

SC Johnson Leading the Way in Ingredient Disclosure

SC Johnson's products are used and trusted by millions of households around the world. To help families know they can continue to trust its products, the company believes in making its ingredient information readily accessible and easy to understand. And, the company's ingredient communication efforts have a long history of going far above and beyond industry standards.



2012

- As part of its ongoing commitment to ingredient disclosure and transparency, SC Johnson launches an enhanced version of its innovative ingredient disclosure website – **www.whatsinsidescjohnson.com** – to provide families with expanded ingredient definitions, a fragrance education section, FAQs, external resources and more. The site can be accessed easily, through brand websites such as **Glade**[®], **Scrubbing Bubbles**[®] and **Ziploc**[®] that offer direct links to the ingredient site.



- The Exclusive Fragrance Palette on the enhanced site features a listing of all of the ingredients that could potentially be included in SC Johnson fragrances. The company's palette takes the review of fragrances a step further; fragrance ingredients are evaluated not only by International Fragrance Association (IFRA) Standards but also under SC Johnson internal requirements, which may take a stricter look or different view of an ingredient.
- The company announces it will expand ingredient information on its product labels. Since 2009, the company has been rolling out ingredient information on its product labels. Beginning in 2012, labels will also begin to roll out with ingredients listed by their International Nomenclature of Cosmetic Ingredients (INCI) names; a naming system used by the cosmetic industry of which many of the ingredient names are already recognizable and familiar to consumers.

2010

- The company launches the Spanish-language version of its ingredient disclosure website and begins offering Spanish-language support via its toll-free number, recognizing the importance of providing full ingredient information to Spanish-speaking consumers in the U.S. The company becomes the first to do so – leading the industry in product ingredient responsibility and disclosure.

SC Johnson is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care. It markets such well-known brands as **GLADE**[®], **KIWI**[®], **OFF!**[®], **PLEDGE**[®], **RAID**[®], **SCRUBBING BUBBLES**[®], **SHOUT**[®], **WINDEX**[®] and **ZIPLOC**[®] in the U.S. and beyond, with brands marketed outside the U.S. including **AUTAN**[®], **TANA**[®], **BAMA**[®], **BAYGON**[®], **BRISE**[®], **KABIKILLER**[®], **KLEAR**[®], **MR. MUSCLE**[®], and **RIDSECT**[®]. The 126-year-old company, that generates \$9 billion in sales, employs nearly 13,000 people globally and sells products in virtually every country around the world. www.scjohnson.com

2009

- SC Johnson surpasses the recommendations set forth by the household products industry's "Consumer Product Ingredient Communication Initiative" in late 2008 with an innovative and expansive ingredient communication program which makes the information available in three ways: a dedicated website; on product labels for all air care and home cleaning products; and by a toll-free number.
- The company begins listing all of the ingredients in its products, including dyes, preservatives and fragrance ingredients; and while the industry standard focuses on communication in English, SC Johnson offers the information in three languages: English, Spanish and French.
- SC Johnson takes ingredient identification a step further by defining its ingredients with an explanation of their purpose in the product.

2008

- SC Johnson voluntarily begins working with suppliers to eliminate phthalates from the fragrances used in their products even though DEP – the only phthalate that had been found in the company's products – was deemed safe by various scientific bodies.
- SC Johnson receives the U.S. EPA Safer Detergents Stewardship Initiative Award for voluntarily committing to use safer surfactants; the agents that help dispel dirt, in its products.

2006

- SC Johnson receives the Presidential Green Chemistry Challenge Award in recognition of its patented **Greenlist™** process which analyzes and rates the raw ingredients to be used in the company's products based on their impact on human and environmental health.

SC Johnson has a long history of going beyond regulatory requirements for its product ingredients. Here are a few highlights:

- In 1975, the company took the bold step of removing chlorofluorocarbons (CFCs) from SC Johnson products three years ahead of the 1978 U.S. mandate.
- The company stopped using paradichlorobenzene (PDCB) because of water contamination and its impact on ozone in the upper atmosphere in 1993.
- SC Johnson introduced its patented **Greenlist™** process in 2001 to classify raw materials considered for use in the company's products, according to their impact on the environment and human health.
- In 2002, the company proactively stopped using polyvinyl chloride (PVC) in its packaging on a worldwide basis.

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