Finding Common Ground on Ingredient Disclosure

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Cleaning Product Right to Know Act of 2017

• Author Senator Ricardo Lara (D)
• Passed CA Senate and Assembly with Overwhelming Support
• Support included 10 Republicans
• Signed into Law on October 15, 2017
Cleaning Product Right to Know Act of 2017

- Requires Ingredients on Pack and Online
- Includes Consumer and Institutional Products (incl. Disinfectants)
- Allows CBI for Qualified Ingredients
- Requires Disclosure of all Ingredients on Designated Lists (incl. Prop 65)
- Requires Disclosure of Defined Non-functional constituents (contaminants)
- Implementation: 2020 Online; 2021 On Pack; 2023 Prop 65
Major Wins for Both Sides

For SB 258 Advocates

• Disclosure on Package
• Fragrance Chemicals Disclosed (over 100ppm or on Designated Hazard Lists)
• No CBI for Intentional Added Chemicals Linked to Harm
• Online Disclosure for Disinfectants

For Industry

• 2 Options for On Pack Disclosure
• CBI Allowed for both Fragrance and Non-fragrance ingredients
• Unlimited Sell Through
Supporters

Breast Cancer Prevention Partners
Breadth of the Coalition

Breakdown of Support:

- Environmental and Environmental Health
- Environmental Justice/Community Orgs.
- Public Health and Medical Assoc.
- Sustainable Business Associations
- Unions
- “Green” Companies
- And…
Why Engage? Transparency and Consumer Trust

56% say additional product information inspires more trust in a brand

73% are willing to pay more for a product that promises total transparency

39% would switch to a new brand in the pursuit of product transparency

94% are more likely to be loyal to a brand committed to full transparency

56% would be loyal forever to a brand that provides complete transparency

86% of millennial moms would pay more for a fully transparent product

SOURCE: 2016 Study by Label Insight
Why Engage? SC Johnson’s Transparency Journey

• Industry-leading **U.S. ingredient disclosure site** in 2009
• **Canadian site** in 2009
• **Spanish-language** U.S. site in 2010
• Published full **SC Johnson Fragrance Palette** in 2012
• Published list of **ingredient restrictions** in 2014
• **Product-specific fragrance disclosure** in 2015
• First **100% transparent fragrance collection** in 2016
• **European ingredient disclosure** in 2016
• Committed to **skin allergen transparency** by 2018
• **Asia ingredient disclosure** in 2017
SB-258: Support from many companies, including the makers of...

* This is a handout used by these companies in California legislative visits
SB 258 – Trade Associations Split

National industry trade associations
Positions on the final bill

Opposed

Neutral

Support