

Seventh Generation

Dear Alexandra and Dori:

First, I would like to apologize for the delay in responding to your letters of July 10 and 21. The letters were addressed to Jeffrey Hollender who has been traveling on business and on vacation the past three weeks. The letters arrived on my desk significantly after the July 13th response date you requested.

Second, my congratulations to WVE for the excellent report, [Household Hazards: Potential Hazards of Household Cleaning Products](#), and for the press coverage it generated. We agree with your concern about many ingredients used in household cleaning products, and the lack of disclosure requirements.

Following are our responses to your questionnaire:

1. Does your company include full ingredient labeling on the household cleaning products you sell?

Yes. Seventh Generation uses a two tier system of disclosure, using consumer-friendly descriptions on our packaging (for example, "coconut oil derived cleaning agent"), and specific chemical or INCI name on our Material Safety Data Sheets (MSDS), which are available on our website.

2. Are there other ways your customers can access information on ingredients in your cleaning products (i.e. website, MSDS, toll-free customer service number, etc.)?

In addition to ingredient disclosure on our labels and MSDS, as described above, consumers are able to call our toll-free number for ingredient lists, or for additional information about each ingredient.

3. Do you have a formal policy on ingredient labeling? If so, please provide a copy of this policy in your response.

The Seventh Generation policy is clearly stated on each of our product labels, "We disclose all ingredients." We do not have a formal policy beyond this simple statement.

4. Would you like to receive a copy of the aggregated results of this survey?

Yes.

Thank you for allowing us to participate in your survey. And, again, my apologies for the delay in our response.