

An illustration

To see how the layers work together, imagine four wool sweaters with the same fibre content. They begin from the same base score, because they are made of the same material.

Sweater	What the brand shares	How the score treats it
Sweater A	Fibre content, plus the words "eco-friendly" and "natural".	Base score from materials only. The marketing words do not move it.
Sweater B	Fibre content, a clear statement of no superwash treatment, and a named dye process.	Base score adjusted for the specific, verifiable finishing and dyeing claims.
Sweater C	Everything Sweater B shares, plus a GOTS certificate.	Scored like Sweater B. The GOTS badge appears on the product page but does not change the number.
Sweater D	Everything Sweater B shares, plus a complete, clean, recent test panel from an accredited lab.	The lab report is reviewed. This is the only one of the four that can score above 95.

A simplified illustration of how evidence is treated. It does not show actual scores.

Certifications and lab reports

Certifications appear as badges

Certifications such as GOTS and OEKO-TEX are meaningful, and we want shoppers to see them. That is why they appear as badges on product pages. They do not change the number itself. This keeps the score focused on what we know about the specific product in front of you: its materials, its finishing and dyeing, and its own test results. Clear, specific brand claims about finishes and dyes can affect the score; general marketing language does not.

Certification	Shown on product	Changes the score
GOTS	Yes, as a badge	No
OEKO-TEX	Yes, as a badge	No

Lab reports and the above-95 rule

A lab report is the strongest evidence a product can have, because it measures what is actually in the garment rather than what is described. Results above our limits lower the score, and only a complete, clean, recent report can take a product above 95. Partial reports are shown as a badge.

Since October 2026, a score above 95 requires a lab report that meets all four conditions below. If any one is missing, the score stays at 95 or below, however strong the rest of the product information is.

Condition	What it means
Accredited lab	The testing was carried out by an accredited laboratory.
Complete panel	The report covers a complete test panel, not a selection of tests.
Clean results	The results are clean against the limits the score uses.
Recent	The testing is recent, so it reflects the product as it is made and sold today.

Rule introduced October 2026. Scores above 95 are reserved for products that meet every condition.

Reports supplied by brands

Brands can send us their own lab reports, for example from Hohenstein or Eurofins. We review every report we receive against the conditions above before it is reflected in a score. If your brand has testing you would like us to consider, we would love to see it.

How we read a product

The same steps are followed for every product, so that two products with the same evidence receive the same score.

1. **Read the materials.** We start with the fibre content stated on the label and product information. This sets the base score.
2. **Collect the brand's claims.** We gather what the brand says about finishing and dyeing and keep only claims that are specific and verifiable. These can move the score up or down.
3. **Set aside vague language.** General marketing terms are noted but do not affect the score.
4. **Record certifications.** Certifications such as GOTS and OEKO-TEX are recorded and shown as badges. They do not change the number.
5. **Review any lab report.** Where a lab report is available, we review it. Results above our limits lower the score. Only a complete, clean, recent panel from an accredited lab can take a score above 95.
6. **Publish the score.** The score and any badges appear on the product's page.

When new information arrives

A score reflects the information available when it was set. When a brand shares a new lab report, changes a finishing or dyeing process, or updates its materials, the product can be reviewed again, including new lab reports and corrected product labels, so that the score keeps up with the garment.

For brands

The clearest ways to strengthen a score are the ones this method is built to reward: state materials clearly, describe finishing and dyeing steps in specific terms that can be checked, and share accredited lab testing. Write to us at romina@newbloom.world.

What's next

A good method keeps growing. These are the areas we are actively building on, so that the score becomes more independent, more precise and closer to the way people actually wear their clothes.

Area	What we are building	Why it matters
Independent testing	Testing that we commission ourselves, alongside the reports brands supply.	Adds a fully independent source of evidence to the score.
Real-world skin exposure	Calibrating the score against real skin-exposure data, including sweat, friction and heat.	Brings the score closer to how garments are actually worn, day to day.
Label reading accuracy	Formal accuracy checks of how product labels are read.	Gives shoppers and brands measured confidence in the information each score starts from.
Incomplete labels	A clear, consistent approach for products whose labels leave information out.	Makes scores fairer and more comparable when information is missing.

We will share updates as these areas develop, and this document will be versioned so every change is visible.

Limitations

The score is based on the data available when it is set: product labels, brand information and any lab reports we have reviewed. Labels and product pages can be incomplete or change. Without a lab report, the score reflects what a garment is made of and how it is described, not a direct measurement of what it contains. Individual sensitivities vary, and a garment that suits one person may not suit another.

Disclaimer

The New Bloom Toxicity Score is provided for information only. It is based on available data and is not medical advice. It does not diagnose, treat or prevent any condition. If you have concerns about skin reactions, allergies or other health matters, please speak with a qualified health professional.

Contact

Questions, corrections, or a lab report to share? We would love to hear from you. **Romina Rodas Román, Founder, New Bloom** · romina@newbloom.world · newbloom.shop