

Building Consumer Trust with Transparency

SC Johnson Leads Industry with 100% Fragrance Transparency

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

2009

Industry Model	SC Johnson Model
All ingredients disclosed	All ingredients disclosed
Preservatives listed as "preservative"	PLUS Preservative ingredients listed specifically
Dyes listed as "dye"	PLUS Dye ingredients listed by trade name
Fragrance listed as "fragrance"	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 web site OR via phone	Ingredients listed on product label OR web site OR via phone
	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
	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	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
	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
	PLUS Completion of SC Johnson model by 1/1/2012

2016

Industry Model	SC Johnson Model
	PLUS Launched Europe ingredient transparency program and product-specific fragrance transparency that shares more than 99.9% of ingredients in most product formulas
	PLUS Glade® Fresh Citrus Blossoms collection launched with disclosure of 100 percent of fragrance ingredients down to the component level

2015

Industry Model	SC Johnson Model
	PLUS Product-specific fragrance disclosure launched that shares more than 99.9% of ingredients in most product formulas

2014

Industry Model	SC Johnson Model
Select companies disclose product specific allergens	List of restricted ingredients for SC Johnson products published

2012

Industry Model	SC Johnson Model
Select companies disclose fragrance palette	Launch of SC Johnson fragrance palette