



The Science Behind SC Johnson's Award-Winning Greenlist™ Process

As an environmental leader, SC Johnson takes a unique holistic approach to sustainable development, which is deeply embedded in its core values. It's not just about a "green" product or a green marketing campaign, it's part of SC Johnson's DNA.

What is Greenlist™?

Greenlist™ is an award-winning and patented science-based process that helps SC Johnson's scientists select the best earth-responsible raw materials that maintain high performance and are cost effective for our consumers. **Greenlist™** was developed in 2001 to classify raw materials considered for use in the company's products, according to their impact on the environment and human health.

Why is Greenlist™ so innovative?

SC Johnson's **Greenlist™** process is a good example of a green innovation because it continuously improves products. We use the process to rate the raw materials in our products, including surfactants, solvents, propellants, insecticides and more, and integrate the results in all aspects of the company's product development process.

How does Greenlist™ work? Is it an actual list?

No, it is not an actual list, rather a process for rating raw materials according to environmental and health impact, so SC Johnson can choose the best options. Through the **Greenlist™** process, each raw material receives a rating from 3 to 0. An ingredient with a 3 rating is considered "Best," 2 is "Better," 1 is "Acceptable" and 0-rated materials are used only on a limited basis when there is not a viable alternative.

When SC Johnson scientists create a new product or reformulation, they work to select raw materials rated "Better" or "Best." When existing products are reformulated, the scientist must include ingredients that have ratings equal to or higher than the original formula.

How has Greenlist™ benefited the environment?

With **Greenlist™** SC Johnson has been able to remove more than 61 million pounds of volatile organic compounds (VOCs) from the environmental footprint of the company's products — the equivalent produced by approximately 656,000 cars in a year.

Greenlist™ also aims to improve the efficacy of our products. For example:

- Windex® Glass Cleaner, reformulated with **Greenlist™**, reduced volatile organic compounds (VOCs) while increasing cleaning power by 30 percent.
- Mr. Muscle® Shower Shine®, reformulated with **Greenlist™**, increased biodegradability
- Pledge® Multi Surface Cleaner, reformulated with **Greenlist™**, increased biodegradability and cleaning power by 30 percent, while reducing VOCs.
- Packaging, reformulated with **Greenlist™**, drove the phasing-out of chlorine-bleached paperboard packaging because the chlorine can cause contamination of air and water.

SC Johnson's main goal with the **Greenlist™** process is going beyond meeting legal and regulatory requirements, increasing year-on-year the percent of its raw materials that have the least impact on the environment and human health.

How has Greenlist™ been tested or approved for use?

It was created with input from EPA, Forum for the Future, plus suppliers, university scientists and others. The **Greenlist™** process has been scientifically reviewed by World Wildlife Fund and Society of Environmental Toxicology and Chemistry and received third-party validation from the Green Chemistry Institute. In 2006, SC Johnson received both the Presidential Green Chemistry Challenge Award and Ron Brown Award for Corporate Leadership in recognition of its **Greenlist™** process.

Will SC Johnson share the Greenlist™ process?

The **Greenlist™** process is a patented process, but it's available by license free-of-charge to other companies that want to improve the environmental profile of their products.

For more information on **Greenlist™**, please visit www.scjohnson.com/environment.

How has SC Johnson been recognized for their commitment to sustainability?

SC Johnson has received several accolades for our commitment to the environment, including the first-ever Lifetime Atmospheric Achievement Award from the U.S. EPA for protecting both the ozone layer and climate, the Governor's Award for Excellence in Environmental Performance in Wisconsin, and the Gold Medal for International Corporate Environmental Achievement from the World Environment Centre — to name just a few. SC Johnson also works closely with our suppliers on their environmental responsibility, such as requiring ISO 14001 certification. These efforts are a testimony to the people of SC Johnson and how much it takes the environment seriously.

To learn more, please visit SC Johnson's Public Report at www.scjohnson.com

*As referenced in SC Johnson's 2008 Public Report