## • clean gredients®

Mechanisms for Data Sharing
Green Chemistry and Commerce Council
Innovators Roundtable
27 April 2010

Topher Buck GreenBlue





CleanGredients® is a project of GreenBlue®.







CleanGredients is an online database of ingredient chemicals used in cleaning products.



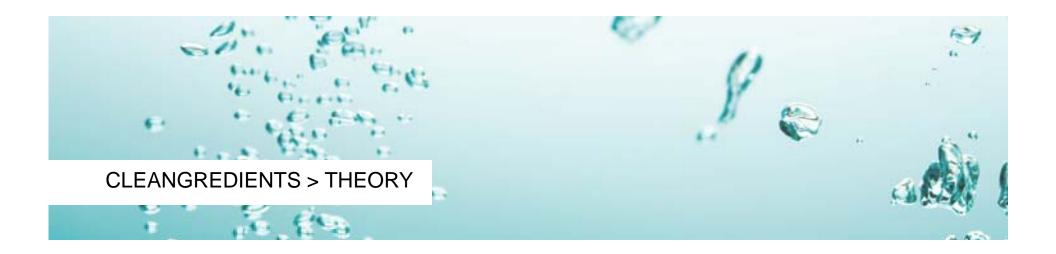




Encourage innovation in chemical product formulation and green chemistry.







Transparency promotes innovation.









How can we share toxicological data without compromising proprietary business information?





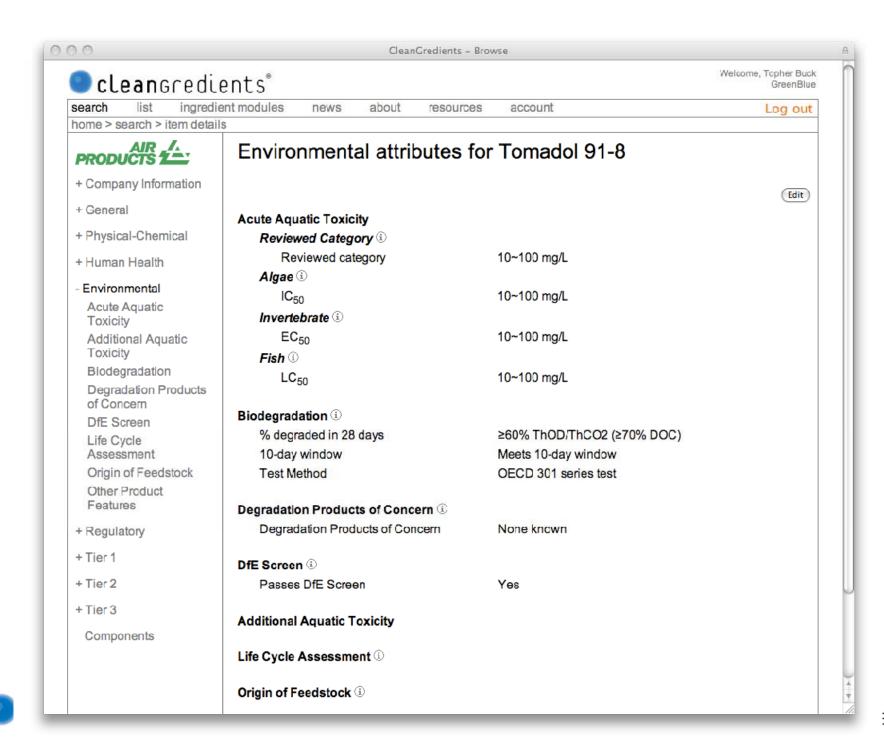




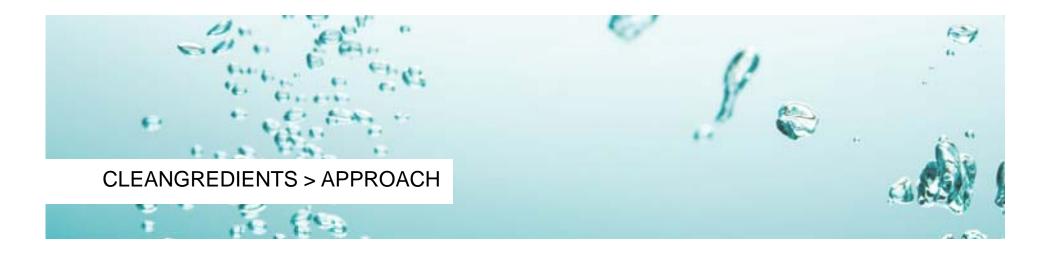
Share data at a resolution that is precise enough to indicate hazard or benefit, but not precise enough to reveal proprietary information.











Provide information needed by companies to design better products.

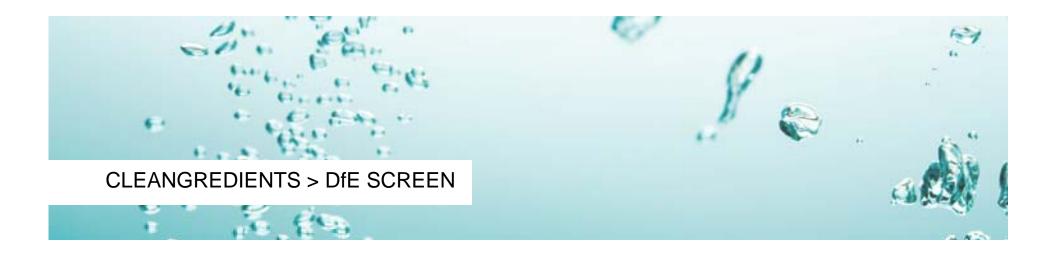
Neither a simple list, ranking system, nor a certification program.

CleanGredients is designed and intended to be as open and transparent as possible, not a black box.

Focus on hazard and information relevant to environmental purchasing, eco-labeling, and sustainability.







CleanGredients facilitates
U.S. EPA DfE recognition by
listing chemicals that are
"pre-screened" against the
DfE's human and
environmental health criteria.









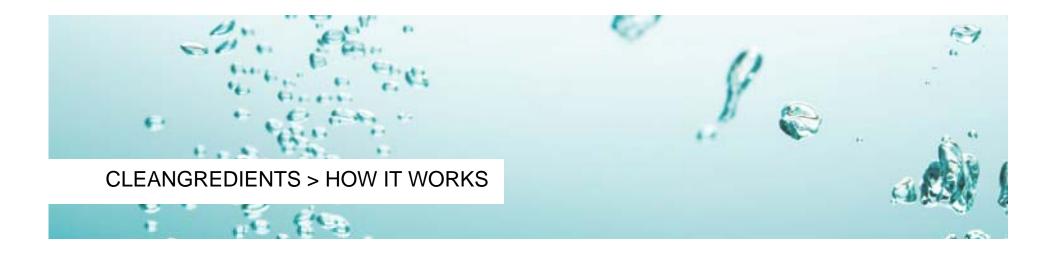
## CleanGredients helps...

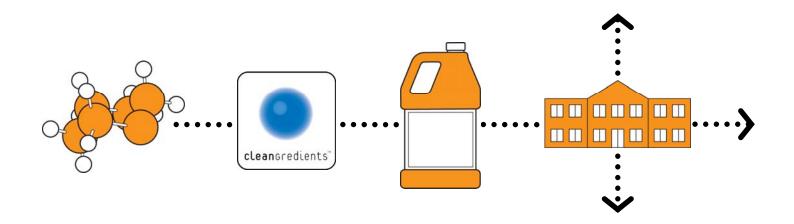
**formulators** to identify the ingredients for improved products that will meet U.S. EPA DfE requirements and

chemical manufacturers (suppliers) to market ingredients with positive human and environmental health attributes.



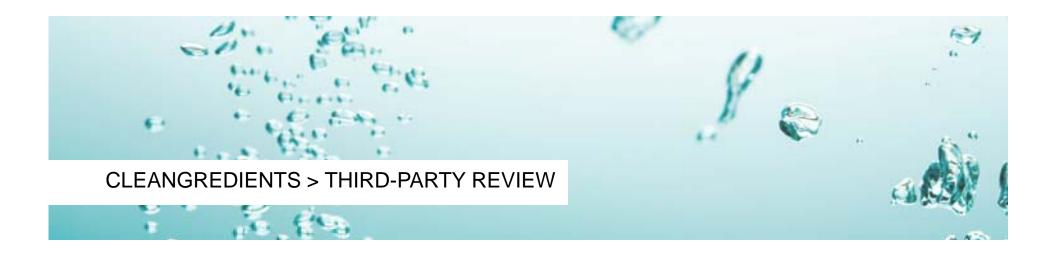












Because key ingredient data are verified by independent third parties, CleanGredients is recognized as a trusted source of chemical product information.







General (Technical and Sales)

Physical-Chemical

**Human Health** 

**Environmental Fate and Toxicity** 

Regulatory







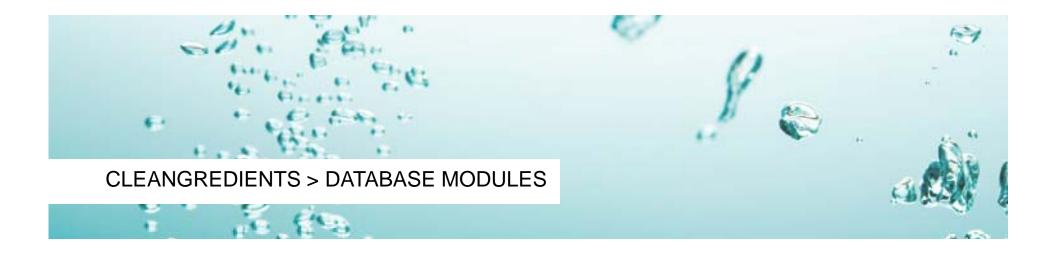
Currently available:

Solvents

**Surfactants** 







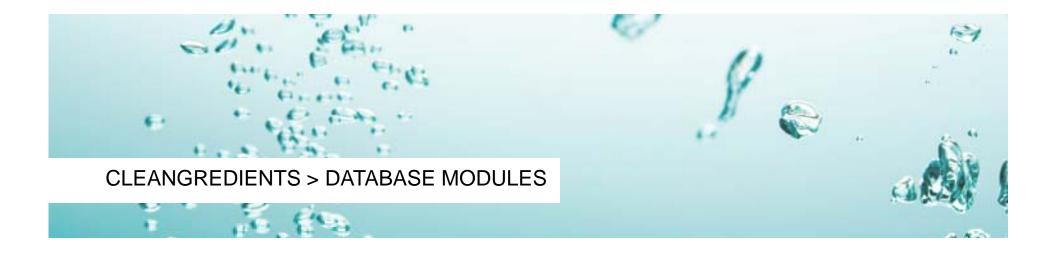
Soon to be released:

Chelating Agents & Sequestrants (non-polymeric)

Fragrances







CleanGredients will soon accept listings for all ingredient classes using the DfE Master Criteria set (formerly the DfE General Screen).







Expand to other formulated product categories:

- personal care products
- •inks, coatings, adhesives
- phthalates and alternative plasticizers

Incorporate screens for additional product recognition or certification programs







The primary focus of CleanGredients is chemical hazards.

Increasingly, we recognize a need to incorporate additional attributes related to green chemistry and life cycle assessment into the database—for example:

- Atom economy
- Embodied energy
- Feedstock

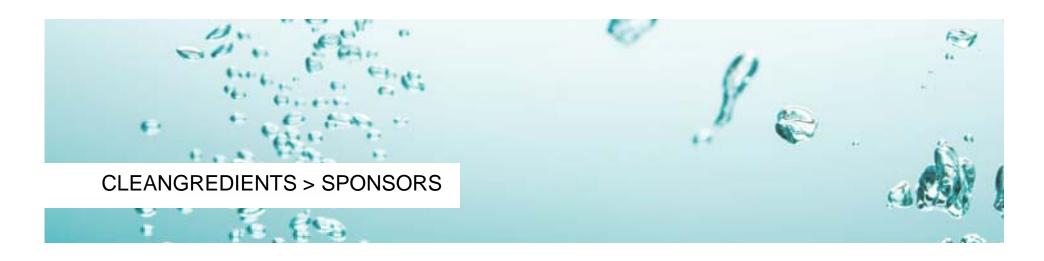












## Thank you to our 2010 Sponsors



















## Thank you.

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