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Supporting Consumer Right-to-Know **SC Johnson Launches Innovative, Expansive Disclosure Program**

SC Johnson, maker of **Windex®**, **Shout®**, **Glade®** and other leading brands, has announced a new leadership ingredient communication program. Following is additional information about this bold step.

What is SC Johnson Doing?

SC Johnson will build on a household products industry right-to-know initiative announced in late 2008. The company applauds the industry program, and in fact intends to go beyond the industry guidelines in various ways, including:

- Listing all ingredients for U.S. home cleaning and air care products – an unprecedented move that includes dyes, preservatives and fragrance ingredients.
- Making information available in three different ways: a dedicated web site, a toll-free number and on product labels that will be phased in over the next two years.
- Defining ingredients and including an explanation of their purpose in the product.
- Communicating in English as well as Spanish, which will be included on the web site.
- Extending its initiative to include both the United States and Canada.

Why Take This Step?

Today's families want to know what's in the products they use in their homes. In some cases, the information is simply a source of confidence when making product choices. In other cases, a family member might have a unique allergy trigger that Mom wants to avoid. Given the increasing interest in product ingredients, SC Johnson decided to take the bold step of sharing what's in its products. The company believes in consumers' right-to-know, so they can make the right decisions for their families.

Where is Information Available?

SC Johnson is providing its ingredient information in three convenient ways:

Online: www.whatsinsidescjohnson.com – SC Johnson's new site takes a closer look at the ingredients in its products, and offers helpful definitions as well as an explanation of ingredients' purpose. The site launched with information about several products including **Windex®** Outdoor, **Shout®** Wipes, **Glade®** aerosol sprays and the company's new **Nature's Source™** cleaning products. These are initial examples of what the site will provide when fully populated by January 2012.

Packaging: Within two years, consumers will find ingredients listed in consumer-understandable terms on all SC Johnson home cleaning and air freshening product packages.

Toll-free Consumer Resource Center: Consumers can also get the information they need by calling SC Johnson's toll-free Consumer Resource Center at 1.800.558.5252.

Learn more about SC Johnson, its products and ingredients at our new ingredient communication web site: www.whatsinsidescjohnson.com

SC Johnson is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, personal care and insect control. It markets such well-known brands as **EDGE®**, **GLADE®**, **OFF!®**, **PLEDGE®**, **RAID®**, **SCRUBBING BUBBLES®**, **SHOUT®**, **WINDEX®** and **ZIPLOC®** in the U.S. and beyond, with brands marketed outside the U.S. including **AUTAN®**, **BAYGON®**, **BRISE®**, **ECHO®**, **KABIKILLER®**, **KLEAR®**, and **MR. MUSCLE®**. The 123-year old company, with more than \$8 billion in sales, employs approximately 12,000 people globally and sells products in more than 110 countries. www.scjohnson.com

