On their main page, they state their values as follows:

- "OUR VALUES: End Exploitation. Eliminate Needless Suffering. Research-We research the dangers of using aborted fetal material in biologics and seek alternative treatments and products which are ethically acceptable. Promote-We promote awareness about the widespread use of fetal human material in drug discovery, development and commercialization, and the rights of every consumer to know what is in their products, including residual human DNA, and to refuse those products. Support-We support gains made in adult stem cell research and link to other organizations who are doing independent research into the medical and moral hazards of using aborted fetal material."

Sound Choice also has vaccine charts including vaccine charts to show the ones that are unethically made with human fetal tissue.