

Honest Co. Recalls Organic Baby Powder Sold in U.S.

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Honest Co. products on display at a store in Brooklyn, N.Y.

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Honest Co., the consumer products business co-founded by actress Jessica Alba, is recalling all bottles of its organic baby powder sold in the U.S. because of concerns it could cause skin or eye infections.

Recent testing of the product turned up possible contamination from microorganisms that could cause infections, the company said. Honest declined to say how many bottles were sold and said it initiated the recall voluntarily.

The recall affects all 4 oz. bottles of its talc-free organic baby powder, marketed as a natural alternative to traditional products. The product, which has been available since April 2014, was sold on Honest's website as well as at such retailers as [Target Corp.](#), [Nordstrom Inc.](#) and Buy Buy Baby. Its ingredients include cornstarch, aloe vera and arrowroot powder.

"With the full knowledge and under the guidance of the FDA, we've decided to voluntarily recall this product out of an abundance of caution," Christopher Gavigan, Honest's co-founder, said in a video posted Wednesday to the company's website. "No other products of the Honest Company's are impacted by this recall. On behalf of my co-founders and everyone here at Honest, I sincerely apologize for this inconvenience."

The Food and Drug Administration wasn't immediately available for comment.

The company said it was notifying consumers who purchased the baby powder online directly, as well as posting notices online and in the stores of retailers who sell the product. Honest didn't respond to questions about whether the baby powder is produced in-house or by a supplier. The company said it would give a customer a refund for the product, whose UPC number is 817810014529.

Honest has challenged giants such as [Procter & Gamble Co.](#) and [Clorox Co.](#) with promises to avoid harsh chemicals found in many mainstream products. However, a Wall Street Journal investigation last year found Honest's laundry detergent [contained sodium lauryl sulfate](#), or SLS, one of the ingredients it pledged to avoid. Honest disputed the findings of two independent lab tests and said its own testing didn't find SLS. Last year, Honest said it was reformulating its laundry detergent and other cleaning products and switching to a different cleaning agent.

The company, founded in 2011, sells disposable baby diapers, household cleaners, personal-care and beauty products and has built a loyal following among young mothers. Many consumers buy directly from its website via monthly subscription services. Some items are also sold at brick-and-mortar retailers including Target and [Whole Foods Markets Inc.](#)

In the summer of 2015, Honest received multiple complaints from users of its sunscreen who claimed the product was ineffective and led to severe sunburns. Company executives defended the efficacy of the sunscreen at the time and didn't undertake a recall. Last year Honest started selling a reformulated sunscreen product containing higher levels of zinc oxide, the active ingredient that blocks ultraviolet rays.