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A Leadership Stance on Ingredient Disclosure **SC Johnson Builds on Industry Model with More Info and Access**

SC Johnson has announced that it is voluntarily leading on ingredient disclosure by surpassing the household products industry model with an innovative and expansive ingredient communication program. Following is additional information about this bold step.

What is the Industry Model?

In November 2008, the household products industry announced its Consumer Product Ingredient Communication Initiative, a model for companies to inform consumers about the ingredients in their products. Details about the model are available at <http://www.cleaning101.com/about/11-24-08.cfm> and the model is depicted below. SC Johnson applauds the industry for proactively taking this step.

What is SC Johnson's Model?

SC Johnson is committed to providing the transparency consumers want, so the company is going beyond the industry model and regulatory requirements with its ingredient communication program. The graphic on the following page shows how SC Johnson's model surpasses the industry program.

Key differences include:

- Disclosing all ingredients in its U.S. home cleaning and air care products – an unprecedented move that includes dyes, preservatives and fragrance ingredients.
- Communicating on labels, on a web site and via telephone.
- Focusing on a single nomenclature for simplicity and clarity.
- Defining ingredients with an explanation of their purpose in the product.
- Communicating in English and Spanish on its web site.
- Adding Canadian products as well.

Why Raise the Bar?

First and foremost, SC Johnson is taking this action for its consumers. As a family company, listening and responding to consumers is SC Johnson's top priority. Today's families want to know what's in the household cleaning and air freshening products they use in their homes. Making this information readily accessible and easy to understand helps consumers know that they can continue to trust SC Johnson products.

Additionally, leading in ingredient communication is a logical extension of SC Johnson's patented **Greenlist™** process, which has been enabling the company's scientists to select better ingredients for the environment and human health, and to phase out less preferred ingredients, since 2001. Ingredient communication extends the company's long history of doing what's right for people and the planet.

Learn more about SC Johnson, its products and ingredients at our new ingredient communication web site: www.whatsinsidescjohnson.com

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, personal care and insect control. It markets such well-known brands as **EDGE®**, **GLADE®**, **OFF!®**, **PLEDGE®**, **RAID®**, **SCRUBBING BUBBLES®**, **SHOUT®**, **WINDEX®** and **ZIPLOC®** in the U.S. and beyond, with brands marketed outside the U.S. including **AUTAN®**, **BAYGON®**, **BRISE®**, **ECHO®**, **KABIKILLER®**, **KLEAR®**, and **MR. MUSCLE®**. The 123-year old company, with more than \$8 billion in sales, employs approximately 12,000 people globally and sells products in more than 110 countries. www.scjohnson.com



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Understanding the Differences

Here's a look at how SC Johnson's model differs from the industry model. See it in action by visiting SC Johnson's new ingredient communication web site at www.whatsinsidescjohnson.com

Industry Model	SC Johnson Model
All ingredients disclosed <ul style="list-style-type: none"> • Preservatives listed as "preservative" • Dyes listed as "dye" • Fragrance listed as "fragrance" 	All ingredients disclosed <ul style="list-style-type: none"> PLUS Preservative ingredients listed specifically PLUS Dye ingredients listed by trade name PLUS Fragrance ingredients in a listing of all ingredients that could potentially be included in the fragrance – to protect proprietary details of individual fragrance formulations, which are trade secret
Ingredients listed on product label OR on web site OR via phone	Ingredients listed on product label OR on web site OR via phone <ul style="list-style-type: none"> PLUS On web site PLUS Via toll-free phone number
Ingredients listed using INCI, IUPAC, CAS or common chemical name	Ingredients listed using INCI, IUPAC or functional descriptor <ul style="list-style-type: none"> PLUS Focusing on a single nomenclature where possible (INCI) PLUS Labels will use consumer-understandable terms PLUS Web site and phone info will connect consumer-understandable terms with INCI names
No further education about ingredients required	<ul style="list-style-type: none"> PLUS Ingredients will be defined with an explanation of their purpose in the product
U.S. focused with English language information	U.S. focused with English language information <ul style="list-style-type: none"> PLUS Spanish language information on web site PLUS Participation by SCJ Canada including English and French info about Canadian products
Compliance by 1/1/2010	Compliance with industry parameters by 1/1/2010 <ul style="list-style-type: none"> PLUS Completion of SC Johnson model by 1/1/2012