



# Show What's Inside

## Basic Design Outline

Approximately 25 minutes

Opening the Door.....	:02
Video: <i>Show What's Inside</i> .....	:07
Disclosure and Transparency .....	:06
Going Behind the Label.....	:04
The <i>Label Reading Guide</i> .....	:04
Bringing it Home .....	:02

## Preparation

- Familiarize yourself with Seventh Generation's new product labels, and compare them to other products in the same categories.
- Check the website [www.seventhgeneration.com](http://www.seventhgeneration.com) for recent news about Seventh Generation's activities.
- Download and practice using the Label Reading Guide on your laptop or personal handheld device.
- Develop your personal story (see below).






## Materials List

- Label presentation board
- FAQ list (Note: use these to respond to specific questions—not to offer information)
- Instructions for accessing and using the *Label Reading Guide*
- Your personal handheld (preferred) or laptop with the *Label Reading Guide* loaded on it

## Primary Audiences

- Retail floor associates
- Other store personnel
- Brokers
- Consumers

## Icons

-  Ask the group
-  Emphasize this key point
-  Transition
-  Start media player
-  Stop media player



Show What's Inside

## SESSION BACKGROUND

This session highlights our campaign message “Show What’s Inside,” using the redesigned Seventh Generation product labels as an example of our commitment to complete disclosure and transparency.

## Showing the World

This session will enable advocates to:

- Explain the lack of labeling regulations for cleaning products (label content, use of language such as “natural,” etc.) in spite of consumers’ right to know and understand what’s inside the products that they purchase.
- Use Seventh Generation laundry detergent to guide consumers through Seventh Generation’s product labeling strategy.
- Portray labeling as an example of Seventh Generation’s category leadership through voluntary disclosure and the establishment of standards in an underregulated industry.
- Define and give examples of “greenwashing.”
- Explain how to access and use the Label Reading Guide.

**Note:** When delivering on the floor, gather in the laundry aisle.

### For your personal story, think about...

...a time that you were in the store and wanted to make a product choice, but did not feel confident because you did not have all of the relevant information that you needed.

- This can be in any category (for example, clothing, electronics, OTC drugs) but stay away from a major purchase, like a car or computer.

## FACILITATION NOTES

### Opening the Door

Introduce yourself and the purpose for this session.

*I'm really excited about what we're going to talk about today, because it can help us assist our customers—as well as all of us here—to be better informed consumers.*

**?** How many people here read and use the nutrition labels when shopping for groceries? What are you looking for? Or not looking for?

- Allow participants to share some experiences and thoughts.

**!** You are not alone. Surveys show that about 65% of Americans read the Nutrition Facts Panel on food products.

**?** When you are in the cleaning aisle as a consumer, how do you compare products? How do you know what is effective? What is safe?

- Give participants an opportunity to share some of their thoughts.

**t** When you're shopping in the store for these products, the label is your primary source of information. But do these labels really tell you what is inside the products?

Even with a lot of information available on the internet, it is hard to find information you are looking for to make “apple-to-apple” comparisons at the point-of-sale.


### Relate your personal story

**t** Over the past several months, Seventh Generation has taken an innovative approach to cleaning product labeling. I want to show you what those labels look like, and talk about why we created these new labels.

This is not a “new and improved!” change—what Seventh Generation presents is a new model for household cleaning product labeling. This model provides consumers with information that they can use to make informed choices about the products that they use in their homes.

### Video: Show What's Inside

Let's watch a short video that shows how Seventh Generation is looking at product labeling and ingredient transparency in a new way.

 **Start the video** or help individuals start their individual players.

**Approximate running time: 6½ minutes**

The video explains the challenges created by current labeling confusion related to cleaning products in the U.S. and then presents some of Seventh Generation's consumer-centric solutions.

 **After the video:**

- Collect the players (if necessary).
- Debrief the video by asking participants if anything in it surprised them.

Key points to mention:

1. There are no regulations for cleaning product labeling or disclosure of ingredients.
2. Manufacturers use “trade secrets” as an excuse to block disclosure.
3. Seventh Generation created new labels as a model for standardization, with full disclosure of ingredients and sources.

### Disclosure and Transparency

**?** What is the benefit of Seventh Generation's actions on behalf of consumers?

Allow participants to respond.

**!** Seventh Generation is not changing the label solely to market its own products.

- The company wants consumers to be able to make informed choices and move the industry in a way that is similar to the nutritional labels used in the food and beverage industries.
- In fact, 85% of respondents in one survey believed that companies should be required to disclose all ingredients on the label.

**?** Why is this important?

- People are concerned about the number and types of chemicals that they are exposed to.
- Many people have sensitivities to chemicals, due to allergies, medical conditions, or because they are concerned about repeated and prolonged exposure.

## Going behind the label

Take out the label board and display the previous Seventh Generation label.

**!** Point out that the previous Seventh Generation labels:

- Disclosed ingredients by chemical names and functional groups.
- Used a list of “no” statements—defining the product by what it doesn’t have.
- Used the savings statements, which are powerful for consumers.

### Show the current label

Explain that Seventh Generation wanted consumers to understand what is inside the products (not just what’s NOT inside). This approach aims to help consumers understand both the safety and the effectiveness of the products. It also empowers them to make informed decisions that reflect how they want to live and clean their homes.

- The labels provide context and explanation for ingredients—where they come from and what they do. Since most consumers are not scientists, this helps them make sense of complicated chemical names, that have no inherent meaning, in an ingredient list.
- The safe and effective grid provides fact-based reassurance that there are natural and safe alternatives to more harmful ingredients that are making these products work effectively to keep homes clean.

Open the label and walk through the information there.

- All ingredients, along with their functions.
- A savings statement, an important indication of Seventh Generation’s commitment to let people know that they’re making a difference.
- The Great Law of the Iroquois, a guiding principle of everything that the company does.

**t** Why go beyond ingredients? Because even with detailed labels, you may feel that you need to be a chemist to understand it. And you’re right.

**?** For example, who can tell me whether sodium citrate is toxic?

If no one knows, ask for a show of hands: Who thinks that sodium citrate is toxic? Who thinks it isn’t? Who has no idea?

**!** That’s why an ingredient listing by itself isn’t enough.

- Sodium citrate is a non-toxic sodium salt from citric acid, that is edible. Seventh Generation uses it in some products as a water softener.
- Sodium hypochlorite—a chemical compound with a similar name—is more commonly known as bleach.

**?** Do you remember hearing the term “body burden” in the video? What did it mean?

Allow participants to respond.

**“Body burden” is used to refer to the amount of chemicals and heavy metals that we all carry in our bodies as a result of prolonged environmental exposure.**

- By “all of us” I do mean everyone—including newborns.
- As part of a special report on PBS, journalist Bill Moyers had himself tested. Results showed 84 distinct chemicals. This included compounds that had been banned for over 20 years.

While some of this body burden comes from the larger environment, much of it also depends on the microenvironment we create in our homes, where exposure can be more constant and concentrated.

**?** Who has heard the term “greenwashing”? What does it mean to you?

Allow participants to respond.

Present the definition: “the exaggeration or blatant misrepresentation of environmental efforts on the part of a company in an effort to mislead consumers”

Ask if anyone in the group can think of any examples of greenwashing that they’ve seen.

**!** The fact is that for more and more people, words like “natural” make a product more appealing. Seventh Generation and like-minded companies have to do what they can to ensure that:

- Consumers aren't misled
- The real differences between Seventh Generation and other products are clear, meaningful, and relevant to consumers.

The ultimate goal for the labeling is to create an *objective standard*.

Ask for participant thoughts and comments.

**t** Right now, Seventh Generation is the only company that provides this level of information about its own products. But how can consumers learn about other products?

## The Label Reading Guide

Seventh Generation has developed a tool to help consumers understand 150 of the most common words and phrases on consumer product labels.

These words and phrases include:

- Chemical ingredients
- Functions, such as water softener
- Terms, such as Caution and Warning

The Label Reading Guide was developed so it's easy for consumers to use on their home computers.

- More importantly, consumers can download the Guide to any web-enabled cell phone or PDA, so they can easily consult it while they are shopping.

Consumers can get the Label Reading Guide by going to [seventhgeneration.com](http://seventhgeneration.com) and clicking on Show What's Inside.

Demonstrate the guide.

**Note:** Preferred demonstration is with a handheld.

- Ask a participant to pull a product off the shelf and read, "until you come to a word or term that you're not familiar with."
- Look up that word or term with the Guide.
- If there's time, repeat.

**t** With its labeling and resources like the Label Reading Guide, Seventh Generation is committed to disclosure and transparency.

## Bringing It Home

**?** What does Seventh Generation mean when it says, "show what's inside?"

Key points:

- Disclosing all cleaning product ingredients
- Explaining the functions of ingredients
- Helping customers make informed decisions
- Becoming more aware of what is inside each one of us in an effort to improve overall health and wellness

**?** How can you help your customers see what's inside?

- Call attention to the "You have the right to know" label on the front of Seventh Generation products.
- Point out the information to customers who have questions about products.
- Emphasize that the Label Reading Guide is available.

**Wrap up the session**

- Ask for questions or comments.
- Thank the group.

## DESIGN SUMMARY

### Opening the Door..... :02

- Discuss participants' use of nutritional labels
- Talk about difficulty finding information from product labels

### Video: Show What's Inside..... :07

### Disclosure and Transparency .... :06

- Review the key points of the video
- Discuss the importance and benefits of ingredient disclosure to consumers

### Going Behind the Label ..... :03

- Show the old and new labels
- Discuss the concept of greenwashing

### The Label Reading Guide ..... :04

- Explain and demonstrate the Label Reading Guide

### Bringing it Home..... :02

- Reinforce learnings
- Ask for questions and comments