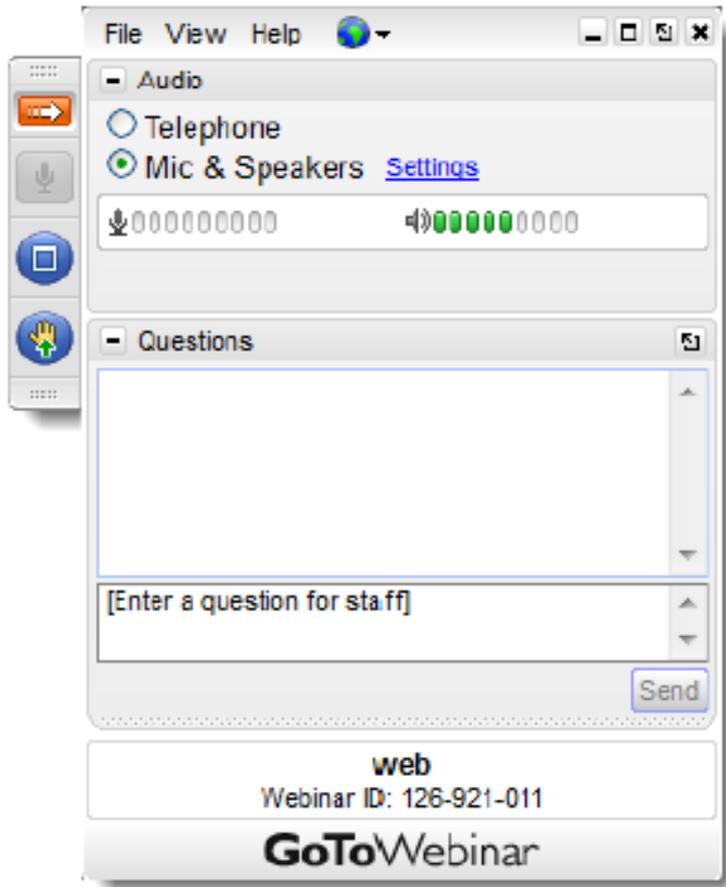


# Chemical Transparency: The Value of Ingredient Disclosure

Rachelle Wenger, Dignity Health  
Martin Wolf, Seventh Generation  
Roger McFadden, McFadden and  
Associates, LLC

January 10, 2017

# Questions?



- **Post your question to the Questions pane in your GoToWebinar Control Panel**
- Presentation and recording will be available at [www.bizngo.org](http://www.bizngo.org)

BizNGO Webinar

# Chemical Transparency: The Value of Ingredient Disclosure

Rachelle Reyes Wenger

Director Public Policy & Community Advocacy

Dignity Health

10 January 2017



**Dignity Health™**

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THE ART OF  
KNOWING  
IS KNOWING  
WHAT TO IGNORE

R U M I



How much on average do Americans spend on cleaning products?

\$42/month or \$504/year : Statistics Brain

\$61.06B by 2016: Statista

# Dignity Health

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## WHO WE ARE

- Provide care to more than 2 million people annually
- Community benefits & care of the poor: \$2B
- 21 State Network
- 400+ Care Sites
- 39 Acute Care Facilities
- 9,000 Affiliated Physicians
- 60,000 Employees
- \$17B in Assets

## WHAT WE SPEND

- Supply Chain:  
~ \$1.5B
- Cleaning Products:  
~ \$5.2M or 3.5%  
of overall spend

# Significance of Ingredient Disclosure to Mission & Values

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## MISSION

Dignity Health is committed to furthering the healing ministry of Jesus. We dedicate our resources to:

- Delivering compassionate, high-quality, affordable health services
- Serving and advocating for our sisters and brothers who are poor and disenfranchised
- Partnering with others in the community to improve the quality of life

## VALUES

- **Dignity:** Respecting the inherent value and worth of each person
- **Collaboration:** Working together with people who support common values and vision to achieve shared goals
- **Justice:** Advocating for social change and acting in ways that promote respect for all persons and demonstrate compassion for our sisters and brothers who are powerless
- **Stewardship:** Cultivating the resources entrusted to us to promote healing and wholeness
- **Excellence** Exceeding expectations through teamwork and innovation

# Health Care Transformation

- Elevate quality of care
- Advance health care sustainability; maintain fiscal solvency
- Improve community health, with a special focus on vulnerable populations
- Create a new marketplace; steward healthy economy
- Protect Earth



# Quality of Care

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## KEY QUESTIONS

- What do chemicals have to do with health and health care?
- How do we show up to our patients and employees?
- What are barriers to achieving high quality care?



# Health Care Sustainability/Fiscal Solvency

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## KEY QUESTIONS

- What does product quality got to do with the bottom line?
- Need vs. want vs. must have?
- How can we make good purchasing decisions?



# Community Health

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## KEY QUESTIONS

- What's going on outside the four walls of our hospitals and board rooms?
- Are we in the business of advancing health equity?
- Who are the vulnerable and why care?



# Marketplace/Economy

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## KEY QUESTIONS

- How can the health care sector create a new marketplace for healthier products?
- How can not knowing what's in a product hurt the economy overall?
- What's health care leadership in this space and why partnerships are critical?



## KEY QUESTIONS

- What is the 2017 landscape?
- What are the priorities for the health care sector?
- How do we dig deeper, work smarter, choose more wisely and compassionately, advocate for change together?

## Why Advocate?

“Unless someone like you cares  
a whole awful lot, Nothing is  
going to get better. It's not.”  
- Dr. Seuss, The Lorax



# Support for Full Ingredient Disclosure

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## Key Messages

- Quality of care, includes a commitment to seeking full ingredient disclosure
- Health care's bottom line requires knowing what ingredients are in what we buy
- Health care's business goes beyond "do no harm": It's caring for all, especially the most vulnerable among us
- We're better than this: The art of knowing is not only knowing what to ignore but also advocating for/creating products that we need, want and must have in the marketplace
- We've got to get this right, especially now: Earth counts on us

Happy 2017!

Thank you,

**Rachelle**

[rachelle.wenger@dignityhealth.org](mailto:rachelle.wenger@dignityhealth.org)

626.744.2209

# The Imperative for Transparency

January 10, 2017

The logo consists of a stylized orange flower with eight petals, positioned to the right of the word "seventh".

seventh  
generation™

# Outline

- Why full ingredient disclosure is part of Seventh Generation's DNA
  - Mission
  - Aspirations
  - Transform Commerce
- How Seventh Generation implements full ingredient disclosure.
  - On our labels
  - On our website
- Advocating for ingredient disclosure
- Value of full ingredient disclosure.
  - Seventh Generation
  - Consumer goods sector, and
  - Public in general

A close-up photograph of a woman with long dark hair holding a newborn baby. The baby is wrapped in a white, textured knit blanket and is sleeping peacefully. The woman's hands are visible, gently cradling the baby. The background is softly blurred, showing a basket of flowers on a table.

Our mission gives us purpose;

The logo for Seventh Generation, featuring a green leaf-like shape with a small orange gear icon above the text.

seventh  
generation™

## our mission

to inspire a consumer revolution  
that nurtures the health of the next  
Seven Generations.

*“In our every deliberation, we must consider the impact of our decisions on the next seven generations”  
- Great Law of The Iroquois Confederacy*

# Our Aspirations



We care today for the next seven generations of tomorrows



We enhance health through education, activism, and innovation

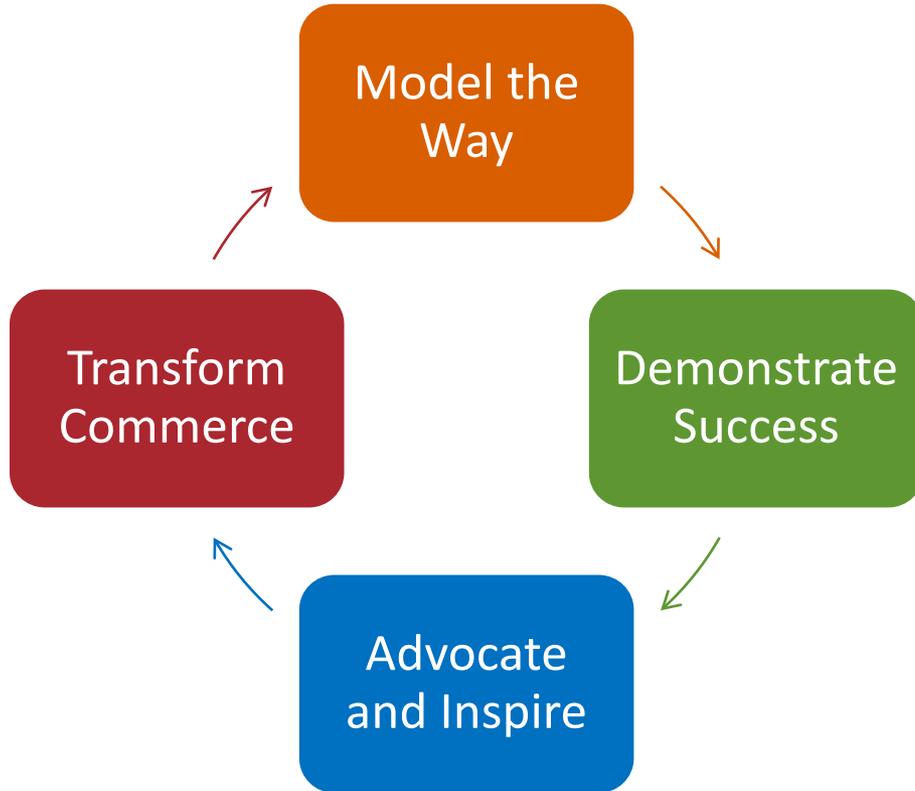
We champion honesty, responsibility, and radical transparency in commerce



We advance social justice and equality to unleash human potential



# Our Framework to Transform Commerce



Develop a model for sustainable commerce

Embed principles and practices in our company to build our business

Advocate, inform, and inspire to fulfill Seventh Generation's Mission and realize our Aspirations and Vision

See Commerce Transformed

# Seventh Generation Laundry Packs



**seventh generation™**

# Model the Way – On Pack

0% Dyes, Synthetic Fragrances, and Artificial Brighteners. Scents made from 100% Essential Oils & Botanical Extracts

## WHAT'S INSIDE OUR SAFE\* & EFFECTIVE FORMULA



Sodium citrate  
Sodium carbonate  
Laureth-6  
Hydrated silica  
Cocos nucifera (coconut) oil  
Protease  
Amylase  
Mannanase  
Cellulase  
3-hexenol  
Cedrenol  
Citronellol  
Citrus aurantium dulcis (orange) peel oil  
Citrus nobilis (mandarin orange) peel oil  
Fusanus spicatus (sandalwood) oil  
Gamma-decalactone  
Juniperus mexicana (cedar) oil  
Pelargonium graveolens (geranium) flower oil  
Pogostemon cablin (patchouli) oil  
**Film:**  
Polyvinyl alcohol  
Glycerin  
d-Limonene is a component of these fragrance ingredients.

Gluten Free. Phosphate Free  
[Learn more at seventhgeneration.com](http://seventhgeneration.com)

**It's USDA Certified Biobased Product (94%).**

*plant-derived water softener*  
*mineral-based cleaning agent*  
*plant-derived cleaning agent*  
*mineral-based flow aid*  
*plant-derived anti-foaming agent*  
*plant-derived enzyme blend soil remover*  
*plant-derived fragrance*  
*plant-derived fragrance*

*synthetic water-soluble film*  
*plant-derived processing aid*



## HOW TO USE

# Seventh Generation Laundry Pack Webpage



CRUELTY-FREE



USDA CERTIFIED  
BIOBASED



GLUTEN-FREE

## Laundry Detergent Packs

★★★★ (478)

An EPA-Certified Safer Choice Laundry Pack!

Available in

Citrus & Cedar Scent

45 ct. (31.7 oz. (1.08 LBS) 900g - only at Target

FIND LOCALLY

ONLINE SELLERS UNAVAILABLE

### IT WORKS

Seventh Generation biobased Laundry Packs use quadruple-enzyme power to remove stains and leave your clothes looking as good as new! 45 toss-and-wash single-dose pods make laundry day simple and mess-free.

### WE CARE

A clean you can trust! EPA Safer Choice certification means that every ingredient in our laundry packs has been reviewed by the EPA to ensure it meets their stringent human health & environmental criteria. You can relax, knowing that you have made a good choice.

- ✓ Quadruple-Enzyme Formula Removes Tough Stains
- ✓ EPA Safer Choice Certified Product
- ✓ USDA Certified Biobased Product - 94%

All-temperature laundry packs work in hot and cold water.  
Effective in HE & standard washers.

Free & Clear laundry packs are made for sensitive skin.  
0% dyes, synthetic fragrances, and artificial brighteners.

Citrus & Cedar laundry detergent packs are gently scented with essential oils and botanical extracts.

### WHAT'S INSIDE

### USAGE & FAQs

### PACKAGING

Sodium citrate (plant-derived water softener), sodium carbonate (mineral-based cleaning agent), laureth-0 (plant-derived cleaning agent), hydrated silica (mineral-based flow aid), cocos nucifera (coconut) oil (plant-derived anti-foaming agent), protease (plant-derived enzyme blend soil remover), amylase (plant-derived enzyme blend soil remover), mannanase (plant-derived enzyme blend soil remover), cellulase (plant-derived enzyme blend soil remover).

Fragranced with plant-based essential oils and botanical extracts\*

Citrus and Cedar Scent: 3-hexenol, cedrenol, citronellol, citrus aurantium dulcis (orange) peel oil, citrus nobilis (mandarin orange) peel oil, fusanus spicatus (sandalwood) oil, gamma-decalactone, juniperus mexicana (cedar) oil, pelargonium graveolens (geranium) flower oil, pogostemon cabin (patchouli) oil.

\*d-limonene is a component of these fragrance ingredients.

Fresh Citrus & Sandalwood Scent: Sodium citrate (plant-derived water softener), sodium carbonate (mineral-based cleaning agent), laureth-0 (plant-derived cleaning agent), hydrated silica (mineral-based flow aid), cocos nucifera (coconut) oil (plant-derived anti-foaming agent), protease (plant-derived enzyme blend soil remover), amylase (plant-derived enzyme blend soil remover), mannanase (plant-derived enzyme blend soil remover), cellulase (plant-derived enzyme blend soil remover), 3-hexenol, cedrenol, citronellol, citrus aurantium dulcis (orange) peel oil, citrus nobilis (mandarin orange) peel oil, fusanus spicatus (sandalwood) oil, gamma-decalactone, juniperus mexicana (cedar) oil, pelargonium graveolens (geranium) flower oil, pogostemon cabin (patchouli) oil.

\*d-limonene is a component of these fragrance ingredients.

Product Manufactured in: Illinois, USA  
Ingredient Origins: USA and Globally Sourced

[SDS English](#) [SDS Español](#) [SDS Français](#)

seventh  
generation™

# Model the Way - Website

- **Fresh Citrus & Sandalwood Scent:** Sodium citrate (plant-derived water softener), sodium carbonate (mineral-based cleaning agent), laureth-6 (plant-derived cleaning agent), hydrated silica (mineral-based flow aid), cocos nucifera (coconut) oil (plant-derived anti-foaming agent), protease (plant-derived enzyme blend soil remover), amylase (plant-derived enzyme blend soil remover), mannanase (plant-derived enzyme blend soil remover), 3-hexenol, cedrenol, citronellol, citrus aurantium dulcis (orange) peel oil, citrus nobilis (mandarin orange) peel oil, fusanus spicatus (sandalwood) oil, gamma-decalactone, juniperus mexicana (cedar) oil, pelargonium graveolens (geranium) flower oil, pogostemon cablin (patchouli) oil.mover), cellulase (plant-derived enzyme blend soil remover
- \*d-limonene is a component of these fragrance ingredients.
- **Product Manufactured in:** Illinois, USA  
**Ingredient Origins:** USA and Globally Sourced

# Advocacy & Change

We set the standard, and work to transform commerce by engaging industry, consumers and legislators for lasting change.





# TRANSFORM COMMERCE

WE ARE DEDICATED TO CHAMPIONING HONESTY, RESPONSIBILITY,  
AND RADICAL TRANSPARENCY IN COMMERCE

## Safer Ingredients

Our goal is to pass meaningful federal toxic chemical legislation to eliminate harmful toxins from everyday household products.

## Ingredient Disclosure

Our goal is to pass federal legislation that requires manufacturers of household cleaning products to disclose all ingredients

## Climate Change

Our goal is to pass meaningful climate legislation that promotes clean energy, boosts efficiency and limits carbon emissions.



# Ingredient Disclosure - Activities



TO INFLUENCE

## CONSUMER



 **Seventh Generation**   
@SeventhGen  

Tell your representative to support the  
Cleaning Products Right to Know Act!! --->  
[7gen.us/q1](http://7gen.us/q1)

## GOVERNMENT



## INDUSTRY



**Consumer Product  
Ingredient Communication  
Initiative**  
american cleaning institute®  
*for better living*

A graphic featuring a vibrant orange and yellow rose next to a white document with text, symbolizing transparency and disclosure.

**YOU MIGHT BE SURPRISED  
BY WHAT'S INSIDE**



# Ingredient Disclosure...in California, Vermont, and Washington D.C.



# Value to Seventh Generation and Our Consumers

- Consumer Trust
- Product Improvement
- Employee Commitment and Innovation
- Increased Revenue

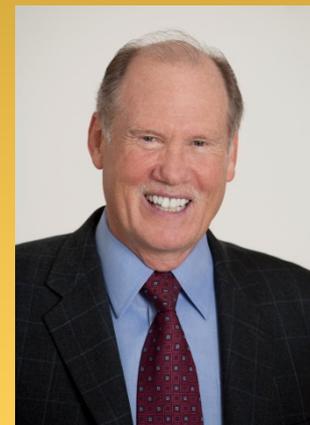


 Caring today For seven  
generations of tomorrows.™

BizNGO Webinar  
January 10, 2017, 1-2pm (EST)

# Chemical Transparency: The Value of Ingredient Disclosure

*Roger McFadden  
President, Chief Science Officer  
Green Chemist  
McFadden and Associates, LLC*



# Chemicals are Key Elements of Consumer Products

- The introduction of new chemicals over the past few decades has provided significant value to product designers and retailers.
- New chemicals have helped improve the quality, efficiency and convenience in our workplaces, homes and communities.



# BUT... Not all chemicals are created equal

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- Hazard traits
- Human health & eco-toxicity endpoints
- Exposure routes
- Degradation & combustion by-products
- Pollution potential

***One chemical can cause cancer;  
another chemical can help treat or prevent cancer***

# Impacts of Toxins in Our Lives



- **Toxins in consumer products, packaging and processes**
- **Toxins in our built environment**
- **Toxins in our outdoor environment**
- **Toxins impact our health, environment, businesses, economy and communities**

# Value of Strong Brands

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- Organizations with strong brands have a higher market share.
- Strong brands project a positive corporate image.
- Strong brands create value and differentiation.
- Consumers choose strong brands because we trust them.



# Brand Risk

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- Anything that threatens brand equity.
- Anything that influences consumers to avoid one product or service over another.
- Anything that threatens the sustainability of current and future demand for a company's product or service.

# Reputational Risk

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It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

(Warren Buffett)

[izquotes.com](http://izquotes.com)

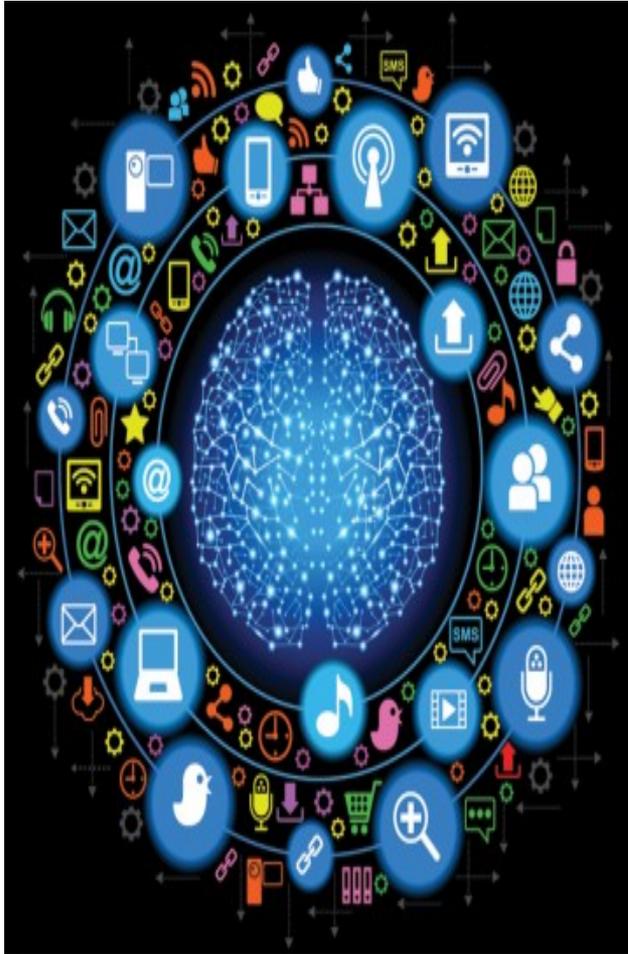
# Key Drivers for Safer Chemicals in Consumer Products

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- Increased customer demand for transparency and safer consumer products.
- New foreign and domestic chemicals legislation.
- Emerging science on health and environmental hazards.
- NGO campaigns focused on retailers.
- Rising role of social media allowing for instant access to information.



# Age of Information, Transparency and Disclosure



- Consumers don't expect businesses to be perfect, but they do expect them to be honest and ethical.
- Consumers are seeking greater accountability.
- Social media has become a powerful tool for businesses, brands and consumers.
- Consumers will dig, discover and divulge any and all information across the web.
- Consumers will find out if our business is truthful or not, then blog it, tweet it, and share it on social media.

# Why ingredient disclosure matters to businesses



Full disclosure helps people make a choice based on knowing all the facts and applying this knowledge to what matters most to them.



- To Inform decision making
- To meet customer's request for ingredient disclosure
- To stay in compliance and reduce costs for non-compliance
- To help businesses meet their sustainability objectives
- To help businesses meet their chemical policy management objectives

# Key Challenges for Businesses

- What to do with the ingredient disclosure information once it is received
- Lack of technical resources to evaluate ingredients and alternatives in terms of toxicity, exposure and risk.
- Lack of supply chain reliable information sharing.
- Lack of industry standard or regulations for ingredient disclosure.





- No disclosure of ingredients except when mandated by regulations.
- Disclosure of generic list of all ingredients in a functional class.
- Privately disclose ingredients to customers when requested (B2B)
- Privately disclose all ingredients to 3<sup>rd</sup> party as part of NDA
- Public disclosure of chemicals of high concern
- Public disclosure of all ingredients with exception for legitimate CBI claims.

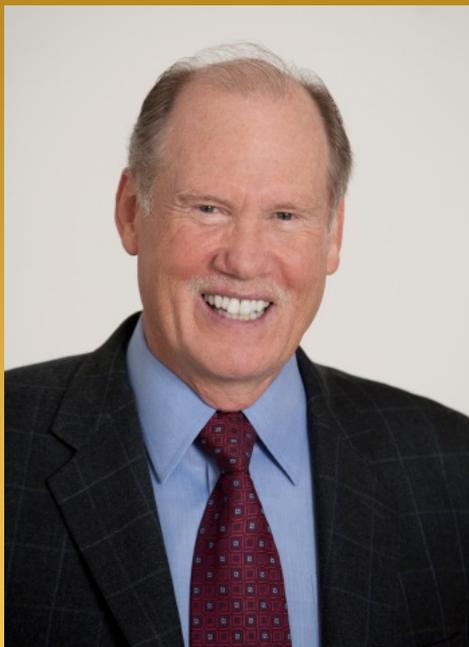
# Benefits of Ingredient Disclosure Policies



**Women's Voices of the Earth**

- Clearly defines “ingredient disclosure” and what compliance requires.
- Creates a level playing field where all businesses are evaluated equally and with consistency.
- Minimizes the risks and costs associated with not knowing the chemicals in consumer products.
- Reduces costs and surprises associated with detection of chemicals of concern in consumer products.
- Drives innovation

# Thank You



## **Contact Information:**

*Roger McFadden*

*President, Chief Science Officer*

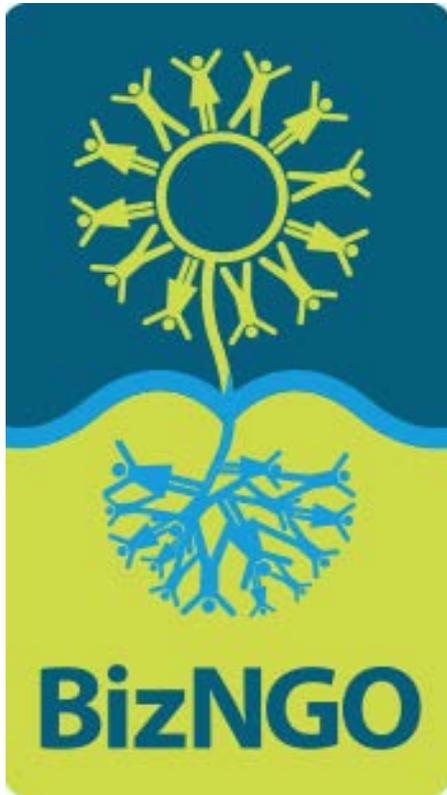
*Green Chemist*

*McFadden and Associates, LLC*

**roger@mcfaddenassociates.com**

**Phone – 503-915-4640**

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