



# **Safer Chemicals and Materials: Closing the Gap**

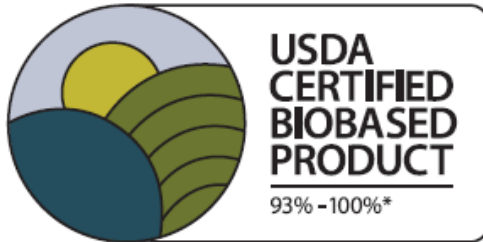
8th Annual GC3 Innovators Roundtable  
9 May 2013

# Presentation Outline

- Seventh Generation
- Safer Consumer Products:  
Obstacles and  
Opportunities
- A Case Study: 1,4-  
Dioxane in Consumer  
Products



# Seventh Generation Consumer Products



Household Cleaners  
Recycled Paper Products  
Personal Care Products  
Baby Care Products



“In our every deliberation we must consider the impact of our decisions on the next seven generations.”

-- from the Great Law of the Iroquois Confederacy



## Nurturing Nature

We care today for the next seven generations of tomorrows.

Our principles:

- Choose plants not petroleum
- Source sustainably
- Decrease carbon footprint
- Produce zero waste



## Transforming Commerce

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

Our principles:

- Be radically transparent
- Exert influence beyond our size



## Enhancing Health

We enhance health through education, activism, and innovation.

Our principle:

- Create healthy products for healthy homes



## Building Communities

We advance social justice and equality to unleash human potential.

Our principles:

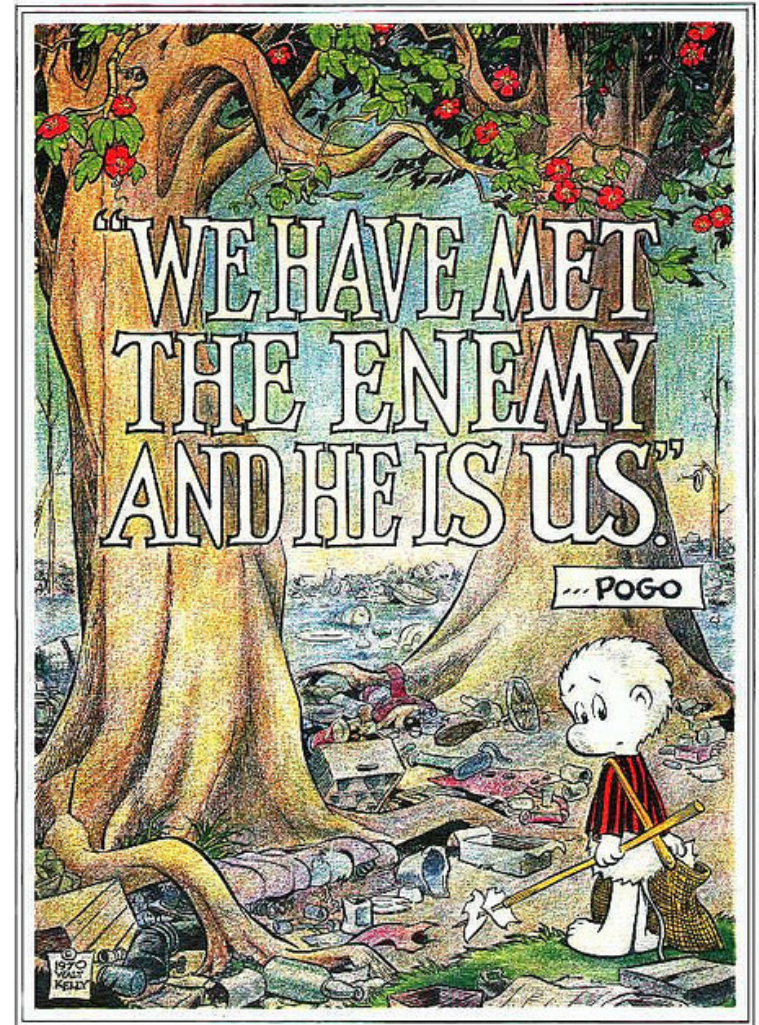
- Create a vibrant workplace
- Nurture thriving communities



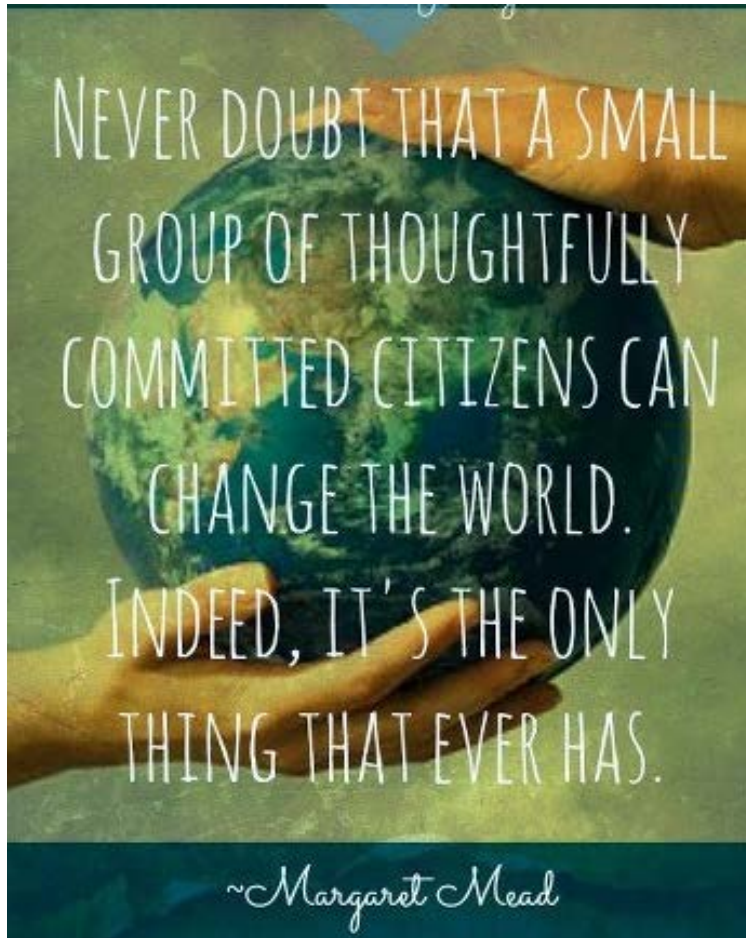


# Obstacles to Safer Consumer Products

- Science inadequate to assess chemical risks to health
- Legislation inadequate to manage chemical risks to health
- Corporations, legislators, and regulators unwilling to place chemical risks to health before risks to commerce



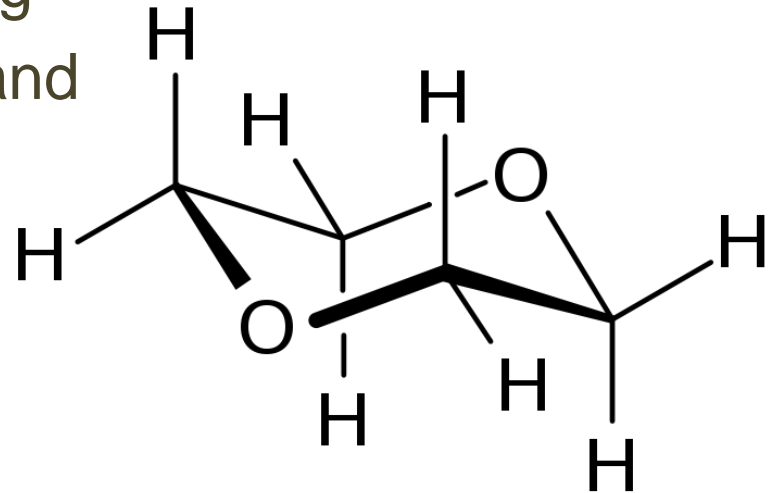
# Opportunities for Safer Consumer Products



- Advance Science
  - Rapid screening for metabolic activity
  - Improved risk modeling
  - Green Chemistry
- Evolve Legislation
  - Grassroots organization
  - Legislative education
- Transform Commerce
  - Internalize costs
  - B-Corporations

# 1,4-Dioxane in Household Products

- By-product of alkyl ether sulfate (AES) surfactant manufacturing
- AES are used in many home and personal care products
  - Laundry detergents
  - Dish detergents
  - Shampoos
- Probable human carcinogen





# 1,4-Dioxane in Household Products

- 2002 – Industry average approximately 50 ppm 1,4-dioxane in AES
- 2002 – Seventh Generation specifies 5 ppm *maximum* 1,4-dioxane in AES
- **Two** vendors willing to meet SG specification
- 2008 – Organic Consumer Association Analyzes consumer products for 1,4-dioxane

Circle of Friends No Tearski Shampoo	2.1
Citrus Magic 100% Natural Dish Liquid	97.1
Dr. Hauschka Body Wash Fresh	ND
Earth Friendly Products Ultra Dishmate	19.0
Earth Friendly Products Ultra Dishmate (Natural Almond)	13.6
Jason Apricot Satin Soap	9.2
Jason Fragrance Free Satin Soap	11.9
Jason Tea Tree Scalp Normalizing Shampoo	7.9
Kiss My Face Early to Bed Shower Gel & Foaming Bath	6.2
Method Creamy Hand Wash	7.0
Method Dish Naturally Derived Ultra Concentrate	27.5
Method Hand Wash	ND
Nature's Gate Awapuhi Volumizing Shampoo	3.5
Nature's Gate Baby Soothing Shampoo	1.6
Sea-Chi Organics Tasmanian Lavender Shampoo	7.5
Seventh Generation Lemongrass & Clementine Zest Natural Dish Liquid	1.5
Seventh Generation Natural Dish Liquid	1.9

# 1,4-Dioxane in Household Products

- Consumers did not take the news of 1,4-dioxane in their household products well



# 1,4-Dioxane in Household Products

- 2008 – SG **eliminates** 1,4-dioxane from **all** SG products
- 2010 – J&J and P&G agree to reformulate certain personal care products to less than 10 ppm 1,4-dioxane by 2015
- 2012 – P&G agrees to reformulate Tide to less than 35 ppm 1,4-dioxane





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Caring today for  
seven generations of tomorrows.™