

Sustainable Cleaners

Presented to
Green Tech Connect Forum
August 3, 2009



How Seventh Generation Designs Its 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

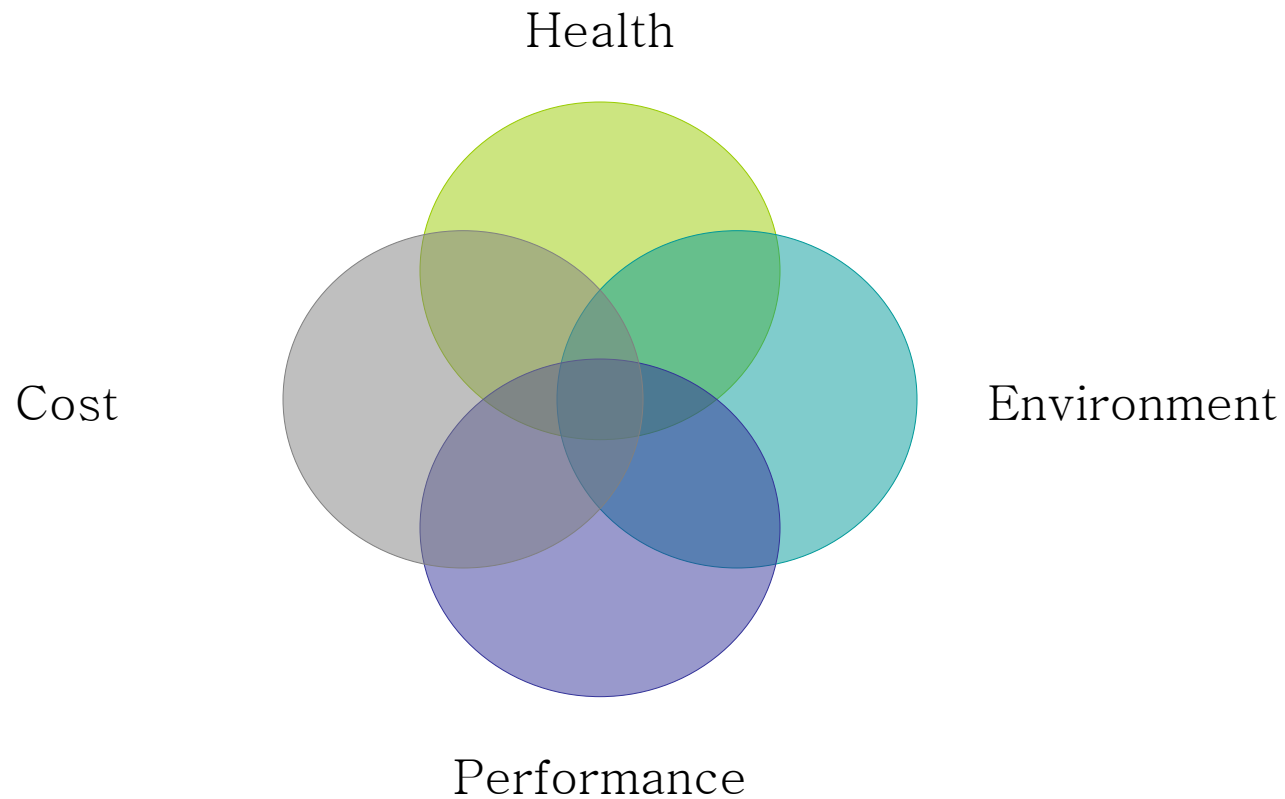


Seventh Generation Global Imperatives

- **Protect Human Health**
- **Restore Our Environment**
- **Create a Just and Equitable World**
- **Build Coalitions that Create New Possibilities**
- **Inspire Conscious Consumption**



How Seventh Generation Designs Its Products



Protect Human Health

- **Not Irritating**
- **Not Sensitizing**
- **Not Acutely Toxic**
- **Not Chronically Toxic**
 - Not Carcinogenic
 - Not Mutagenic
 - Not Neurotoxic
 - Not Reprotoxic



Restore Our Environment

- **No Volatile Organic Compounds (VOCs)**
- **No Phosphates**
- **No Chlorine**
- **Biodegradable**
- **Low Aquatic Toxicity**
- **Sustainably Sourced**

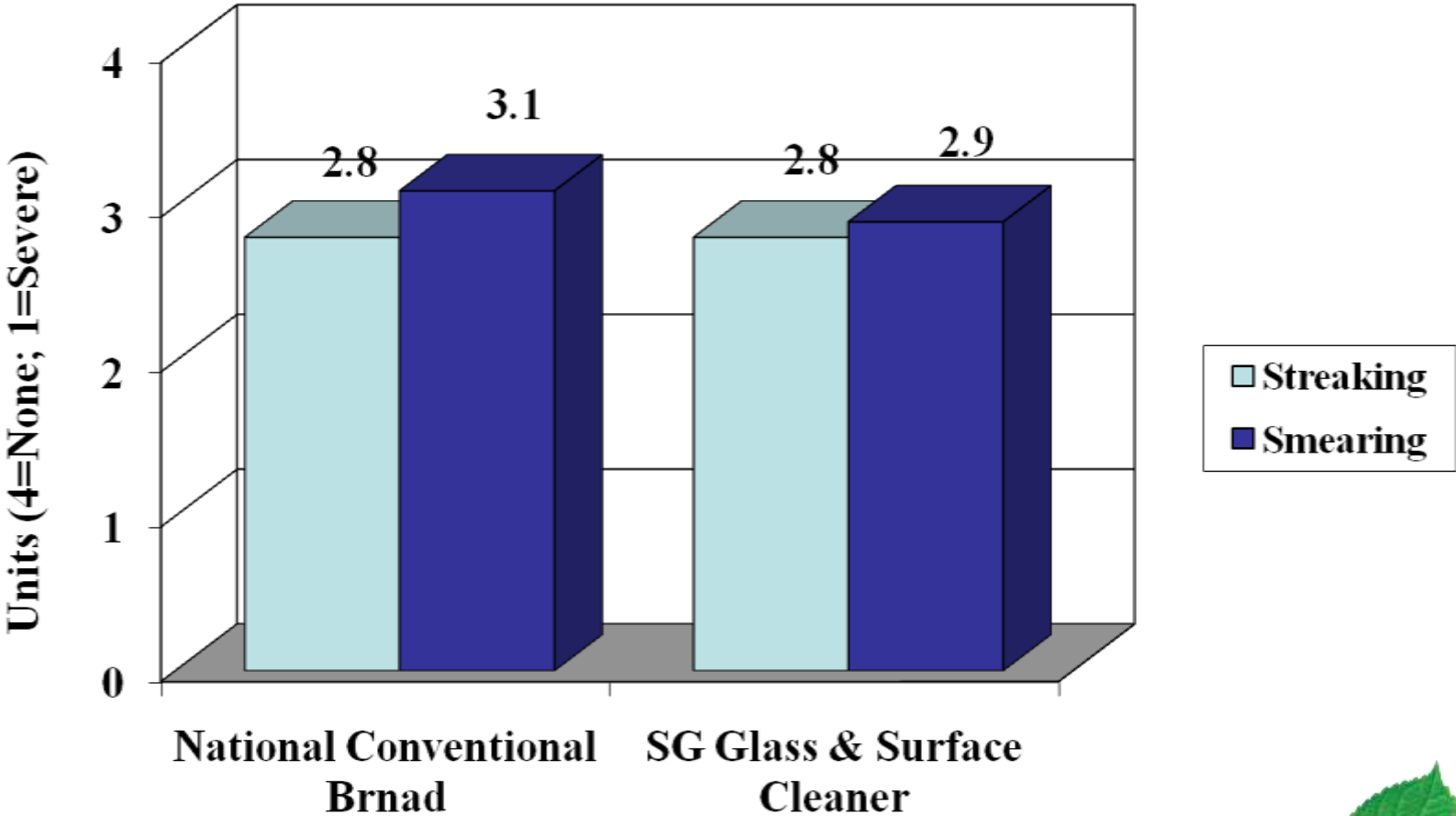


Restore Our Environment

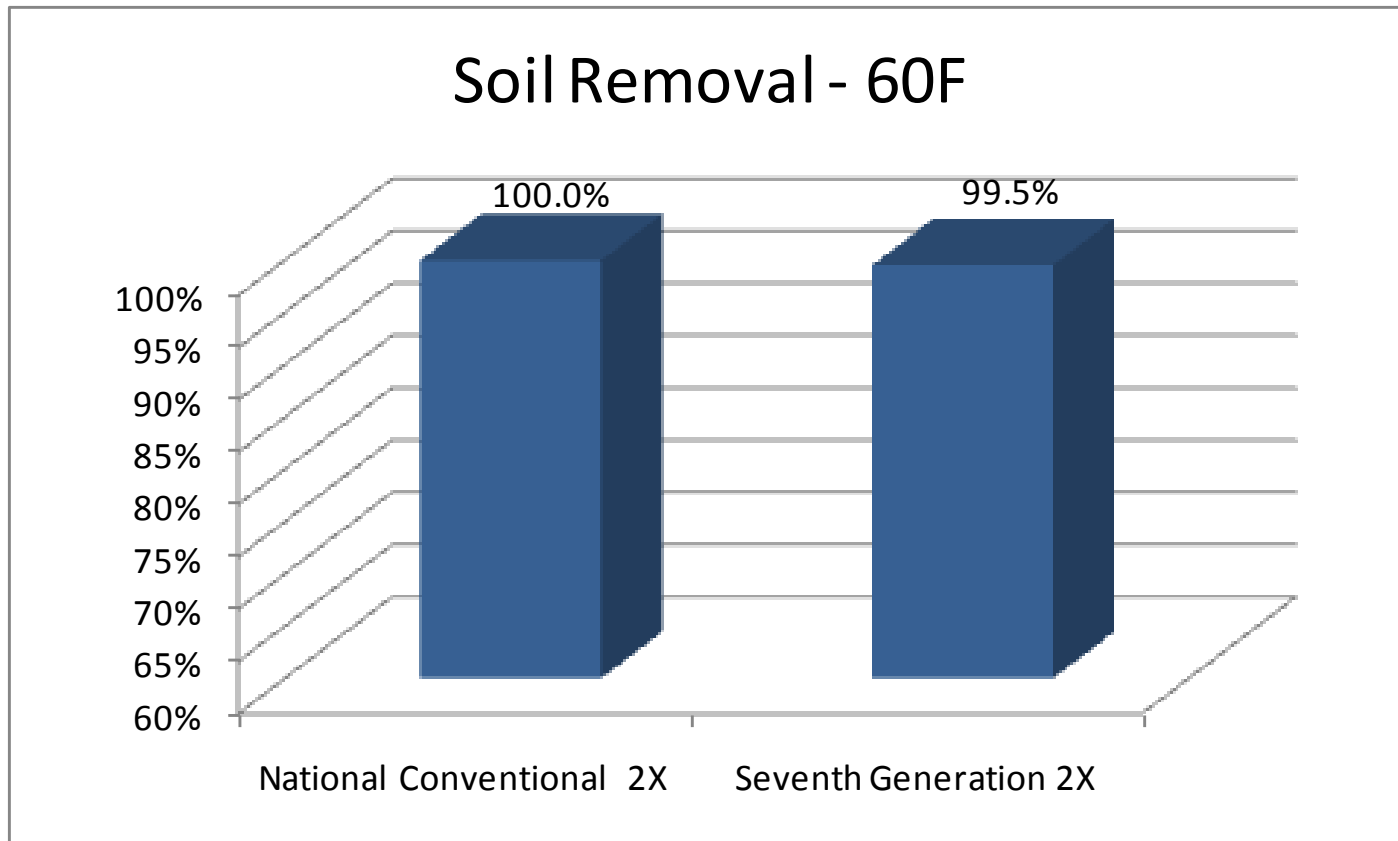
- **Use Natural and Naturally-derived Ingredients**
- **No Animal Testing**
- **No Animal Byproducts**
- **Fragrances only from natural essential oils**



Glass & Surface Cleaner



2X Liquid Laundry Detergents



Create A Just and Equitable World

- **Transparency!**
- **Disclose All Ingredients**
- **Trace Materials Disclosure**
- **Enable our consumer to evolve to whom she aspires to be**



Thank you!

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