

Chemical Ingredient Transparency Green Chemistry & Commerce Roundtable

25 April 2017



seventh
generation™

A photograph of a woman with long dark hair holding a newborn baby wrapped in a white, textured blanket. The woman is looking down at the baby. In the background, there is a basket of flowers on a table.

Our mission gives us purpose;

The logo for Seventh Generation, featuring the words "seventh generation" in a white, lowercase, sans-serif font. To the right of the word "seventh" is a small orange gear icon. The logo is set against a green background with a wood-grain texture.

seventh
generation™

our mission

to inspire a consumer revolution
that nurtures the health of the next
Seven Generations.

*“In our every deliberation, we must consider the impact of our decisions on the next seven generations”
- Great Law of The Iroquois Confederacy*

Seventh Generation Aspirations

NURTURE NATURE
We aspire to care today for seven generations of tomorrows by choosing plants not petroleum, sourcing sustainably, decreasing our carbon footprint and producing zero waste.

BUILD COMMUNITIES
We aspire to advance social justice and equality to unleash human potential by creating a vibrant workplace and building thriving communities.

ENHANCE HEALTH
We aspire to enhance health through education, activism and innovation, by creating healthy products for healthy homes.

TRANSFORM COMMERCE
We aspire to transform commerce by championing honesty, responsibility, and radical transparency.



Our Cleaning Products



Important to Our Consumers

73%

Say it is important to
FULLY KNOW
what's in the products
they buy.

Opportunity to Engage With Our Consumers



WE DON'T BELIEVE IN KEEPING SECRETS

You want to keep your family safe and healthy. But if companies don't tell you what's inside right on the package, how do you know what you're bringing around your family and into your home?

[▶ VISIT OUR INGREDIENT GLOSSARY](#)





TRANSFORM COMMERCE

WE ARE DEDICATED TO CHAMPIONING HONESTY, RESPONSIBILITY,
AND RADICAL TRANSPARENCY IN COMMERCE

2020 Goal: Seventh Generation engages industry to create safer consumer products and reduce greenhouse gas emission

Strategic Goal #1:

Companies fully disclosure ingredients on package

Activity:

Advocate for companies to **#ComeClean** about ingredients used in household cleaning products.

Measures of Success:

- One state moves ingredient disclosure legislation, one CPG or retailer mandates ingredient disclosure on product labels



Ingredient Disclosure - Activities



TO INFLUENCE

CONSUMER



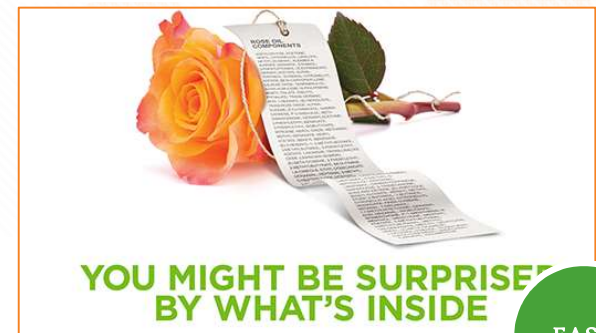
GOVERNMENT



INDUSTRY



american cleaning institute®
for better living



FAST





THANK YOU

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