

Finding Common Ground on Ingredient Disclosure

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Breast Cancer Prevention Partners

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



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

