

# Green Chemistry and Commerce

April.26.2007



## Driving Environmental Product Sales at Retail



Hi.

Come on in.

environmental

innovative

healthy

&

safe

transparent

&

natural

effective



Connection

&

impact

principles

# product development standards.

- **Vegetable derived.** Ingredients are vegetable based but may be modified with petrochemical or mineral components to improve performance.
- **Non-hazardous to the environment.** Ingredients should not contribute to known environmental hazards such as global warming, ozone layer depletion, resource depletion, hormone-mimicking, aquatic toxicity, eutrophication, air pollution, or hazardous waste.
- **Biodegradable.** To avoid accumulation in the environment, ingredients should be readily biodegradable as defined by European Union Standard OECD 301.

# product development standards.

- **Phosphate-free.** Because of their contribution to eutrophication in sensitive rivers, lakes, estuaries, and other fresh-water bodies, phosphates are not permitted in any Seventh Generation product.
- **Chlorine-free.** Because of their contribution to organohalides that can contaminate indoor air, and which are persistent in the environment, chlorine, hypochlorites, cyanuric chloride, and other substances that release chlorine, hypochlorite, or similar substances into the environment, are not permitted in Seventh Generation products.

# product development standards cont'd.

- **Not acutely toxic as used in the cleaning formulation.** Not acutely toxic is defined by the Consumer Product Safety Commission (CPSC) for oral, dermal, and inhalation routes of exposure. (but it needs to be explained here)
- **Not chronically toxic**, including non-carcinogenic and non-teratogenic. Ingredients should not be on the EPA or International Agency for Research on Cancer (IARC) lists of known human carcinogens, probable human carcinogens, or suspected human carcinogens.
- **Not irritating (“Hypoallergenic”)** as used in the cleaning formulation.

# product development standards cont'd.

- **No Volatile Organic Compounds (VOCs).** VOCs should not be used in Seventh Generation products unless no alternatives are available to achieve a specific performance objective. When used, the VOCs should be present only in the minimum concentration necessary to achieve their specific performance objective. Under no circumstances are petrochemically derived solvents to be used. (VOCs are only used for fragrances in Seventh Generation products, typically <0.2%)

# product development standards cont'd.

- **Not derived from animals.** Ingredients used in Seventh Generation products may not be derived from animals.
- **Not tested on animals.** Neither Seventh Generation products nor the ingredients used in Seventh Generation products can have been tested on animals (CCIC Principles).
- **No genetically modified organisms (GMOs).** Presently, Seventh Generation products contain non-genetic materials obtained from GMO crops (corn and soy based surfactants).

partnership





## You can make a difference.

If every household in the U.S. replaced just one bottle of 25 oz. petroleum based dishwashing liquid with our vegetable based product, **we could save 81,000 barrels of oil**, enough to heat and cool 4,600 U.S. homes for a year!

## Safeway Earth Day 2006

In-store Display with  
*“Environmental Savings Statement”*



# In 2006, the sale of Seventh Generation products helped save:



93,  trees

(about 930 football fields of trees)



33,842,  gallons of water

(enough to supply 266 families with water for a year)



58,  millions of BTUs of energy

(a year's worth of energy for 930 households)



268,  gallons of petroleum

(enough for 455 cars to drive for a year)

Help keep these numbers climbing!

# Environmental Savings Statement

## 2006 Forecast Estimates

Your consumers saved...

27,000 gallons of  
Petroleum



Enough to Drive 670,000  
miles



Your consumers prevented...

191,000 lbs of  
Phosphates



From entering our lakes  
& streams

promotion



expo

earth day

change it

2007



paper

free  
&  
clear

giving

svg.com