



GC3

Houston
April 2010

Dave Rapaport
Sr. Director of Corporate Consciousness
Seventh Generation

Leading Brand of Natural Household & Personal Care Products



Our Inspiration



**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

- the great law from which we derived our name
- the foundation of our authenticity and integrity
- the company belief system, our compass
- it's what inspires our company and the people who work here

Our Mission



to inspire a more conscious and sustainable world by being an authentic force for positive change

- Our overarching purpose
- The clear articulation of what we want to accomplish in the world
- Provides clear internal focus and inspiration

Transparency

Ingredient Disclosure

- full disclosure of ingredients including fragrances on package
- guided by federal requirements in place for cosmetics, using International Nomenclature for Cosmetics Ingredients (INCI) names
- additionally, trace materials and other issues are discussed on our website

Tri-Fold Labels on Cleaners



Inner Label Panel

- full disclosure of ingredients including fragrances on package
- guided by federal requirements in place for cosmetics, using International Nomenclature for Cosmetics Ingredients (INCI) names



Web Ingredient Disclosure

Natural Glass & Surface Cleaner

Fast, easy cleaning of tough dirt and grime.

Cleans without streaks and uses no harsh chemicals.
Excellent for effectively cleaning glass, mirrors, chrome,
and other hard surfaces around your home.



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▼ Features and Benefits

- Non-toxic & biodegradable
- Hypo-allergenic
- Does not create harsh fumes
- Not tested on animals
- Kosher-certified

▶ Available Sizes

▶ Available Varieties

SAFE EFFECTIVE

SELECT ACTIVE INGREDIENTS

Plant-derived
Cleaning
Agent

Provides a streak-free shine
without leaving harmful
residues

Formulated to be safe for your family and the environment, this product does not create harsh fumes and is a non-toxic, biodegradable alternative to conventional petroleum-based cleaners.

[View All Ingredients.](#) ▶
[See All Material Safety Data Sheets.](#) ▶

Web Ingredient Disclosure

Shower Cleaner — Green Mandarin & Leaf

Aqua (water), hydrogen peroxide (active stain removal agent), coceth-7, coceth-4 and deceth-5 (plant-derived cleaning agents), peg-15 cocomonium chloride (plant-containing cleaning agent)*, essential oils and botanical extracts** (citrus reticulata (green mandarin), mentha spicata (spearmint), citrus aurantium amara (petitgrain), citrus aurantium bigarade (petitgrain bigarade).

Trace materials are commonly present in cleaning product ingredients

*We recently discovered that peg-15 cocomonium chloride is present in our current formulation. Because of this recent discovery, our current product label does not reflect the presence of this ingredient. Peg-15 cocomonium chloride is a plant-containing cleaning agent. The ingredient list on this label will be updated when we reformulate.

****D-limonene** is a naturally occurring component of these ingredients.

Consumer Education and Engagement

Show The World What's Inside.

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Label Reading Guide

▶
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Label Reading Guide
Use this guide to help you better understand ingredients inside cleaning products.

Label Reading Guide.

Companies manufacturing cleaning products are not required to tell you what chemicals they use in their products. Without ingredient transparency, it's hard for people to make safe, well-informed decisions. To help educate you about how to read labels so you can understand the potential risks in many cleaning products, Seventh Generation wants to equip you with the Label Reading Guide. Download the mobile, Mac, or Windows app, or printable PDF, and become a better ingredient detective today.

Downloadable Application

Macintosh ▶

or

Windows ▶

Printable Version

PDF ▶

Download to Mobile

iPhone App ▶

or

Web Enabled Mobile

Cell Phone Number:

Submit ▶

NOTE: This Label Reading Guide is updated periodically and you should revisit this site for updates. If you print out a copy of the Guide, you should update your printed copy from time to time (and recycle the old one!) to ensure that you are using the most current version. Seventh Generation uses reasonable care to keep this Guide and the information in it accurate and up-to-date, but is not responsible for any errors or omissions.

Label Reading Guide

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Label Reading Guide™
Reference
Released Mar 27, 2009

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SLS

What it is:
SLS is an anionic surfactant commonly used in detergents, household cleaners, soaps and shampoos.

What it is used for:
Used to help water to mix with oil and dirt so that they can be rinsed away.

What effect does it have:
Biodegradable. Irritating to the skin when used alone but can be formulated to be non-irritating.

1,4 Dioxane

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The Inspired Protagonist

It Was Bad, and It Wasn't a Dream

By [Inspired Protagonist](#) - March 26, 2008



It had all the makings of a nightmare:
"Seventh Generation Battles Carcinogenic
Chemical Controversy"
""Organic" and "Natural" Consumer Products
Found Contaminated with Cancer Causing
Chemical!"

Less than two weeks ago, I woke up to headlines bearing the type of story you hope lives only in a bad dream. An experience that you think you've spent your whole business career working to avoid. Yet, viewed another way, it was a rather extreme opportunity to review who we are, how we do things, and how to be a better company for it.

Here's what happened. On March 14, the Organic Consumers Association, a consumer advocacy group, released a report showing that 47 organic and natural consumer products contained detectable levels of the contaminate 1,4-dioxane. Seventh Generation was one of the brands named in the study.

I of course worried that this attack on our honesty would damage our reputation, a reputation that we've spent 20 years building, one day at a time. But rather than fight our way through this complicated controversy, the path forward was in many ways a simple one--tell the truth. As they say in court, tell the whole truth and nothing but the truth. Don't bend it to make it sound better, or even leave out a detail or two you'd never be expected to share.

With the amazing support of Chrystie Heimert, our communications director, and a team of internal managers, we rushed right into the jaws of the tiger. On Thursday, March 13, the day

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Inspired Protagonist

Jeffrey Hollender, Co-founder, Executive Chairman, and Chief Inspired Protagonist of Burlington, VT-based Seventh Generation Inc., is a well-respected advocate of sustainable business.



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Pigments in Diapers

Chlorine Free Baby Diapers



Our diapers are made of chlorine free wood pulp fluff, sodium polyacrylate (also referred to as SAP or absorbent gel), polyolefin nonwoven fabric, adhesives, polyolefin film, synthetic rubber elastic strands

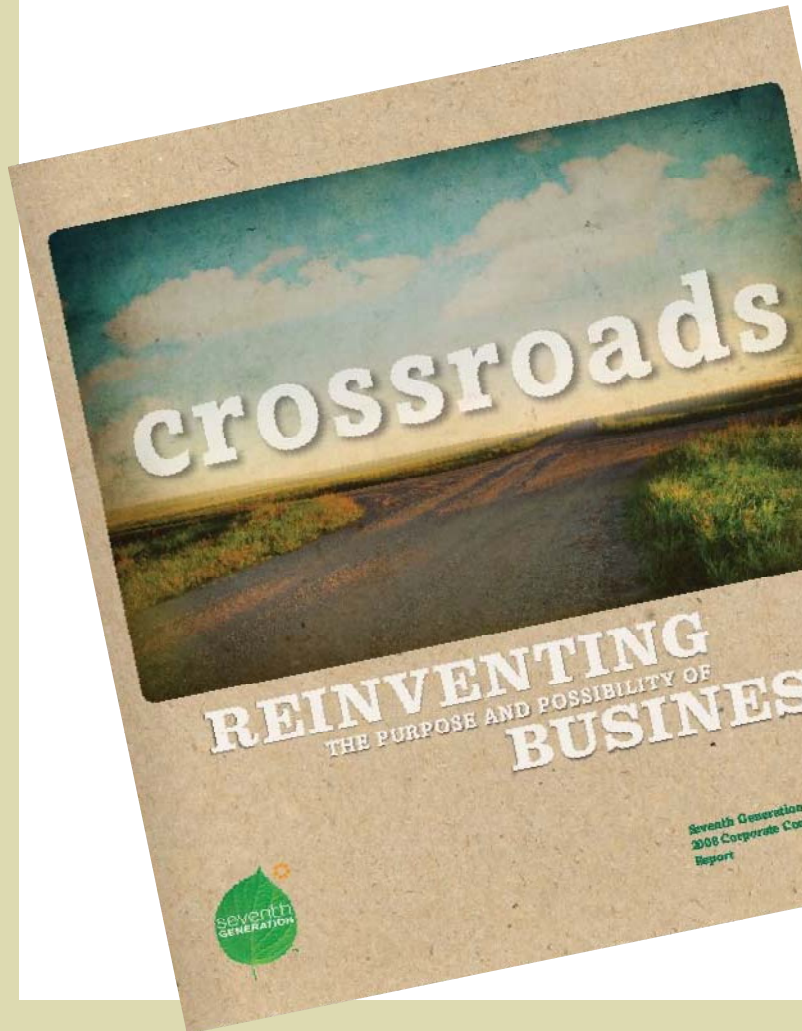
The color of disposable diapers is typically achieved through the addition of color pigments to their inner and outer cover materials. This is also true for Seventh Generation diapers. While most designs on the market use pigments that result in a white color, we use a small amount of blended color pigments to impart a tan color to our diapers. The blend is proprietary to the supplier of the pigment. To the best of our knowledge, there are no known toxicity issues associated with the use of these pigments in our diapers. Without the addition of color pigments, these materials would be colorless, much like a plastic milk jug. We use brown pigments to help distinguish Seventh Generation Chlorine Free Diapers from others in the marketplace that are bleached with chlorine-containing substances.

All disposable diapers, including Seventh Generation's, rely on man-made materials to deliver the high-level performance that parents expect of modern diapers. These materials are mostly petroleum-derived and are not renewable, which adversely impacts the environmental footprint associated with these products. At Seventh Generation, we are pleased to offer an alternative that is not bleached with chemicals containing chlorine, and are working hard to further improve the sustainability of our diaper products.

About Chlorine

The wood pulp used in our diapers has not been processed with chemicals containing chlorine. This prevents dangerous chlorinated toxins from being released into the environment through the pulp production process.

GRI Compliant CSR Reports Since 2003



This Report

Appendix A: International Reporting Standards

The Global Reporting Initiative (GRI) develops globally applicable Sustainability Reporting Guidelines for voluntary use by organizations worldwide. (www.globalreporting.org) As a member of GRI, we support this effort to foster corporate accountability, comparability, and transparency.

In 2006, GRI revised their standards to develop a "C" applicability level that is appropriate for smaller companies which we followed this year. The following information indicates how we have met the required Profile Disclosure elements and topic-related performance indicators for this C level.

Materiality: We consider our product design and packaging work, as well as our sourcing and supplier engagement efforts to be material to our company. Consistent with our commitment to environmental stewardship, our varied initiatives to reduce our environmental footprint (within our office, through our approach to logistics, our carbon accounting work) are material as well. As we are committed to collaborating with others to create positive change, our efforts to engage our customers and consumers are also material. Finally, as a privately-held business that believes strongly in corporate accountability, a discussion of our economic performance, donations, and workforce are also necessary components of this report.

This report is only available on the internet in an effort to save paper and to facilitate access to the many links that will help readers pursue particular topics further.

GRI-C Standard Elements

Profile Disclosures

STANDARD DISCLOSURES

1.1 CEO Letter: A few more words from Seventh Generation's President and CEO (in 2008), Jeffrey Hollander, page 8.

The mandate in our company's name — that we, "consider the impact of our decisions on the next seven generations", underpins all we do as well as the strategic goals we set.

Short-term: The Executive Summary details our goal to eliminate 14-dioxane from our products; improve our carbon footprint, particularly related to transportation; and increase the recycled content of our packaging. We intend to achieve our environmental goals while continuing to grow despite a down economy. A priority in moving forward will be improving work-home balance within our community.

Medium-term: Here we play a more active role in changing our industry, challenging the business community to move more rapidly toward sustainability, and in affecting policy change at the national level on climate change, safer ingredients, and other areas of strategic interest to our company.

Long-term: While our global imperative and the long-term goal in the Executive Summary guide us, we don't create the change we seek by acting alone. I hope that we will inspire others to shift from a "for-profit" to a "for-purpose" business model embracing the belief that we must hand down to the next seven generations a world more restored and more just than the one we slide in today.

Our achievements and setbacks are detailed thoroughly in our report (see the Executive Summary) but on a personal level, I'm disappointed that we have not yet eliminated 14-dioxane from our products and expect that we will succeed in this area in 2009. I'm most proud of the fact that we stayed true to our core purpose during a year of economic growth, proving that doing good is good for business.

Our relationships and collaborations, whether they are with our suppliers or independent associations, are all marked by a dedication to a shared purpose. We're not in this alone. We have exceptionally dedicated employees and an essential network of committed partners. I'm humbled to be in company with such extraordinary power and talent as we proceed step by step, on the path before us.

—Jeffrey Hollander, president and co-founder, Seventh Generation

2.1 Organization name, page 14.

2.2 Brands, products, services, p. 14, p. 37.

2.3 Operational structures, p. 14.

2.4 Location of Headquarters, p. 14.

2.5 Countries where company operates, p. 14.

2.6 Ownership and legal form, p. 14.

2.7 Markets served, p. 47.

2.8 Scale of reporting organization: Number of employees, p. 69.

Not as is, to be capitalized, quantity of products provided: We are a privately held corporation and therefore not an issued stock financial and strategic plan.

2.9 Significant changes

We mentioned in Logistics that we partnered with three new manufacturing facilities in Mississippi, Toronto and Washington.

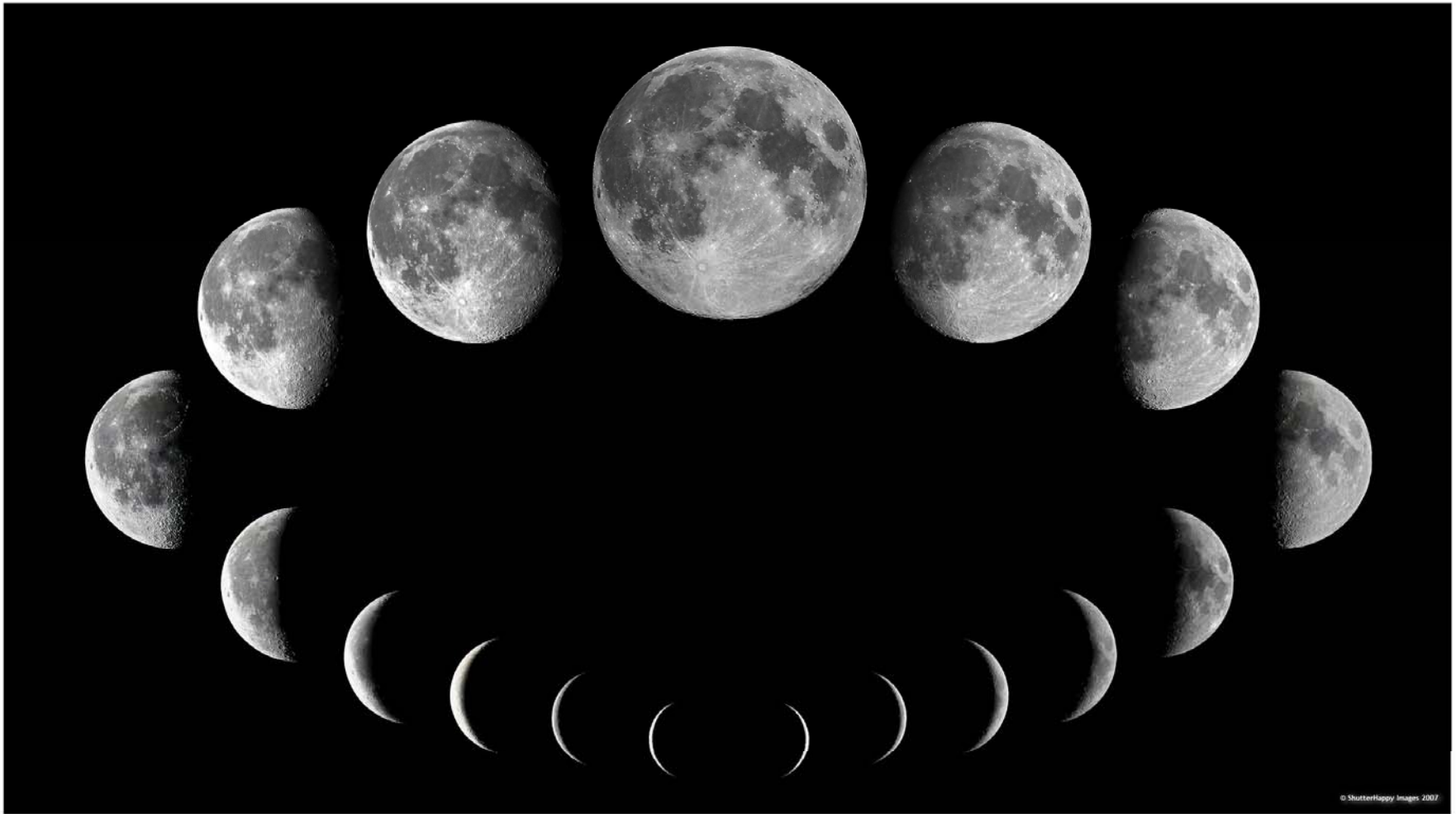
2.10 Awards received, p. 71.

Report Profile, Scope, Boundary, and Global Reporting Initiative Index.

3.1 Reporting Period:

Calendar year 2008 with occasional mention of relevant achievements & early 2009.

Illuminating the Whole Product Life Cycle



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Meta Ingredients

**physical
ingredients**



**non-physical
attributes of
the supply
chain and
the company**

Embedded in the product, but harder to see

Transparency is Inevitable!

JUSTICE

Let us realize: the arc of the moral universe is long, but it bends towards

2009 • evan hensleigh • futuraprime.net

Martin Luther King Jr.

...and also toward transparency

