



press kit



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COMPANY HISTORY

Seventh Generation is the nation's leading brand of household and personal care products that help protect human health and the environment. Established in 1988, the Burlington, Vermont based company is on a mission to transform the world into a healthy, sustainable, and equitable place for the next seven generations.

Distributing products to natural food stores, supermarkets, mass merchants, and online retailers across the world, we believe our products are healthier solutions for the air, surfaces, fabrics, pets and people within your home—and for the community and environment outside of it.

As a pioneer in corporate responsibility and a proud B Corp, we want our products to make a difference—from their development through to their production, purchase, use, and disposal. We are always evaluating how to reduce their environmental impact, increase performance and safety, and create a more sustainable supply chain. We believe our products set a course for a more mindful way of doing business, where companies act as partners with other stakeholders to create a brighter future for the whole planet.

The Early Years

In 1988, Niche Marketing, a small mail-order fulfillment firm in Burlington, Vermont, received an unusual gift: a free mail order catalog. By this we don't mean a copy in their mailbox. We mean an entire catalog operation called Renew America, which offered energy-, water-, and resource-saving products and was on the verge of failure. Rather than close it forever after a failed attempt to sell it, Renew America's owners gave the catalog away to Niche Marketing founder, Alan Newman, who was already handling its customer service. The good people of Niche Marketing didn't know quite what to do with their unexpected hand-me-down. But when an employee suggested changing its name to one inspired by the Great Law of the Haudenosaunee, an ancient Iroquois document, which declares that "in our every deliberation, we must consider the impact of our decisions on the next seven generations," a new company called Seventh Generation was born.

With a better name, a new look, and an enhanced mix of products, the catalog seemed poised for success in an increasingly environmentally aware world. All it needed was a little green of the monetary kind. Enter Jeffrey Hollender, a successful entrepreneur from New York City and author of *How to Make the World a Better Place*, who offered to become Alan's partner and secure some much-needed financing. After writing the company's first business plan in 1989 and raising \$850,000 from investors, triumph came quickly. \$100,000 in first-year sales grew to \$7 million two years later. During the 20th anniversary of Earth Day celebrations in 1990, 500,000 people requested our catalog.

Then America was on the verge of a deep recession, the eco-bubble burst, and sales did, too. In an effort to compensate, we launched our own line of non-toxic and recycled household products, and opened our first (and, it turns out, only) retail store in Burlington.

From Catalog to Wholesale

In early 1992, Alan Newman permanently left the company after a 6-month sabbatical. Both Newman and Hollender had been harboring different ideas for the future of the company and what it meant to run a socially conscious business. Several waves of cost-cutting and unhappy layoffs later, things finally stabilized, and our accountants were relieved to find the company breaking even. Yet a need for cash persisted, and to raise it, Seventh Generation issued a \$5 per share public stock offering in 1993. However, with the enormous costs of running a public company piling up, Hollender needed cash. He made one of the hardest decisions yet – selling the catalog business to Gaiam, Inc., a new company started by Jirka Rysavy, founder of office supply behemoth Corporate Express, who showed up at our offices to inspect his new acquisition in disguise due to fears his investors wouldn't approve of the purchase. With the catalog gone, we were free to focus on nurturing our wholesale brand and chart a path to lasting sustainability of a financial nature.

In 1999, bolstered by growing success and on the advice of the board, we made our smartest move yet and bought back all our stock to protect our company from hostile takeovers that could have diluted if not destroyed our mission. The offering was well-timed—sudden dramatic growth in the natural foods industry was fueling our wholesale business.

The New Millennium Brings Major Growth

The new millennium dawned with a sea-change in consumer lifestyles and a new emphasis on healthy living that triggered an explosion in the natural products and organic food industries. Though it came a decade later than we thought it would, this emerging concern about personal health was just what we were waiting for, and we changed our tag line from "Products for a Healthy Planet" to "Safer for You and the Environment," in order to more naturally reflect our products' renewable promise to provide solutions to the problems caused by conventional household products.

Over the next five years, our sales grew almost 32% per year and reached nearly \$50 million. In 2002, we had our very first profitable year ever, and you could hear the collective sigh of relief from one end of the office to the other. By 2005, we had created over 70 products and claimed 45% of the total sales in the paper and plastic, cleaning, diaper, wipes and feminine hygiene categories, making us the leading seller of natural, non-toxic household products in the United States. All this growth

meant a lot of new faces in the office, and in 2006 we ran out of elbow room and moved to a brand-new LEED Gold-certified office on the shores of Lake Champlain. In 2003, we published our first corporate responsibility report, which was focused on all the things about our products and our company we thought still needed some work. The transparency the report embodied became one of our key hallmarks as a leader in the corporate responsibility movement.

The next few years saw continued double-digit sales growth, and introductions of revolutionary new products like our Free & Clear line, our essential oil-scented products, our natural hand wash, and our botanical disinfecting cleaners. We also upgraded most of our existing formulas and made some trend-setting packaging changes—including the world's first product container made from 96% post-consumer plastic, and the only bottle on Earth made from (no kidding!) 100% recycled paper and cardboard.

A Force for Sustainability

As the decade unfolded, we also launched a series of initiatives to make the world a better place. These included our 2006 Tamponification campaign, which encouraged women to talk about feminine care issues and donate needed supplies to women's shelters, and 2009's Million Baby Crawl, which rallied support for toxics legislation in Congress. We helped engineer an industry-wide ban on polluting phosphates in dishwasher detergents and in 2009 announced our industry's first sustainable palm oil initiative, a program aimed at changing the harmful ways this natural resource is obtained.

In 2009, change came to our boardroom as well when Jeffrey Hollender stepped aside as CEO to focus on our long-term sustainability goals, and former PepsiCo division president Chuck Maniscalco joined us to take the reins of day-to-day operations. In 2010, Jeffrey left the company completely and became the nation's leading spokesperson for corporate responsibility. Soon thereafter, Chuck made the decision to depart as well and in early 2011, former Burt's Bees CEO John Replogle came on board as our new CEO.

Innovation and Advocacy for the Next Seven Generations

With sustained consumer interest and growth in the natural products space, Seventh Generation continued to constantly innovate its product line, and in 2011, we were the first North American company to launch our ecological bottle – made of 70 percent recycled cardboard and 30 percent recycled newspaper, complete with a recyclable plastic pouch inside. Following our commitment to ingredient quality and human health, in 2012, Seventh Generation became the first full line of household and personal care products to feature the USDA Certified Biobased label.

These strides continued across all categories: in baby care, our diapers were the first certified by FSC in 2014, and we committed to introduce 100% of our suppliers to the B Corp assessment. The same year, the Vermont Toxin Free Families Act was passed with the assistance and hard work of our mission and advocacy team. 2015 also brought about our adoption of an internal carbon tax, re-invigorating our commitment to climate work and our mission.

In Partnership with Unilever

In 2016, Unilever acquired Seventh Generation. With the support and global platforms of Unilever, Seventh Generation has the potential to provide our products to billions of consumers worldwide who are in search of green and natural options.

Following the 2016 acquisition by Unilever, John Replogle stepped into a new role as Chairman of the Seventh Generation Social Mission Board. Joey Bergstein, former CMO of Seventh Generation took on the role of CEO and continues to lead us today. As Bergstein puts it, Unilever is “not only committed to boosting our shared social and environmental mission, they’re giving us new power to achieve it.”

Since joining Unilever, Seventh Generation has continued to push the envelope and develop cutting-edge plant-powered formulations and advocacy work committed to changing the world. In 2017, our new line of botanically-based disinfecting sprays allowed consumers to disinfect their homes using a formula based on thyme oil, which kills 99.99% of bacteria and viruses. 2018 brought about one of our most innovative products yet – EasyDose Ultraconcentrated Laundry Detergent. Made with 60% less plastic and 50% less water than the standard 100oz bottle; our smaller bottle is the first of its kind and looking to permanently disrupt the laundry category.

Our advocacy work has continued and we work tirelessly on policy in support of systematic change. In 2017, we helped pass California's groundbreaking Cleaning Products Right to Know Act, and followed it in 2018 by working with the Sierra Club to get 108 cities commit to 100% renewable energy by 2030. To top it all off, just this year, Seventh Generation Foundation Grantee PUSH Buffalo, along with a coalition of other organizations, helped New York State pass the most ambitious emissions standard in the country – the Climate Leadership and Community Protection Act. The path is only upward from here.

We've come a very long way from the tiny mail order catalog that gave us our name and the handful of employees who planted the seed that would one day grow into a whole new kind of company making a much different kind of product. Ours has been and continues to be a remarkable journey. And we can't wait to see where it takes us next.

OUR CEO

"We're deep believers that companies and businesses can and must be a force for good," he says. "You'll notice in our mission that we don't talk at all about selling eco-friendly home and personal care products. We talk about the change we're trying to create in the world..."

-Joey Bergstein



Joey Bergstein serves as Chief Executive Officer (CEO) of Seventh Generation and has helped propel our mission to new heights: **to transform the world into a healthy, sustainable, and equitable place for the next seven generations.**

Bergstein graduated from the Ivey Business School at the University of Western Ontario before beginning his career at Procter & Gamble. Over the following ten years, he held various marketing roles in North America and Europe, working across baby care, personal care, hair care, beverages, and home care products. Following his time at P & G, Bergstein joined Molson, the leading Canadian brewer, as VP Global Business Development, later taking over as VP Marketing. He continued his rise in the beverage sector by serving as Senior VP of Global Rum at Diageo for five years, leading a global team and doubling the rum business to over \$1 billion. Along the way, one of their signature brands, Captain Morgan, became one of the fastest growing premium spirit brands and expanded its reach outside of the United States.

In September 2011, Bergstein joined Seventh Generation as Chief Marketing Officer (CMO) and began transforming the business and doubling revenue while continuing to protect and promote our mission. He brought with him a diverse range of experiences in home and personal care categories, as well as knowledge of best practices in experiential and lifestyle marketing. In his own words, he "came here to work on a purpose-driven brand and to make big impact - both in the world and on an amazing brand. [Seventh Generation] is a fantastic fit with my personal purpose."

Seventh Generation was acquired by Unilever in 2016. Joey was appointed CEO and remains in the role today, inspired to "help the company expand its impact from millions of people in the U.S. to potentially billions of people around the world." As Seventh Generation continues to grow and expand its reach around the world, Bergstein continues to focus on ensuring we don't just market eco-friendly home and personal products, but that we truly work to transform the world into a healthy, sustainable, and equitable place for the next seven generations.

Joey, his wife Andrea, and their two daughters live in Vermont.

TIMELINE

Products for a Healthy Planet

1988: Alan Newman acquires a mail-order catalog called Renew America and combines it with Niche Marketing Services, which manages progressive mail-order catalogs.

1989: Jeffrey Hollander partners with Newman to support the newly-named Seventh Generation, which sells environmentally friendly products.



1990: Seventh Generation makes an impact as one of the first home-care companies to market unbleached, 100% recycled paper products and sets new standards for chlorine processing of fibers.

1993: Seventh Generation goes public with an IPO at \$5/share. In 1999, they purchase back all of their stock.

1994: Seventh Generation enters the retail space in 33 Boston-area Star Markets with three branded products: Liquid Laundry, Chlorine-Free Bleach, and Dishwasher Detergent.



1995: Seventh Generation sells its mail-order business to focus solely on wholesale products.

Safe for You and the Environment

2001: Seventhgeneration.com debuts and begins publishing full ingredient disclosures in 2002.

2004: First Corporate Responsibility Report published + Seventh Generation chlorine-free diapers enter the market. In 2014, they become the first diaper to be FSC certified.



2005: Certified organic cotton tampons are introduced.

2007: B Corp Status achieved. Seventh Generation also becomes the first homecare company to voluntarily disclose ingredients on product labels.

2009: Synthetic fragrances in cleaning products are replaced with 100% plant-based essential oils.

Inspiring a Consumer Revolution



2010: Botanical disinfectants are introduced in partnership with CleanWell. They clean and deodorize using thyme—a common garden staple.

2011: The Ecologic bottle is introduced – liquid laundry detergent packaged in a cardboard bottle with a recyclable plastic bag within.

2012: Seventh Generation home, baby, and beauty products are the first to be USDA Biopreferred certified.

2013: 50 oz. laundry bottle becomes 100% PCR. The 25oz. bottle reaches 100% in 2018.

2014: Seventh Generation convenes the first B-Corp Impact Assessment.

2015: EPA Safer Choice certification achieved and added to packaging.

2016:

- Introduces the industry's first recyclable pouch for auto-dish and laundry packs.
- Acquired by Unilever.



2017: Target, with SVG's support and guidance, begins mandating ingredient disclosure on personal care and cleaning products. SVG helps pass California's groundbreaking Cleaning Products Right to Know Act.



2018: With the Sierra Club, SVG helps 108 cities to commit to 100% renewable energy by 2030.

2019: A coalition of over 180 organizations, including SVG Foundation Grantee, PUSH Buffalo, helps New York state pass the Climate Leadership and Community Protection Act – setting the most ambitious emissions standard in the country.

ADVOCACY & MISSION

We're on a mission to transform the world into a healthy, sustainable & equitable place for the next seven generations.

For the past 30 years, we've been a company with strong beliefs about the rights of people and planet. We believe that a company's values are as important as the products it makes. We know that plant-based products can provide the efficacy you are looking for, and that products designed from renewable plant-based ingredients are a sustainable option you are looking for. We believe that waste, is well... a waste. It's why we use recycled materials to design our packaging, and why we design our packaging to be recycled. We have a lot of beliefs, but the biggest one is that we have a responsibility to this generation and the next seven.



Sustainable Environment

You can't live a healthy life on a sick planet. We're committed to sustainable sourcing, reducing our carbon footprint, and zero waste innovation that helps create a healthier future.

Equitable Communities

Fair and inclusive communities and workplaces build understanding and help bring out the best in all of us. We're committed to building a business model that supports and inspires everyone.

Healthy People

All people deserve access to products that are safe—with ingredients clearly listed. We're committed to ensuring vulnerable populations are protected from exposure to toxic chemicals.

we are **ETHICAL**
RESPONSIBLE
SUSTAINABLE

we believe **BUSINESS**
SHOULD RESPECT
THE ENVIRONMENT

we care for
ALL GENERATIONS
INDIVIDUALS &
COMMUNITY

PRODUCT LINE OVERVIEW



Our products are our mission.

That's why we source renewable ingredients, formulate using the precautionary principle, and list our ingredients right on our packaging.



LAUNDRY

Our USDA Certified Biobased 97% detergent is made without optical brighteners, dyes, or synthetic fragrances, and can power through your toughest stains.



HOUSEHOLD PAPER & TRASH

When life gets messy, our 100% recycled paper products and reliable trash bags made from recycled materials are here to help.



DISHWASHING

Dried-on food and grease don't stand a chance against our biodegradable dish liquids and phosphate free automatic dish detergents.



DISINFECTING CLEANERS

Clean and disinfect in one easy step with our disinfecting sprays and wipes – all with no rinse required, even on children's toys and food contact surfaces.



HOUSEHOLD CLEANERS

Wipe away grease, dirt, and grime with our wide range of cleaners – made from 100% essential oils and botanical ingredients that leave a streak-free shine.



HAND WASH

A stylish solution for your kitchen or bathroom, our hand wash is formulated for sensitive skin and made without dyes, synthetic fragrances, triclosan, or phthalates.



PERIOD CARE

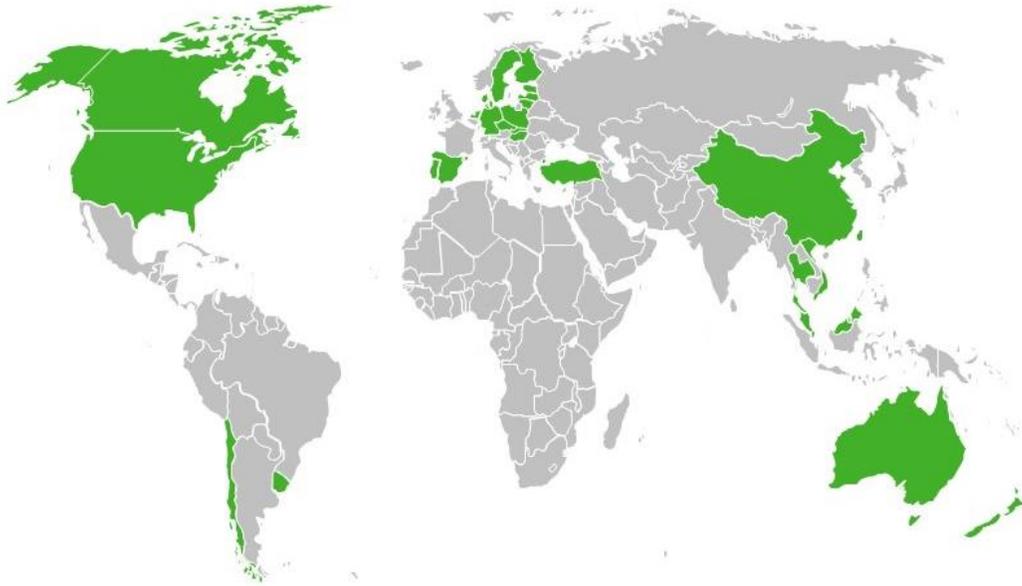
Organic cotton tampons and chlorine-free processed pads and pantliners provide the leak protection you need with no added fragrances or deodorants.



BABY CARE

Hypoallergenic diapers and wipes free from fragrances create the perfect hypoallergenic duo designed for your baby's sensitive skin.

WHERE WE DISTRIBUTE



Seventh Generation products are currently available in more than 25 countries and counting. We are constantly working to make green cleaning solutions available to more people around the world.



AWARDS & RECOGNITION

2004

- **Corporate Stewardship Award for Small Business** – the *United States Chamber of Commerce Center for Corporate Citizenship*
- **Fastest Growing Company in Vermont - 5x5x5 Award** – *Vermont Business Magazine* and *KeyBank*
- **Top 10 Responsible Brands in America (#7)** – *College Explorer* study

2006

- **Best Small or Medium Enterprise Corporate Responsibility Report** – *Ceres-ACCA North American Awards for Sustainability Reporting*

2007

- **Fast Company Social Capitalist Award** – *Fast Company* magazine and *Monitor Group*

2008

- **Microsoft Excellence in Environmental Sustainability Award** – *Microsoft*

2009

- IT Department named in **Top Green-IT Organizations** – *ComputerWorld*

2010

- **"Seven Daysies" Best Vermont Green Business** – *Seven Days*
- **#5 Best Places to Work in Vermont (Small/Medium Employers)**

2011

- **Martin Wolf, Director of Product Sustainability and Authenticity**, honored as part of the **EPA's annual Environmental Merit Awards**
- **"Seven Daysies" Best Vermont Green Business** – *Seven Days*
- **#2 Best Places to Work in Vermont (Small/Medium Employers)**

2012

- **CEO John Replogle** honored with the **Millennium Award for Corporate Environmental Leadership** – *Global Green*
- **#11 Best Places to Work in Vermont (Small/Medium Employers)**

2013

- **Best for the Environment** – *B Corp*
- **#9 Best Places to Work in Vermont (Small/Medium Employers)**

2014

- **Best Employee Engagement Runner-Up & Top 10 for Best CEO** – *The Ethical Corporation Responsible Business Awards*
- **Best for the Environment** – *B Corp*
- **Category Captain & Category Advisor (baby products)** – *Progressive Grocer Magazine*
- **#3 Best Places to Work in Vermont (Small/Medium Employers)**

- **Silver Award** – *The Vermont Governor's Council on Physical Fitness & Sports*
- **Collective Action Award** – *B Corp*

2015

- **Best for the Environment** – *B Corp*
- **Measure What Matters Award** – *B Corp*
- **Best Workplaces for Commuters**
- **Top 50 Household & Personal Products Companies** – *HAPPI*
- **Best of the Best For Profit Company** – *Champlain Business Journal*
- **Green Cleaning Award** – *Well.ca*
- **American Graphic Design Award (Free & Clear Natural Laundry Detergent)** – *Graphic Design USA*
- **Congressional Record of Achievement** – *Senator Pat Leahy*
- **John Replogle** awarded a **SUSTY (Sustainable Policymakers Award)** – *American Sustainable Business Council*
- **Ashley Orgain & Penny Tudor** recognized as **Lead Climbers** – *B Corp*
- **#3 Best Places to Work in Vermont (Small/Medium Employers)**
- **Category Captain (laundry detergent)** – *Progressive Grocer Magazine*

2016

- **Best for the Environment** – *B Corp*
- **#5 Best Places to Work in Vermont (Large Employers)**
- **Built to Last Award** – *B Corp*
- **Best Workplaces for Commuters**
- **Sustainable Packaging Award for the Accredo/Dow/SVG Stand Up Pouch** – *Trashie*
- **Carbon Cutting Leader Award** – *Way To Go Vermont*
- **Joey Bergstein** recognized with the **"Cojones Award"** – *SXSW*
- **Category Captain (laundry detergent)** – *Progressive Grocer Magazine*
- **Champion Award** – *Green Chemistry & Commerce Council*
- **Best for the World Award** – *Koopman Ostbow*
- **Safer Choice Partner of the Year Award** – *U.S. EPA*

2017

- **Business of the Year** – *Burlington Business Association*
- **Safer Choice Partner of the Year Award** – *U.S. EPA*
- **#12 Best Places to Work in Vermont (Large Employers)**
- **Best for the Environment** – *B Corp*
- **Top New Fundraising Team** – *Vermont Light the Night*
- **Safer Choice Partner of the Year Award** – *U.S. EPA*

2018

- **50 Most Sustainable Companies in the World** – *SEAL Business Sustainability Awards*
- **Best for the Environment** – *B Corp*
- **American Graphic Design Award (Multi-Purpose Wipes)** – *Graphic Design USA*

2019

- **Best Workplaces for Commuters**