



# seventh generation™

GC3 9<sup>th</sup> Annual Innovators  
Roundtable  
May 2014

# Our Aspirations



*We care today for the next seven generations of tomorrows*



*We enhance health through education, activism, and innovation*

*We champion honesty, responsibility, and radical transparency in commerce*



*We advance social justice and equality to unleash human potential*





# NURTURING NATURE

**We aspire to care today for the next seven generations of tomorrows.**



Choose plants not petroleum



Produce zero waste



Decrease carbon footprint



Source sustainably

*All products and packaging biobased or recycled*

*All products and packaging biodegradable or recyclable*

*All energy from non-fossil sources  
All clothes washing in cold water*

*All agricultural materials are sourced sustainably*

# Biobased: The New Natural



## Challenge:

“Natural” has lost its meaning to consumers. There no regulatory definitions for the claim and every manufacturer uses a different definition.

## Solution:

### USDA BIOBASED CERTIFICATION

- ✓ Standardizes the way manufacturers talk about plant vs. petroleum content
- ✓ Allows consumers to compare across the category



# Sustainable Design: Renewable Carbon



RCI = 97%

USDA Biobased: 95%

RCI = >99%  
USDA Biobased: 98%



RCI = 98%

USDA Biobased: 97%

All ingredients in all products are biodegradable

# Thank you!

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*Piper nigrum* L.