Leading Brand of Natural Household & Personal 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

- 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
• 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.

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

SAFE + EFFECTIVE

SELECT ACTIVE INGREDIENTS

- Plant-derived Cleaning Agent
  Provides a streak-free shine without leaving harmful residues

Available Sizes
Available Varieties

View All Ingredients.
See All Material Safety Data Sheets.
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.

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
- Windows
- Printable Version
- PDF

Download to Mobile
- iPhone App
- 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

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.
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 contaminant 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 pushed right into the jaws of the tiger. On Thursday, March 13, the day...
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

Appendix A: International Reporting Standards

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

In 2003, 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 Disclosures 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.

The 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

EXHIBIT A: GRI Guidelines

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GRI–C Standard Elements

Profile Disclosures
Illuminating the Whole Product Life Cycle
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!

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

...and also toward transparency