

# **AISE Information Day**

## **The Role of Industry and Brands Communication to Consumers**

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Kelly M. Semrau, Senior Vice President – Global Corporate Affairs,  
Communication and Sustainability

**CONGRATULATIONS!**



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# A Family Company

Founded in 1886, SC Johnson is **a family company** that sells consumer products in virtually **every country around the world.**

As a family company, we're inspired to **make life better for families,** and we measure ourselves not on the next quarter's financial results, but on **the legacy we leave for the next generation.**



# Trusted Brands

Our winning brands can be found in **homes around the globe**



# Continuously Improving Products

Our internally developed **Greenlist™ environmental classification process** helps us annually increase the proportion of ingredients in our products that have **a lesser impact on the environment and human health.**





Each potential ingredient is rated as “Best,” “Better,” “Acceptable” or “0-rated,” for materials that can be used only in special circumstances.

Since 2001, we have **increased our percentage of “Better” or “Best” ingredients from 18 percent to 50 percent.**






# Building Trust: Trust Attributes

## ENGAGEMENT

-  LISTENS TO CUSTOMER NEEDS AND FEEDBACK
-  TREATS EMPLOYEES WELL
-  PLACES CUSTOMERS AHEAD OF PROFITS
-  COMMUNICATES FREQUENTLY AND HONESTLY ON THE STATE OF ITS BUSINESS





## INTEGRITY

-  HAS ETHICAL BUSINESS PRACTICES
-  TAKES RESPONSIBLE ACTIONS TO ADDRESS AN ISSUE OR CRISIS
-  HAS TRANSPARENT AND OPEN BUSINESS PRACTICES




## PRODUCTS & SERVICES

-  OFFERS HIGH QUALITY PRODUCTS OR SERVICES
-  IS AN INNOVATOR OF NEW PRODUCTS, SERVICES OR IDEAS

## PURPOSE

-  WORKS TO PROTECT AND IMPROVE THE ENVIRONMENT
-  ADDRESSES SOCIETY'S NEEDS IN ITS EVERYDAY BUSINESS
-  CREATES PROGRAMS THAT POSITIVELY IMPACT THE LOCAL COMMUNITY
-  PARTNERS WITH NGOs, GOVERNMENT AND 3<sup>RD</sup> PARTIES TO ADDRESS SOCIETAL NEEDS

## OPERATIONS

-  HAS HIGHLY-REGARDED AND WIDELY ADMIRERD TOP LEADERSHIP
-  RANKS ON A GLOBAL LIST OF TOP COMPANIES
-  DELIVERS CONSISTENT FINANCIAL RETURNS TO INVESTORS



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# Listening to Consumers

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**REACH**  
**CLP**  
**BIOCIDAL PRODUCTS**  
**REGULATION**  
**DETERGENTS REGULATION**

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# Product Safety

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# AIR FRESHENERS



# Product Safety

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Association Internationale de la Savonnerie, de la Dérivage et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products

## THE A.I.S.E. AIR FRESHENERS PRODUCT STEWARDSHIP PROGRAMME

An initiative of A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products to promote responsible manufacturing, communication and use of Air Fresheners.



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# Product Safety

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# Product Safety

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# Transatlantic Trade & Investment Partnership

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# Transatlantic Trade & Investment Partnership





**What's Inside SC Johnson**  
A Closer Look at the Ingredients Inside Our Products

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## What's Inside Is Only the Best for Your Family

We understand you use our products around the people, pets and things you love. That's why we work hard to choose the best ingredients, make sure they're responsible for the environment and human health, and communicate about them openly. As a family company, we take this seriously because we want to help you make the best choices for your family.

### Select a Brand to Find a Product



### Get Answers to Your Questions

What's more important: the chemical or the quantity used? »

How do you make your products? »

Aren't natural products better? »

[More FAQs »](#)

### Responsibility Is Our Family Tradition

We've been improving the environmental profile of our products for decades. But that's just one aspect of responsibility. We're also a leader in renewable energy use and corporate philanthropy.

[Learn More »](#)

### Fragrances You Can

We constantly review the latest studies and reports to make sure our exclusive fragrance palette meets the highest standards.

[Learn More »](#)

## Glade®

### Candle - Apple Cinnamon

A scented candle to provide fragrance and ambiance for the home.

Formula Number ⓘ 35\*4898

### Ingredients

|   |                |
|---|----------------|
| Paraffin                                    | (Wax) ⓘ        |
| Fragrance from SC Johnson Fragrance Palette | (Fragrance) ⓘ  |
| Benzophenone-12                             | (Stabilizer) ⓘ |
| Clariant Solvaperm® Red 2G                  | (Dye) ⓘ        |
| Clariant Solvaperm® Red Violet R            | (Dye) ⓘ        |
| Keyplast® Green B                           | (Dye) ⓘ        |

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## The Business Value of Sharing





**Thank You!**