

GoodGuide™

Marketing Green Products in a Tough Economy

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Environmental & Public Health Consulting

Green Chemistry and Commerce Council, Houston

April 27, 2010



Browse ratings

Personal Care
Shampoo

Burt's Bees Rosemary Mint Shampoo Bar

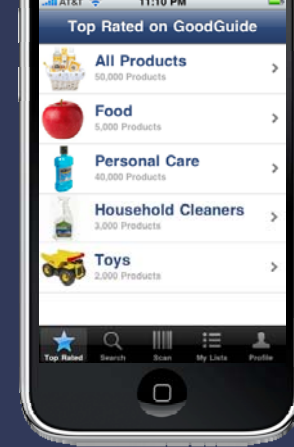
GoodGuide Rating: 8.6

Health: 10, Environment: 8.1, Society: 7.6

Average Price: \$6.00

Ingredients: Saponified Vegetable Oil, Glycerine, Rosemary Oil, Yucca Extract, Old Process, Peppermint Oil, Nettle Leaf, Rosemary Extract, Essential Oil, Panthenol

Product Certifications and Listings



Major Retailers



But First

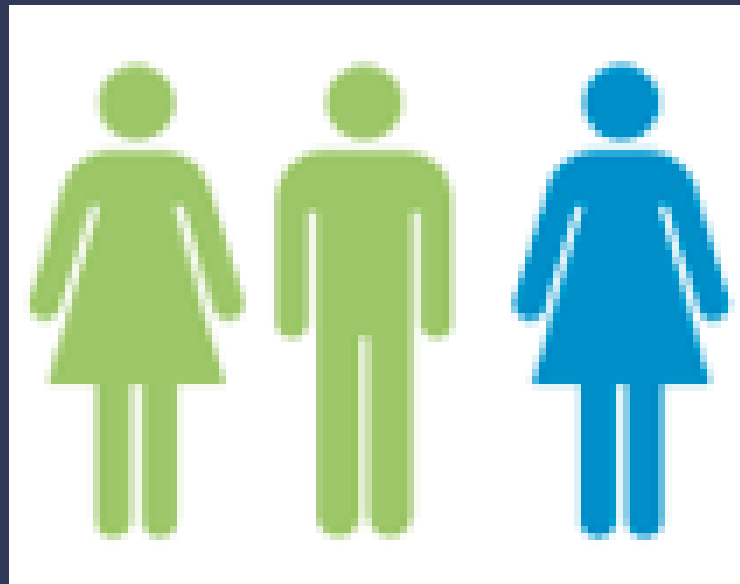
Some Trends

Majority of shoppers consider sustainability in buying decision



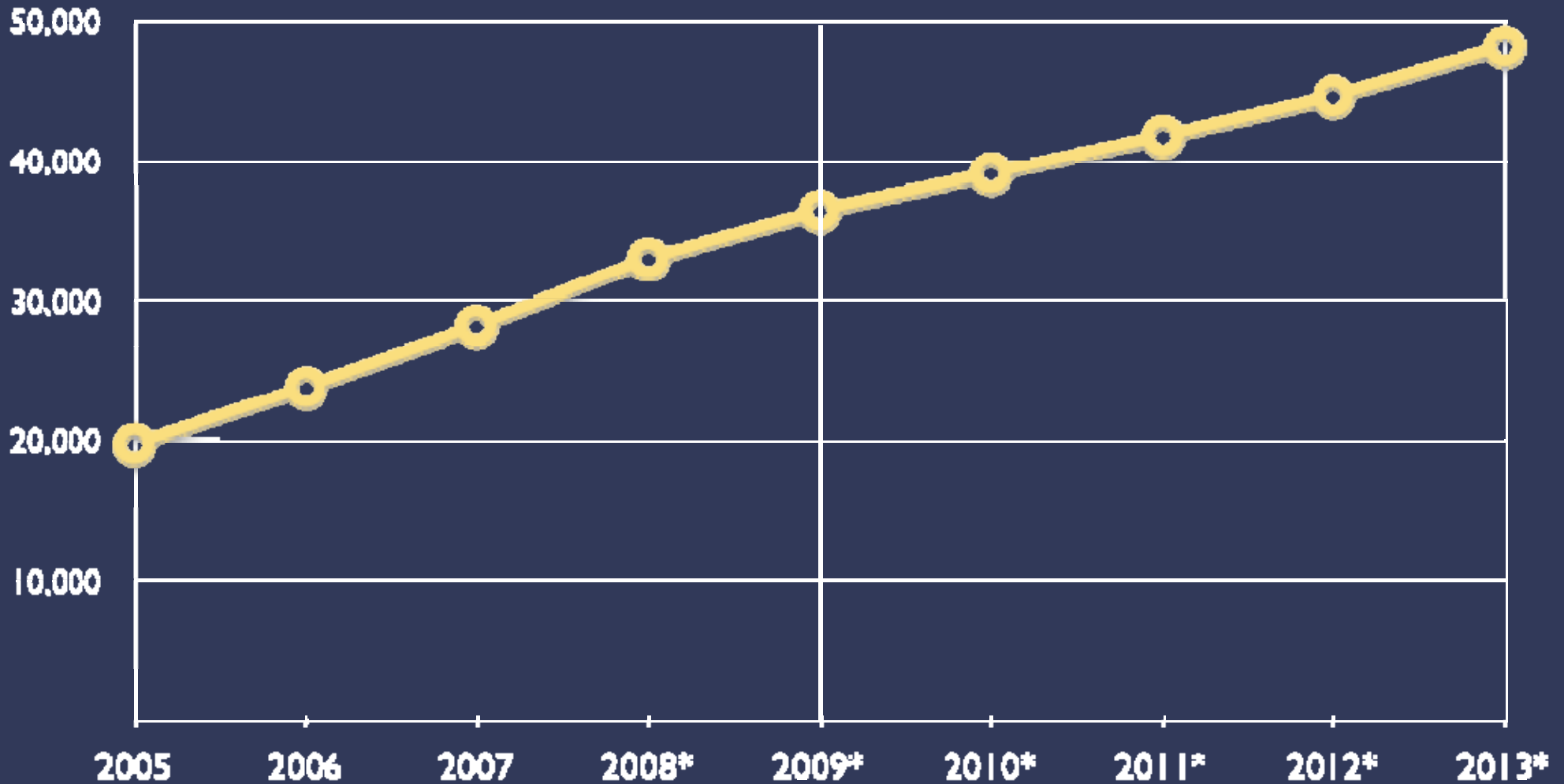
Even More True in Tough Economic Times

2/3 of Americans agree that
“even in tough economic times, it is
important to purchase products with
social and environmental benefits”



New priorities reflected in purchasing

Organic and Natural Food/Beverage Sales (in millions)



Green Product Performance

9:

**Natural Beauty Products: down 0.2 percent
\$283.1 million to \$282.6 million**

vs.

**Beauty Products: down 0.7 percent
\$482 million to \$478.6 million**

Green Durable Goods: no change

Green electronics showing growth

Green Market Outlook

Healthy Products, Healthy Planet” (HP2) Sector
outperformed economy as a whole in 2008-2009,
growing 6% in 2008 and remaining flat in 2009

Green Living” market grew 41% during 2004-2009

dominated by food and beverage, personal care

Food and beverage + 1.8% in 2009

Predicted growth of 20% from 2010-2012

25% of organic food purchasers have cut back

15% have switched to less expensive organic options

**Manufacturers and
retailers are responding**

through acquisitions

Kellogg's



Kashi
The Seven Whole Grain Company


GENERAL MILLS



Since 1972
Cascadian Farm
ORGANIC

CLOROX



BURT'S BEES

Earth Friendly Natural
Personal Care Products

Colgate

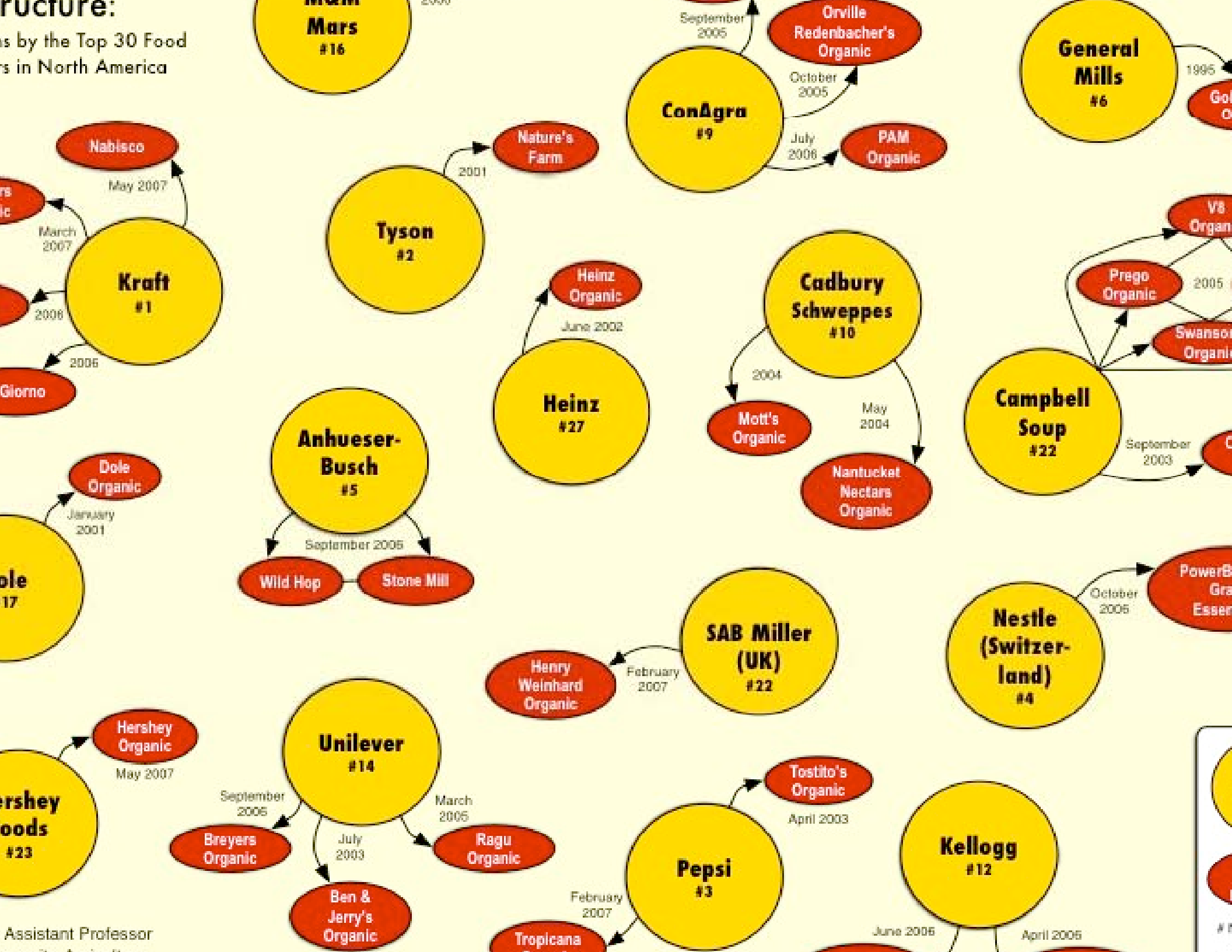
L'ORÉAL

HERSHEY'S

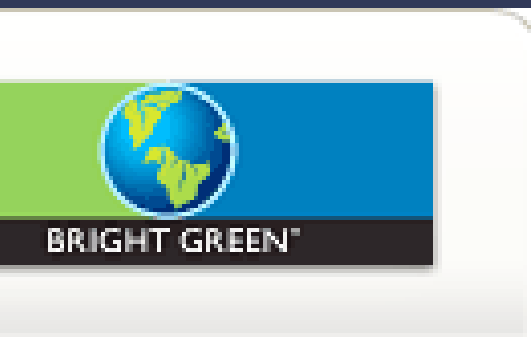


**through new brand
introductions by
manufacturers**

Structure:
 ranked by the Top 30 Food
 Brands in North America



and retailers



Seems like a win-win

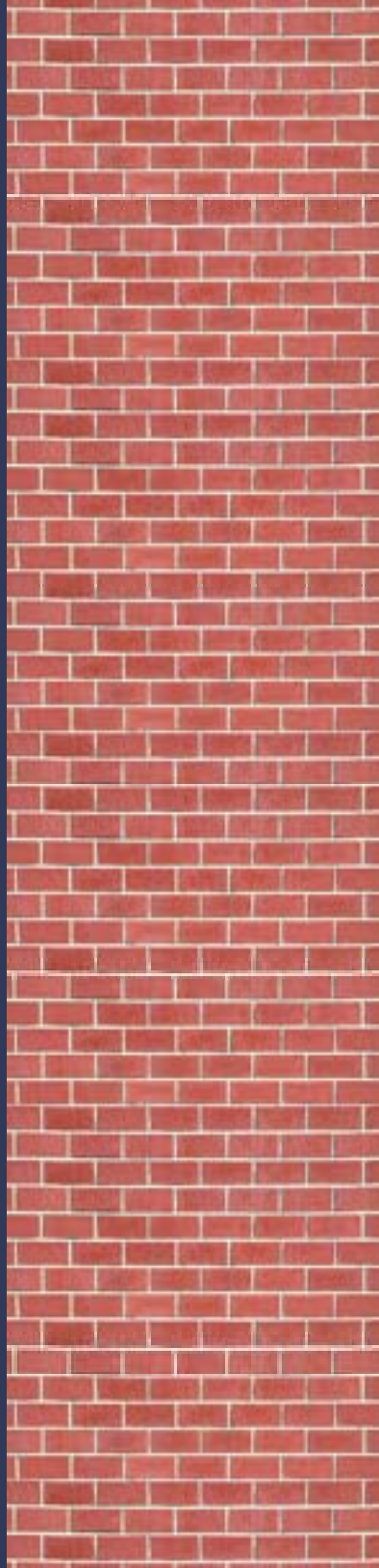


Customers looking
for better products
from better
companies



Companies
making better
products to meet
consumers' needs

There is just one problem



Consumers are lost

Study found “Greenwashing” on
of consumer products

400 eco-certifications are leaving
consumers confused



Information can be overwhelming



Pages



71 Pages

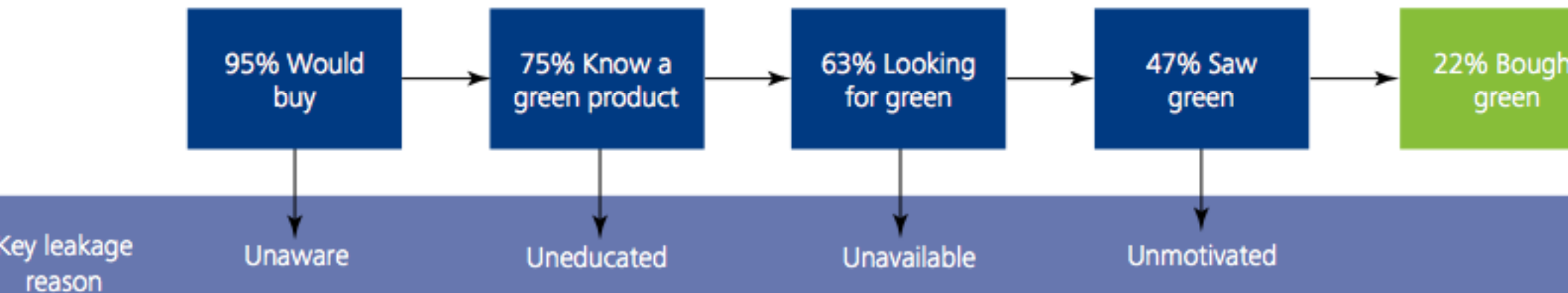


59 Pages

Resulting in Missed Opportunity

Figure 9

Lost opportunity on the path to purchase



Source: GMA and Deloitte Green Shopper Survey 2009

**How can you
communicate to
consumers**

where it matters?



GoodGuide™

**Providing transparency into the health,
environmental and social impacts of
products and companies**

GoodGuide Product and Company Scores

GoodGuide Proprietary Algorithms

Govt.
Data

Private
Research
Firms

Non-
Profits

Academic
s

Media
(Unstructured
)

Aggregation of Best Data Sources in the World

Development of Product Ontologies (i.e., What Matters?)

Health
Hazard
Assessment

Environmental
Life Cycle
Assessment

Social
Impact
Assessment

Science of Measuring the Impacts of Global Supply Chains
10+ Years of Research @ MIT & UC Berkeley

Team of Scientists

**Integrating over
1,400 individual
data points**

**on over 70,000
consumer products**

**to provide consumers
with**

easy-to-understand

scientific

ratings

**of products and
companies**

in 3 Key Areas



Burt's Bees Rosemary Mint Shampoo Bar

► Hair Care Products ► Shampoo ► The Clorox Company ► Burt's Bees

GoodGuide Rating

8.6

Health

10

Environment

8.1

Society

7.6

User Reviews



[Write a Review](#)

Average Price

\$6.00

[Buy Now](#)

1. Health

2. Environment

3. Society



Burt's Bees Rosemary Mint Shampoo Bar

► Hair Care Products ► Shampoo ► The Clorox Company ► Burt's Bees

GoodGuide Rating

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Health

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User Reviews



[Write a Review](#)

Average Price

\$6.00

[Buy Now](#)

Overall GoodGuide Rating

**delivered to
consumers where they
make decisions**

me

Burt's Bees Rosemary Mint Shampoo Bar | GoodGuide

http://www.goodguide.com/products/178421-burt-s-bees-rosemary-mint-shampoo-bar

Burt's Bees Rosemary Mint Shampoo Bar

GoodGuide

Find Safe, Healthy, and Green Products

► Browse Product Ratings | ► Learn About the Issues

Become a Member | About Us | Ratings | Ratings | Advisors | Ideas | Login

Browse ratings

- Personal Care
 - shampoo
 - Baby Care
 - Deodorants & Antiperspirants
 - Feminine Hygiene
 - Hair Care
 - [View all...](#)
- Toys
- Food
- Household Chemicals
- [See all categories...](#)

Burt's Bees Rosemary Mint Shampoo Bar

► Shampoo | The Clorox Company | Burt's Bees

GoodGuide Rating	Health	Environment	Society	User Review	Average Price
8.6	10	8.1	7.8	☆☆☆☆ Write a Review	\$6.00 Buy Now

! Learn More | Compare Products | Buy Now | User Reviews | See All Data

Detailed Ratings

Health	Environment	Society
<ul style="list-style-type: none">General HealthReproductive and Developmental HealthCancerLong-Term HealthShort-Term Health	<ul style="list-style-type: none">Energy ManagementWater ManagementToxic WasteAir PollutionGlobal Warming	<ul style="list-style-type: none">Customer SatisfactionQuality and SafetyPhilanthropyWorkplace DiversityWorking Conditions and Benefits

Behind the Rating

- ✓ Compared to other companies, this company scores well on [energy management](#).
- ✓ The company that makes this product has one of the highest scores in [use of resources](#).
- ✓ Compared to other companies, this company scores well on [reducing water use](#).

Rating based on 47 Product Facts

Excellent Good Fair Poor Terrible

Distribution of all 47 product facts.

Ingredient Ratings

<ul style="list-style-type: none">Saponified Vegetable OilGlycerinRosemary OilYucca ExtractOat ProteinPeppermint OilNettle Leaf	<ul style="list-style-type: none">Rosemary ExtractCoconut OilParthenol
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See package label ingredients

Controversial Ingredient | Ingredient of Concern

See all ingredient data...

Product Certifications and Listings

✓ This product or its company are included on the following lists

✗ Not listed in the following lists

Done

Online Stores

Seventh generation at TheFind.com - search, discover and compare prices

http://www.thefind.com/search/query=seventh+generation

Seventh generation at TheFind.com

TheFind™ Every Store. Every Product. All At Once.

Sign In | Create Account

thefind seventh generation

Found 367 stores with 8,329 products matching seventh generation.

Narrow your results: Health and beauty, Pets, Office, Kids and family or More...

Price range: Min \$1 Max \$55

Ways to save: Sales, Coupons, Free Shipping

Sort by: Product Relevance

Product Coupons About Store

☆ Product ☆ Store ☆ Brand

Seventh Generation Automatic Dishwashing Detergent Powder - 75 oz

\$6.10

Seventh Generation Free & Clear?? Automatic Dishwashing Powder has absolutely no chlorine and no fragrances which can pollute the air in your home. Our new formula has been improved to reduce spotting and filming in hard water, and granulated to ensure...








Good Guide
Green Rating
Seventh Generation

Vitacost.com [VISIT SITE](#)

Free gift (shaker cup) with \$50 purchase. Expires 9-12-09
No code required
More information at RetailWatch
Shipping Restricted
Itemships not avail

More stores for Vitacost.com

Find More:
automatic powder

 <p>Seventh Generation Chlorine-Free Cleaners</p> <p>\$5.99</p> <p>drugstore.com VISIT SITE</p> <p>Drugstore.com Cleaners</p>	 <p>Seventh Generation Free & Clear Natural All Purpose</p> <p>\$6.79</p> <p>Sears.com VISIT SITE</p> <p>Sears Cleaners</p>	 <p>Seventh Generation Automatic Dishwashing Detergent Powder</p> <p>\$6.10</p> <p>vitacost.com VISIT SITE</p> <p>Vitacost.com Cleaners</p>	
 <p>Seventh Generation Natural Laundry Powder Detergent</p> <p>\$13.89</p> <p>Office Depot.com VISIT SITE</p> <p>Office Depot Cleaners</p>	 <p>Seventh Generation 100% Chlorine-Free Cleaners</p> <p>\$4.98 Sale</p> <p>ToysRUs.com VISIT SITE</p> <p>Toys R Us Cleaners</p>	 <p>Seventh Generation Unscented Baby Wipes</p> <p>\$7.99</p> <p>Cost.com VISIT SITE</p> <p>Cost.com Cleaners</p>	 <p>Seventh Generation Unscented Baby Wipes</p> <p>\$15.99</p> <p>drugstore.com VISIT SITE</p> <p>Drugstore.com Cleaners</p>

Brands

Top Searches

- body fat monitor
- bars essential cosmetics
- anti aging cream
- ester lauder makeup
- dudd brown cosmetics
- greench perfume

MY FAVORITES Products (0) Stores (0) Brands (0) Searches (1) Recent Views (1)

GoodGuide.com

Online Stores

Phone

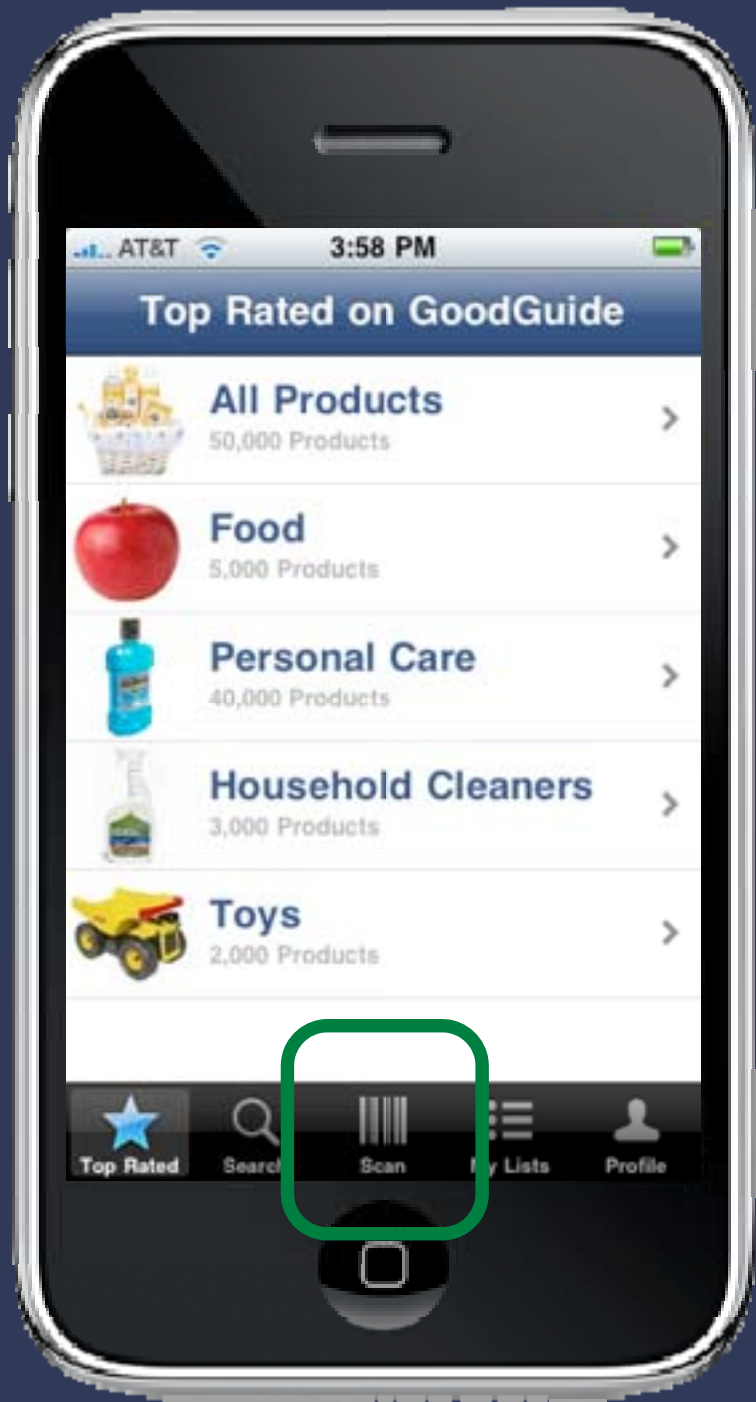


**Newest tool to
make it easy for
consumers**

UPC scanning from the phone











AT&T 3:58 PM

Top Rated on GoodGuide

-  **All Products**
50,000 Products >
-  **Food**
5,000 Products >
-  **Personal Care**
40,000 Products >
-  **Household Cleaners**
3,000 Products >
-  **Toys**
2,000 Products >

Top Rated Search Scan My Lists Profile



AT&T 4:02 PM

Barcode Scanning

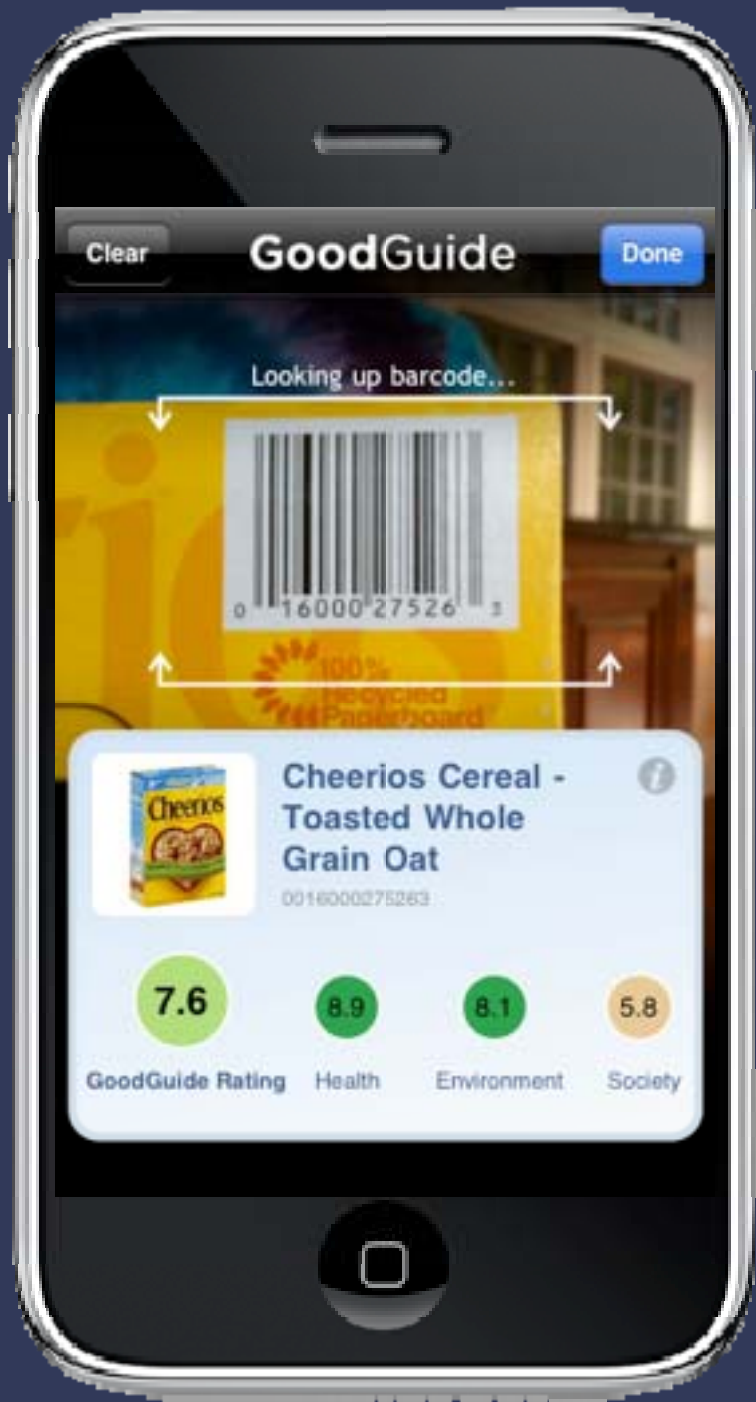
NEW!
GoodGuide™
SCANNER



Use your iPhone's camera to scan barcodes and see the GoodGuide rating

Scan Barcode

- ★ Top Rated
- 🔍 Search
- 📊 **Scan**
- ☰ My Lists
- 👤 Profile



Clear

GoodGuide

Done

Looking up barcode...



0 16000 27526 3



Cheerios Cereal -
Toasted Whole
Grain Oat



0016000275263

7.6

8.9

8.1

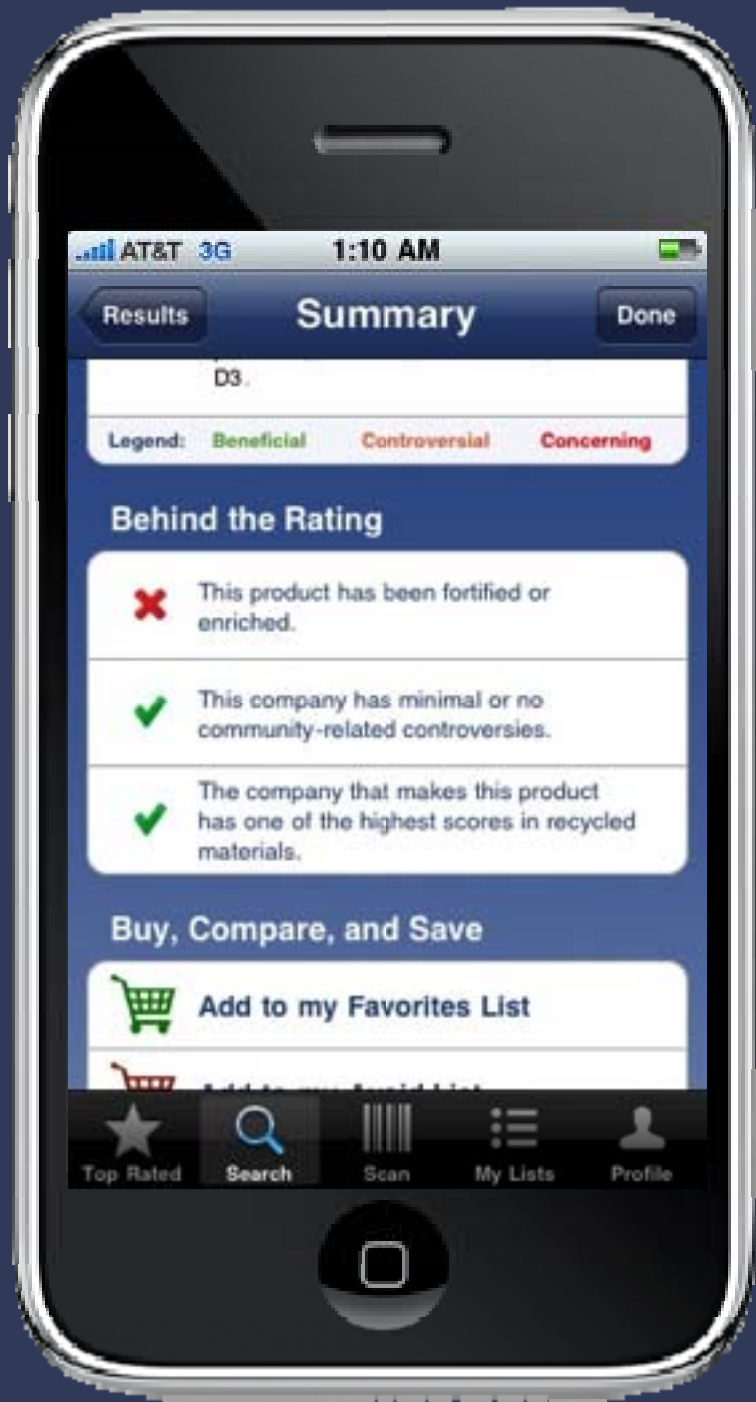
5.8

GoodGuide Rating

Health

Environment




Society



D3.

Legend: Beneficial Controversial Concerning

Behind the Rating

-  This product has been fortified or enriched.
-  This company has minimal or no community-related controversies.
-  The company that makes this product has one of the highest scores in recycled materials.

Buy, Compare, and Save

 Add to my Favorites List



Giving consumers the health, environmental and social info they need to make a product buying decision

Works for Consumers

Buyers

5-10X more likely

**to make a purchase
after using GoodGuide**

Press likes it

week

a “wonderful” website

rk Times

“[GoodGuide] could have a revolutionary effect on industry and commerce.”

ews

“One of the best services I’ve ever used.”

Chronicle

GoodGuide Has Drawn Accolades for its Exhaustive Information

TIME

10 Ideas Changing World Right Now

n p r

New Site Rates Pro for Safety, etc.

WIRED

Startup Fights Green With Data Sent to Your Phone

BusinessWeek

How the Web Can Help Fight Greenwashing

O THE OPRAH MAGAZINE

Green IQ - GoodGuide



Why it Works for Consumers

- Unbiased 3rd party ratings
- Ratings are scientific
- A score - not a certification
- Ratings can be personalized

Why it Works for Manufacturers

- Influences purchase
- More effective (and cheaper) than marketing
- Lowers investment in sustainability scientists
- Puts your sustainability efforts to work for you

**New manufacturer
product from
GoodGuide**



Browse ratings

Personal Care
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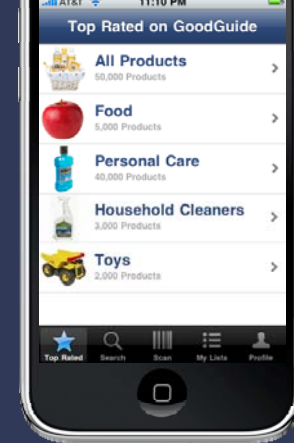
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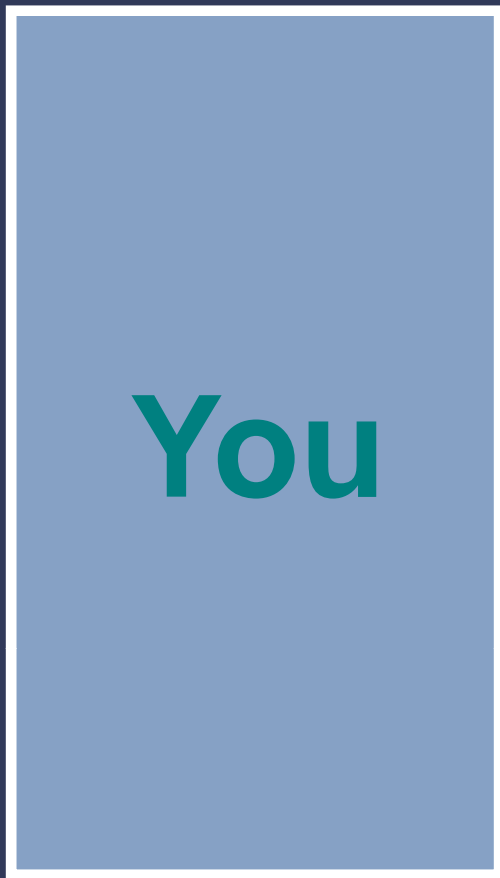
Product Certifications and Listings



Major Retailers



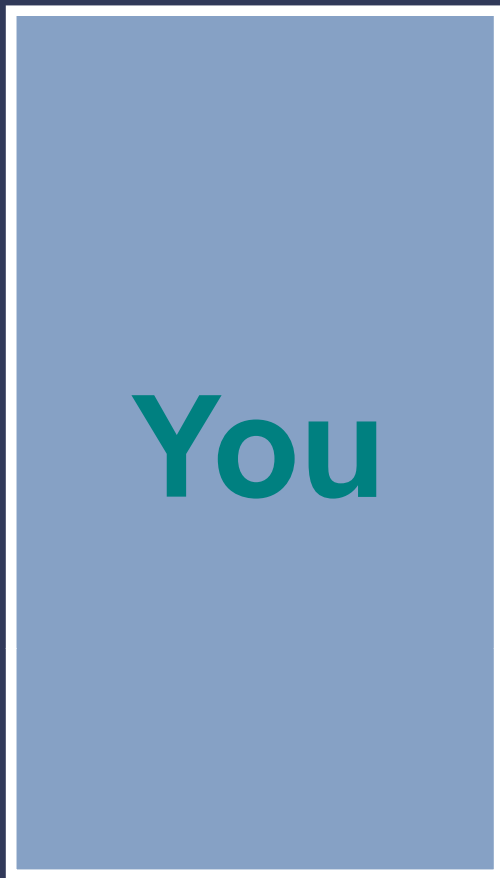
New and best way to provide your data into Goodguide



Data



And gain product insights from GoodGuide



Product
Insights



**And ultimately better
participate in this new
ecosystem**

Why:

Better communicate with consumers – more complete data

Understand what the world knows about your products and practices

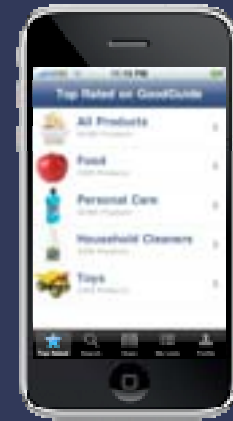
Understand which criteria are affecting your ratings and what you could be doing to improve their product performance;

Gain insights into consumer perceptions and decisions related to your products.

du



Major Retailers



<http://portal.goodguide.com>

GoodGuide™