

# m WHAT HOW WHO WE DO WE DO IT WE ARE

# GREENSKEEPING

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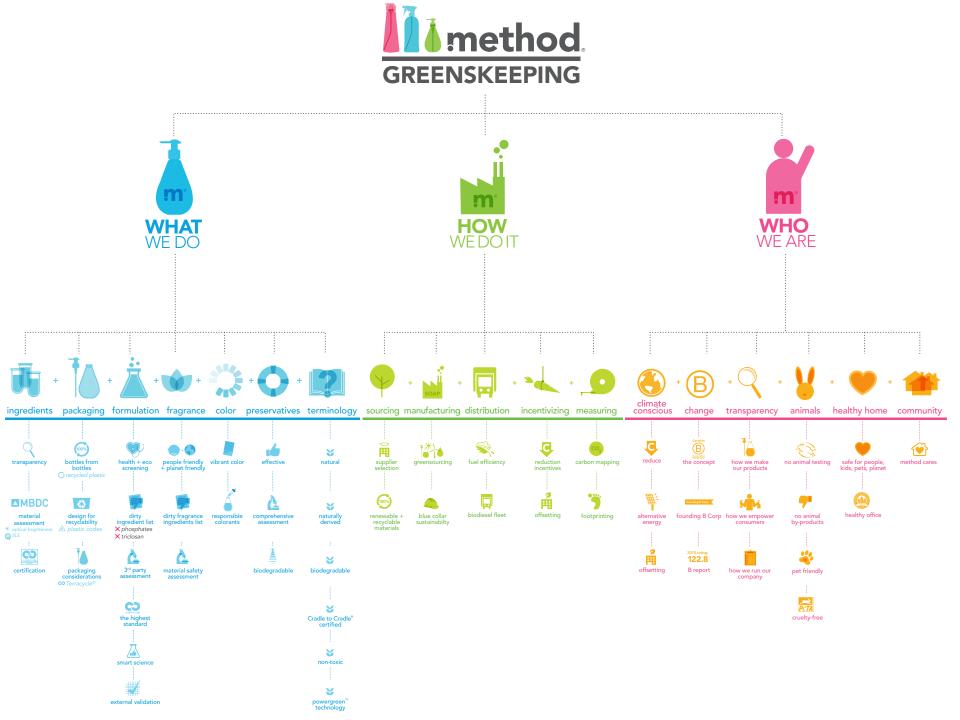
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# GREENSKEEPING CRADLE TO CRADLE®



Cradle to Cradle<sup>®</sup> a comprehensive certification for sustainable design and production

# product design

#### **formulation ingredients** comprehensively assessed for safety + environmental health

#### packaging design and materials

packaging evaluated for safety, environmental factors + recyclability

# product manufacturing

#### manufacturing processes

evaluated regarding their use of water and energy and their material recovery

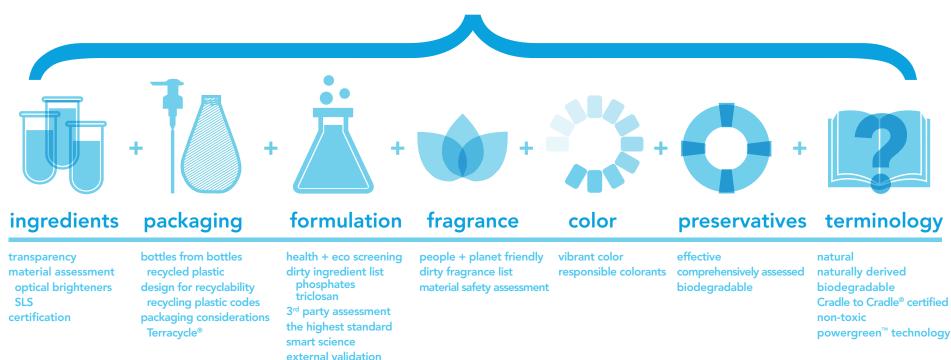
# social responsibility

# social responsibility

evaluated through governance, ethics and transparency











#### GREENSKEEPING WHAT WE DO CRADLE TO CRADLE® PRODUCTS



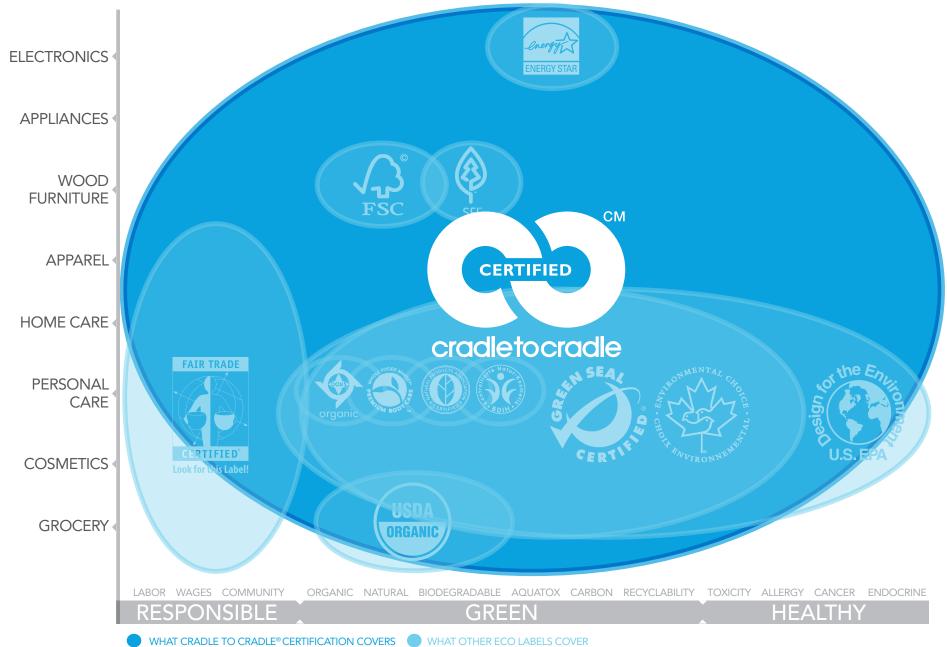
# Cradle to Cradle<sup>®</sup> certified products



### certification in every category

our line of more than 100 fabric care, personal care and home care products are C2C certified at the silver or gold level. this means an independent team of scientists at C2C Institute have rigorously assessed all ingredients, packaging materials, and design, processes and social practices used, making sure that we've designed for a maximum material reutilization rather than designing our products to go into a landfill.

#### GREENSKEEPING WHAT WE DO CRADLE TO CRADLE® VS. OTHER ECO LABELS



#### GREENSKEEPING WHAT WE DO INGREDIENTS

our ingredients



we believe in authenticity and in empowering our advocates to make fully informed decisions about the products they choose. so we disclose all of the ingredients in our products, the processes we use to make them, and the practices and values of **method** as a company.

# AMBDC material assessment

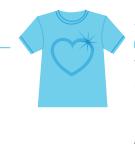
every ingredient used in a **method** product is comprehensively evaluated by an independent environmental research institute, MBDC. as a result of this rigorous material research process, we can be completely certain of the health and environmental safety of all **method** products.



#### certification

we have over 100 products Cradle to Cradle certified at the silver or gold level. this means a team of scientists at C2C Institute have rigorously assessed all ingredients, packaging materials and design, processes, making sure that we've designed for maximum material reutilization.

#### GREENSKEEPING WHAT WE DO INGREDIENTS MATERIAL ASSESSMENT OPTICAL BRIGHTENERS



# why we use brighteners

we strive to keep clothes as clean + bright as possible, and optical brighteners can be safe, effective ingredients in laundry detergents. brighteners maintain the whiteness of fabrics by preventing them from yellowing over time, improving their appearance and extending their useful lives.

# ours is a green brightener

due to health + environmental concerns about conventional brighteners, we asked the scientists at MBDC to assess tinopal, the brightener in **method**<sup>®</sup> laundry. they found it to be readily biodegradable after photo-oxidation, nonirritating to skin and non-toxic to people and waterways – in short, that it is an environmentallycompatible ingredient.

# progress not perfection

although it's non-toxic and safe in the environment, our brightener isn't a true Cradle to Cradle® ingredient because it's not made from renewable resources. however, this ingredient is used at extremely low levels (present at 0.02%) and our ultra-concentrated, 95% plantbased detergent consumes 40% less energy to make and ship than conventional 2x detergents. this savings is 5000 times greater than the resources consumed to make the optical brightener.



# optical brighteners



#### GREENSKEEPING WHAT WE DO INGREDIENTS MATERIAL ASSESSMENT SLS



# what is SLS?

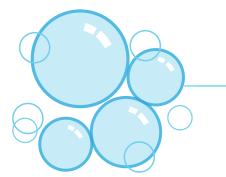
Sodium Lauryl Sulfate is a highly effective cleaning agent (aka surfactant) made by sulfating coconut or palm kernel oil. due to its high foaming and strong cleaning abilities, SLS is used in a wide range of cleaners, from dish soaps to hand wash to body wash to shampoo.

# is it a safe ingredient?

yes. SLS is non-toxic, naturally derived and biodegradable. the MBDC completed an in-depth material assessment on SLS and determined that SLS is not carcinogenic, not developmentally harmful, is biodegradable and compatible with water treatment systems. we avoid using SLS unbuffered and at high concentrations due to potential skin irritation considerations, but otherwise find no concerns to health or the environment.

# non-carcinogenic

there has been some controversy related to SLS safety, perhaps linked to its ubiquity in body care products. concerns regarding carcinogenicity have been contradicted both by International Agency for the Research on Cancer (www.iarc.fr) and the American Cancer Society (www.cancer.org) - who have gone so far as to issue a specific statement to this effect.



**SLS** 

#### GREENSKEEPING WHAT WE DO PACKAGING



# mothed loads the industry in th

bottles made from bottles

**method** leads the industry in the use of 100% recycled plastic in our cleaning and hand wash bottles. this results in a brilliantly green trifecta: less waste in landfills, less energy needed to make the resin (70% less than virgin!) and beautiful bottles.

# design for recyclability

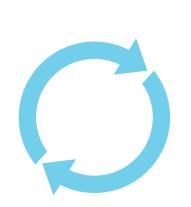
closed loop packaging is our ultimate goal. so we have rigorously researched recycling systems across North America to fully understand which plastics + packaging materials actually get recycled and we design our bottles to be compatible with these whenever possible.

# packaging considerations

every bottle we design goes through a rigorous process to ensure that it's as green as possible. considering carbon emissions, energy efficiency and material use, our packaging design team embodies comprehensive environmental benefit through recycled materials, refill designs and more compact product designs.



#### GREENSKEEPING WHAT WE DO PACKAGING BOTTLES MADE FROM BOTTLES RECYCLED PLASTIC



# recycled plastic

recycled plastic has been recovered from either other bottles or industrial waste, saved from a landfill, and used in place of new plastic. this saves waste, reduces resource consumption and incentivizes recycling.

#### NOTE

**PCR** - **Post Consumer Resin**. this plastic has been recycled from materials after their use by consumers (like the soda bottles in curbside recycling collection).

**PIR - Post Industrial Resin**. this plastic is recycled from industrial materials or processes (such trimmings and waste from making other bottles.)



# 100% recycled plastic

almost all of **method**'s A PET plastic bottles, including our hand wash and spray cleaners, are made from 100% PCR recycled plastic (Post Consumer Resin, for those in the know).





# 50% recycled plastic

our A HDPE bottles range from 25% PCR recycled plastic (in our toilet cleaners) to 50% PCR in **method**<sup>®</sup> laundry detergent.



#### GREENSKEEPING WHAT WE DO PACKAGING DESIGN FOR RECYCLABILITY PLASTIC CODING

| PET<br>polyester terephthalate   | HDPE<br>high density polyethylene | LDPE<br>low density polyethylene         | <b>PP</b><br>polypropylene     | <b>OTHER</b><br>mixed sources  |
|----------------------------------|-----------------------------------|--|--------------------------------|--|
| widely recycled                  | widely recycled                   | compatible with<br>HDPE recycling stream | recycled at<br>some facilities | not widely accepted<br>by municipal recyclers  |
| made of 100%<br>recycled plastic | made of 50%<br>recycled plastic   |  |                                | made from multiple<br>sources, typically<br>virgin plastic.<br>also includes bioplastics<br>(e.g. PLA) |
|                                  |                                   |  |                                |  |

**method** uses primarily plastics 1 and 2 and designs all packaging for maximum recycled content, material efficiency and recyclability.

plastic 3 (PVC) is a dirty packaging material that method does not use. plastic 6 (polystyrene) is best avoided in rigid packaging due to its lack of recyclability.

#### GREENSKEEPING WHAT WE DO FORMULATION





# health + eco screening

we use the precautionary principle, meaning that if there's a chance that an ingredient isn't safe, we don't use it.

# the dirty ingredient list

**method** chooses never to use dirty, conventional cleaning ingredients, like phosphates or bleach, in our formulas.

# 3<sup>rd</sup> party assessment

#### MBDC

all **method** ingredients are rigorously evaluated by an independent material research agency for health and environmental safety.

# the highest standard

Cradle to Cradle<sup>®</sup> is our mantra for the design of safe, green products.

## smart science

our formulators use advanced green chemistry technologies to create powerful and safe formulations.

# external validation

the world's first line of cleaning products to be Cradle to Cradle<sup>®</sup> certified for their responsible manufacturing, green package design and safe + effective formulation.

#### GREENSKEEPING **DO\_FORMULATION\_DIRTY INGREDIENT LIST** m



# dirty ingredient list

#### list of 80+ ingredients we don't ever use.

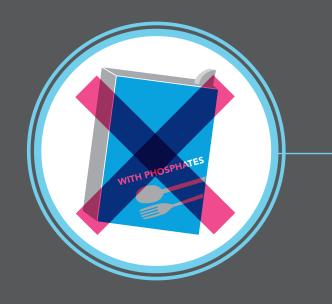




irritant/harmful

| dirty ingredient list |  |            |   |  |  |
|-----------------------|--|------------|---|--|--|
| chemical              | typically found in   | why we're  | e against it  |  |  |
| chlorine bleach       | surface cleaners<br>bathroom cleaners<br>laundry detergent | ×±         |   |  |  |
| triclosan             | hand wash<br>body wash                                     | *          | accumulation<br>in breastmilk                         |  |  |
| EDTA                  | hand wash<br>body wash                                     |            | waterways<br>pollutant +<br>eco toxicity              |  |  |
| phosphates            | dishwasher detergent                                       | *          | regulated<br>waterways<br>pollutant                   |  |  |
| 2-butoxyethanol       | floor cleaners   | <b>X</b> , | harmful by<br>inhalation. linked<br>to organ toxicity |  |  |
| phthalates            | fragrance in cleaning<br>+ body products                   |            | linked to<br>developmental<br>abnormalities           |  |  |
| paraben               | hand wash<br>body wash                                     |            | accumulation in breast cancer tissue                  |  |  |
| ammonia               | glass cleaners<br>surface cleaners                         |            |   |  |  |
| MEA<br>(ethanolamine) | laundry detergent  | <b>X</b> , | linked to<br>asthma risks                             |  |  |

#### GREENSKEEPING WHAT WE DO FORMULATION DIRTY INGREDIENT LIST PHOSPHATES



# phosphates



phosphate is a naturally occurring nutrient containing the chemical element P. phosphate is used in dish detergent because it is a cheap and effective way to prevent spots and film on dishes.

# phosphates get in waterways

phosphate is fertilizer - it's plant food. when it gets into waterways (via household waste water) it causes algae to "bloom", resulting in slimy, stinky rivers + lakes.

# phosphates suffocate fishies

other than being a smelly eyesore, this photosynthetic growth takes oxygen out of the water, suffocating fish and other aquatic life.

# phosphates banned

16 states, as well as all of Canada, have banned phosphates (as of July 2010). all detergents sold in these places must have less than 0.5% phosphate.



#### GREENSKEEPING WHAT WE DO FORMULATION DIRTY INGREDIENT LIST TRICLOSAN



# more trouble than it's worth

triclosan is a synthetic chemical commonly found in consumer products. triclosan provides an antibacterial effect that, according to the US FDA, is not proven to be more effective than regular hand soap.



# triclosan has suspected health risks

antibiotic resistance concerns accumulation in the body household hazard endocrine disruption

# environmental risks

toxic and accumulative in aquatic organisms widespread waterways pollutant recommended phase-out in a number of countries



## what to avoid

triclosan is used in a wide range of personal care products, including many hand washes, body washes, deodorants and toothpastes.

# triclosan

TRICLOSAN



At this time, FDA does not have evidence that triclosan added to antibacterial soaps and body washes provides extra health benefits over soap and water. The FDA is currently conducting a comprehensive scientific and regulatory review of all the available safety and effectiveness data.

#### GREENSKEEPING WHAT WE DO FRAGRANCE

our fragrance

# people friendly + planet friendly

in a world where cleaning products smell at best bland and boring, and at worst noxious and offensive (fake pine, anyone?), we take pride in making products that smell great. so we make sure that we put the right attention into developing fragrances that don't pose a threat to people and the environment.

# dirty fragrance ingredients list

our front-end design screen is known as the dirty fragrance ingredients list. it is an array of materials that are frequently used to make conventional fragrances, but that we specify never be used in **method**'s fragrances.

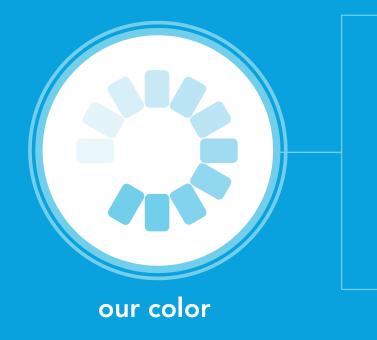
# material safety assessment

all **method** fragrance ingredients are reviewed by our greenskeeping and toxicology groups.

# material safety assessment

additionally, all of our finished products are clinically tested for irritation and allergy concerns.

#### GREENSKEEPING WHAT WE DO COLOR



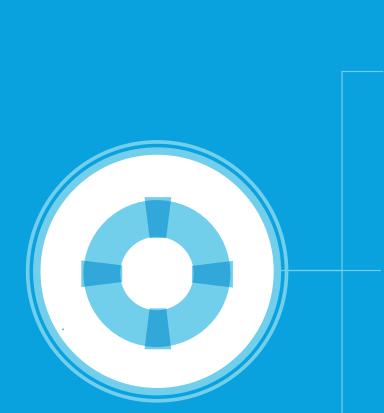
# vibrant color

vibrant color is a pillar of great design. we believe sustainability should be beautiful, lively and appealing. so we design our products that way. we do this by using safe, environmentally compatible colorants that are effective at ultra-low concentrations, that are non-toxic and will not accumulate in the environment.

# responsible colorants

we use only colorants that are safe for people and the environment. some are made from natural materials, but the majority of the most effective ones are made synthetically. in either case, we find the safe ones by partnering with our colorant suppliers to complete detailed health + environmental material assessments.

#### GREENSKEEPING WHAT WE DO PRESERVATIVES



# our preservatives



**method** formulations are typically 95 to 99% naturally derived ingredients, so effective preservatives are required to keep them from spoiling and to maintain their effectiveness and safety over time. by choosing effective preservatives, we can use them at ultra-low concentrations (under 0.1% for most of our cleaners).

# comprehensive assessment

all of the preservatives used in **method** products have been comprehensively assessed by the material scientists at MBDC, so we can be certain of their full health + environmental profile. this research allows us to be sure that our formulations remain non-toxic and biodegradable.

# biodegradable

all preservatives used in **method** products are biodegradable, meaning they are effectively removed in water treatment and will not accumulate in natural environments.

#### GREENSKEEPING WHAT WE DO TERMINOLOGY

# our terminology

### natural

a natural product is one where 100% of the functional ingredients (the ones that do the cleaning) come from plant-based, abundant mineral or water sources.

# naturally derived

an ingredient or formula made from renewable, plantbased materials, abundant minerals or water.

# biodegradable

an ingredient or formula that will degrade into simple and benign components in the environment. **method** follows the highest technical standard for defining biodegradability, whereby at least 70% of organic ingredients break down within 28 days.

# Cradle to Cradle® certified

the highest bar for green product design, evaluating formulation safety, green packaging design and manufacturing processes responsibility. **method** has the world's first line of Cradle to Cradle<sup>®</sup> certified cleaning products.

### non-toxic

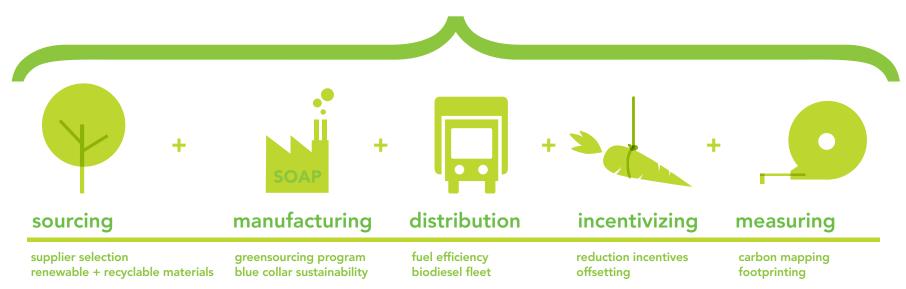
an ingredient or formula that will not cause an adverse health effect in normal or foreseeable use.

# powergreen<sup>™</sup> technology

cutting edge green chemistry that harnesses the strength of naturally derived, non-toxic ingredients to deliver surface-specific cleaning performance.





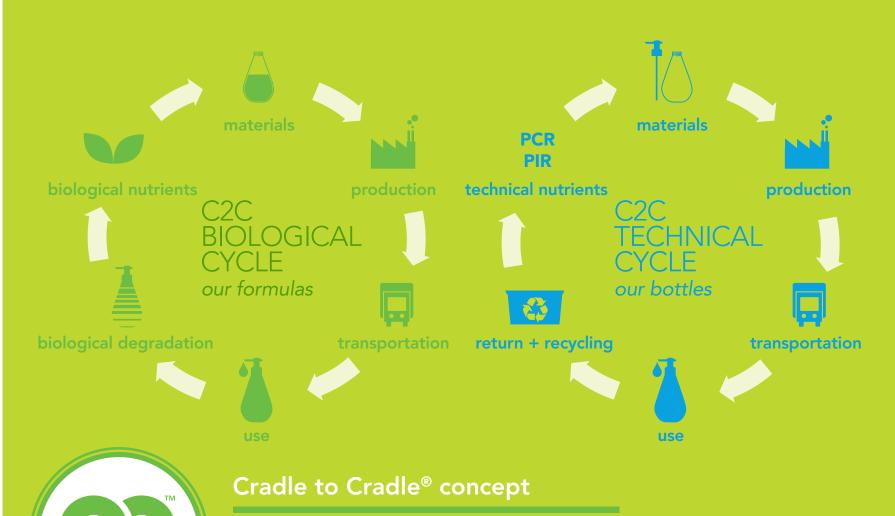






#### GREENSKEEPING HOW WE DO IT CRADLE TO CRADLE® CONCEPT

cradletocradle



a material use cycle that seeks to eliminate waste and/or virgin resource extraction through the creation of closed/continuous loops. Cradle to Cradle<sup>®</sup> traces a material from the time it is extracted to the point at which it is recycled/reclaimed.

#### **GREENSKEEPING** HOW WE DO IT SOURCING



# supplier selection

we work with our key suppliers to ensure that the materials used in **method** products, from the plastic in our bottles to the ingredients in our formulations, adhere to the highest material quality standards and are manufactured in environmentally responsible ways.

# renewable + recyclable materials

we are working to reduce the use of nonrenewable materials like petroleum across our product line - from our bottling to our formulations. our progress so far? we make our core cleaning bottles from 100% recycled plastic, our laundry bottles from 50% recycled plastic and the vast majority of our formulations contain 95-99% renewable ingredients.

#### GREENSKEEPING HOW WE DO IT MANUFACTURING



our manufacturing

# greensourcing program

we aren't happy just reinventing cleaning products; we also want to reinvent the ways in which they are made. we invite our key suppliers and manufacturers to work with us toward the ultimate goal of zero-waste manufacturing, under a program we call **method** greensourcing.



# blue collar sustainability

while it is the slick press releases and shiny solar panels that catch people's attention, creating real environmental wins and healthier products is a roll-your-sleeves-up, knock down, drag out kind of job. we pride ourselves on fighting the good fight where it matters, on the front lines, in the factories and fields.

#### GREENSKEEPING HOW WE DO IT, MANUFACTURING, GREENSOURCING PROGRAM

method greensourcing

we work with our key suppliers and manufacturers to track the environmental impact of making our products, and to identify best practices to improve the water, energy and material efficiency of our manufacturing processes.

#### water

we're working on reducing the amount of water needed to make our products to only the water that ends up in the bottles. we've achieved zero water waste in one factory so far and are working on the others.

#### energy

the energy needed to make our products come from a range of sources, from solar and hydro to coal and gas. for now, we're offsetting the carbon emissions for all this energy, but we're primarily focused on finding ways to avoid much of the energy use in the first place.

#### materials

our goal is to design products and processes that avoid material waste entirely. so far, we've made big strides in recycling shrink wrap, pallets and cardboard, and are now working on reducing the waste created by obsoletes.



#### **GREENSKEEPING HOW** WE DO IT **DISTRIBUTION**





# fuel efficiency

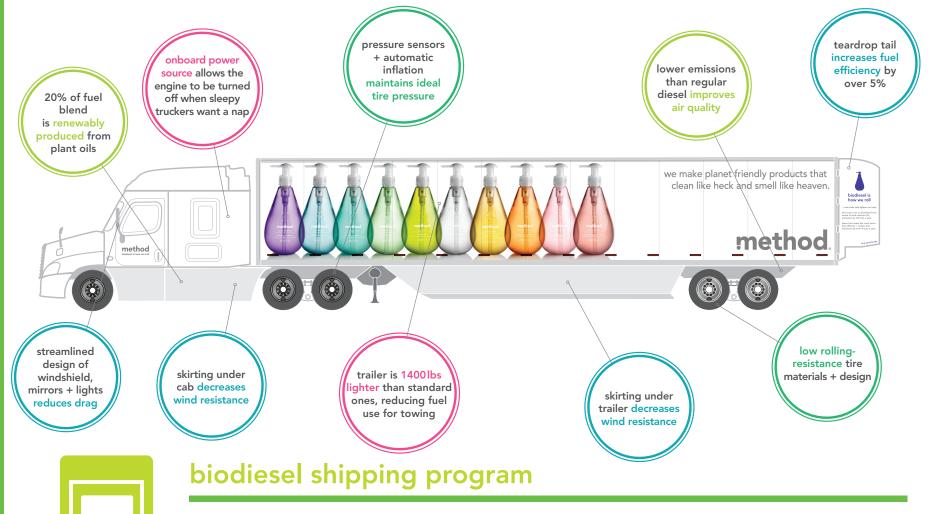


we participate in the US EPA's SmartWay program and partner with shipping companies that also participate, meaning that we are committed to reducing shipping energy use. we do this by strategic route planning, by effectively choosing where to operate our distribution centers, by using rail to deliver as many of our shipments as possible and by working with shipping companies committed to efficient freight technologies.

# biodiesel fleet

working with one of our shipping partners, JB Hunt, we have built a fleet of super-efficient deliver trucks that run on minimum 20% biodiesel. this fleet emits roughly 20% less carbon per ton mile than conventional trucks and is responsible for the delivery of our shipments throughout the midwest and the northeast.

#### GREENSKEEPING HOW WE DO IT DISTRIBUTION BIODIESEL FLEET



we are reducing the impact of our business on global warming. one third of **method**'s US shipments are made using next generation, fuel-efficient delivery trucks. due to the renewable biodiesel fuel blend and the efficiencyimproving technologies shown above, these trucks emit up to 20% less carbon and air pollutants than typical trucks.

- enhanced aerodynamics
- high-efficiency tires
- low-emission biodiesel fuel blend
- cabin power unit + lightweight trailer

#### GREENSKEEPING HOW WE DO IT INCENTIVIZING

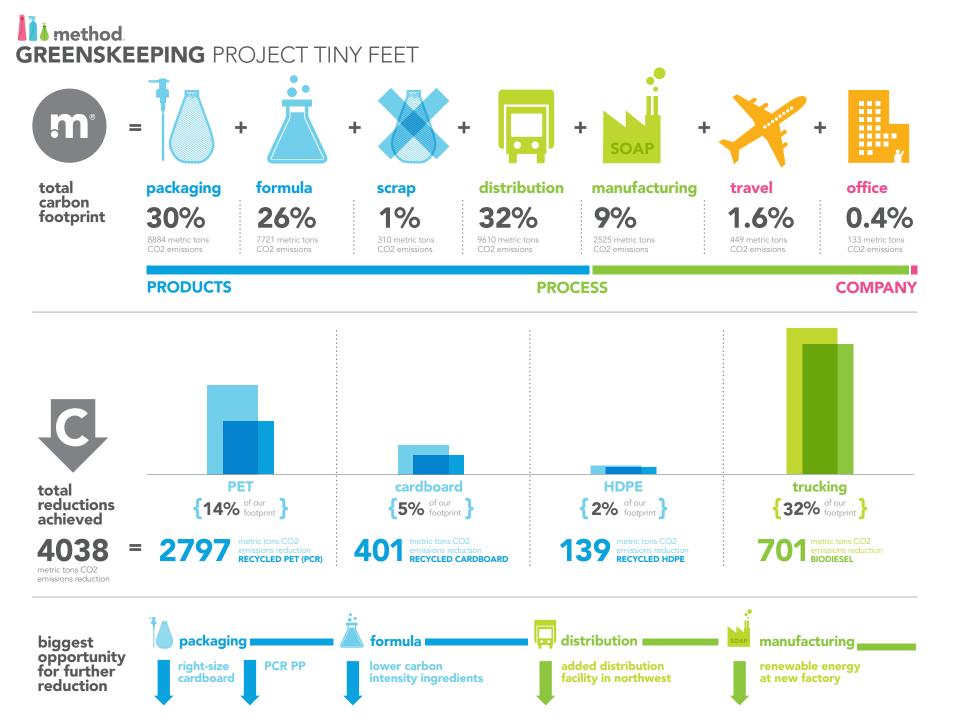


# reduction incentives

we believe that going to the source is the best way to reduce our company's carbon emissions. that's why we offer incentives to our suppliers + manufacturers to reduce the carbon emitted by their operations. if they can find solutions to demonstrably reduce energy use and resulting emissions, **method** will contribute to their purchase. such efficiency improvements include heating/cooling fans, low-energy factory lighting and solar panel installations.

# renewable energy credits

method also buys renewable energy to offset the energy used to make our products. method's manufacturers report the electricity and gas associated with making our soaps and detergents. we then buy wind power in the form of green-e verified renewable energy credits from our partner, Native Energy.



#### **GREENSKEEPING** HOW WE DO IT MEASURING



## carbon mapping



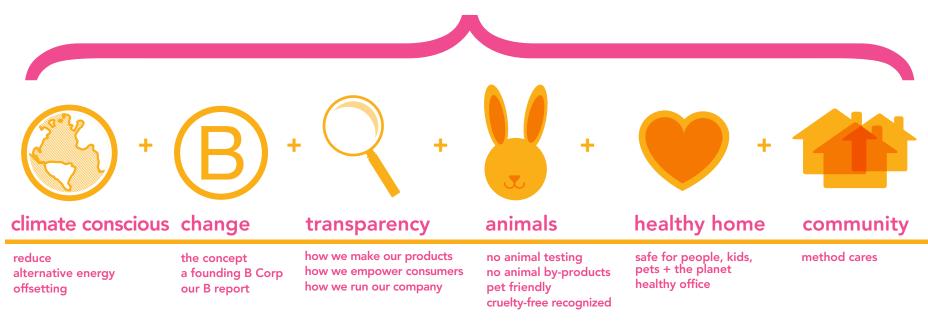
our proximity to Silicon Valley gives us some high-tech advantages. like software-based LCA (life cycle assessment) tools that can model the carbon emissions and environmental impacts of our products. the LCA tools we use, such as compass<sup>®</sup>, allow us to orient our product design process to create the smartest, greenest products possible.

# footprinting

management + reduction of greenhouse gas emissions is a responsibility of our business. we completed an in-depth inventory to track all of the carbon we emit, including travel, utilities, manufacturing + distribution. this process follows the most widely respected international carbon accounting standard, the GHG protocol from the WRI. we can now accurately evaluate our emissions and plan how best to reduce them.











#### GREENSKEEPING WHO WE ARE CRADLE TO CRADLE® COMPANY

# Cradletocradle

# Cradle to Cradle<sup>®</sup> company

# method <u>AVEDA</u> a global leader



we are one of the first companies to be recognized as a Cradle to Cradle<sup>®</sup> company. we consider the past, present + future implications in everything we do, from the ingredients we select for our products to how we manufacture them. **method** has our entire line of fabric care, home care, and personal care products Cradle to Cradle<sup>®</sup> certified across our hand wash, cleaning and laundry products making us a global leader in Cradle to Cradle<sup>®</sup> certified products.

#### GREENSKEEPING WHO WE ARE CLIMATE CONSCIOUS



# climate conscious

something can be done about climate change and we're working on finding solutions. climate change is a very real environmental problem and one of the most significant challenges for humanity. we are taking steps to lower carbon emissions from our products, their manufacturing and our business operations.



our strategic starting point is to prevent unnecessary carbon emissions from sourcing, product manufacture, distribution and company operations, and to provide incentives to help in this reduction process.

we use low-carbon, renewable energy sources in most of our offices, manufacturing sites and freight lines. from the biodiesel used for the distribution of over one third of our US truck shipments to the renewable energy credits we purchase for our 3 offices and all of our manufacturing, we are finding energy sources with drastically lower carbon emissions.



## offsetting

alternative energy

for the carbon emissions we can't avoid, we have participated in a variety of offset programs. we have contributed to carbon reducing activities like methane capture, reforestation and renewable energy generation. currently, we reinvest our carbon offset equivalent in our supply chain to actually reduce our footprint.

#### GREENSKEEPING WHO WE ARE CHANGE



# for change

by being a public benefit corporation and posting our b report

bcorporation.net/method



#### the concept

the B Corp vision is simple, yet ambitious: to create a new sector of the economy that uses the power of business to solve social and environmental problems. B Corps are unlike traditional responsible businesses because they meet comprehensive, transparent standards and legally integrate stakeholder interests into their corporate governance.

2013 rating: B

ig: B report

**method** believes in using the power of our business to create positive social and environmental change. we are a B Corporation, which means that we have formally incorporated our mandate for sustainability into the DNA of our company. the publicly available B Corp survey shows our performance as an ethical company.

PBC

# founding public benefit corporation

in august 2013, **method** reincorporated as a benefit corporation and officially became method pbc. this unique corporate structure enables method to practice more enlightened business that balances profits with environmental and social responsibility.

#### GREENSKEEPING WHO WE ARE TRANSPARENCY



# for transparency





#### how we make our products

we believe that authenticity requires transparency. so we are transparent about what we're doing and thinking - from the ingredients in all of our products to the processes used to make them.

#### how we empower consumers

we believe in empowering our advocates to make informed choices regarding the products they use, rather than simply trying to convince them.

#### how we run our company

we are a PBC and our B Corp survey is a transparent, audited record of our performance as an ethical company, available at *b-corporation.net/method* 

#### GREENSKEEPING WHO WE ARE ANIMALS

for animals

# **РЕТА**

#### no animal testing

because guinea pigs shouldn't be used as guinea pigs, **method** performs absolutely no animal testing on any of our products and does not endorse, request or commission any animal testing on our behalf. we're even CCIC Leaping Bunny Program approved.

## no animal by-products

we don't put any animal by-products in our products. that's dirty. we use innovations like renewable plant-based fabric softners which are 100% gross-stuff-free.

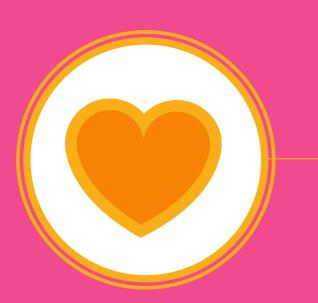
# pet friendly

**method**'s entire product line is safe for use around pets, specially formulated to put the hurt on dirt without harming a hair on you or your pets' heads.

# cruelty-free recognized company

in 2006, PETA made our co-founders Adam Lowry and Eric Ryan their 'people of the year.' and gave method a Proggy (progressive business) award in the same year.

#### GREENSKEEPING WHO WE ARE HEALTHY HOME



# for a healthy home



### safe for people, kids, pets + the planet

happy, healthy homes are our mission. homes where potentially toxic chemicals don't lurk beneath your sinks or lay in wait on your surfaces. homes where clean doesn't come with eye-watering, breath-holding side effects. happy, healthy homes are the result of eliminating dirt + germs with products formulated from naturally-derived ingredients, safe for your family + furry companions.

#### healthy office

our san francisco headquarters is a LEEDcertified green building. it was retrofit from an old office, and over 96% of the materials from its last life were either reused or recycled. our office has recyclable carpet tiling from our friends at interface carpets, low VOC paints, full recycling and composting, and even a worm bin for office food scraps.

#### GREENSKEEPING WHO WE ARE COMMUNITY

# method cares method cares is our program to give back to our local communities. a core belief at method

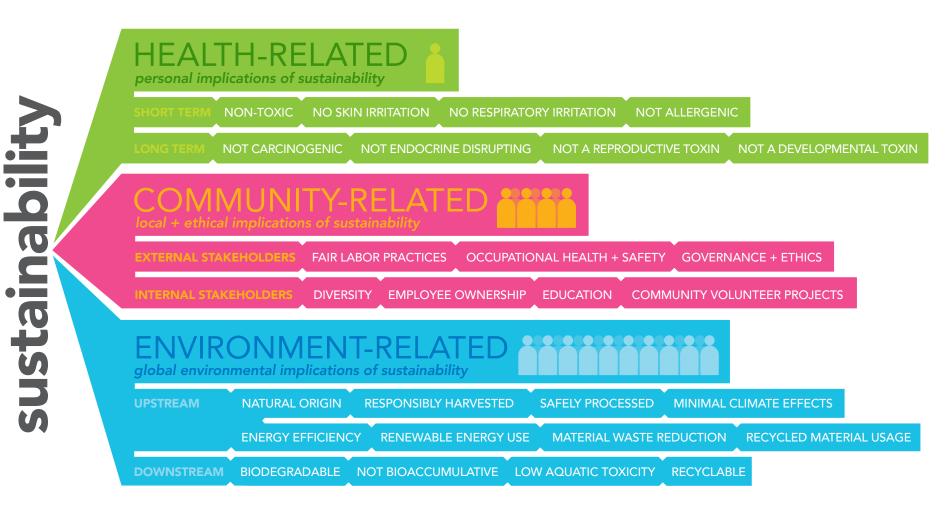
# for community

employee at **method** gets 3 days every year to give back to the local community and they can choose to do whatever they want. but people against dirty have a tendency to flock together, so most of our activities are group events.

is that **people against dirty**<sup>®</sup> should fight dirty

on the front lines where we live. every

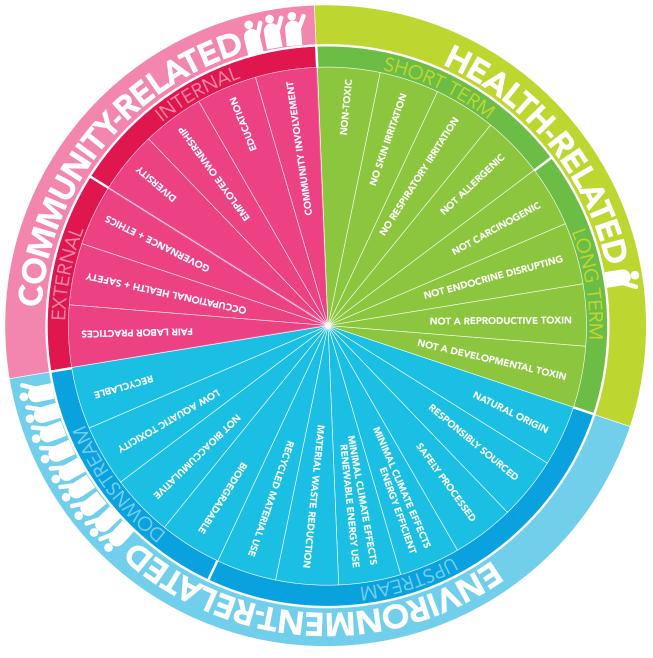




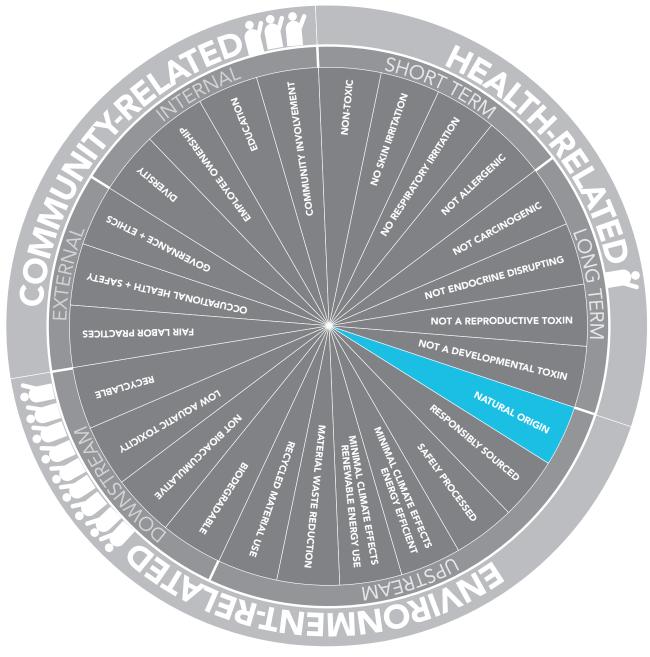
#### GREENSKEEPING HOW OTHERS DEFINE SUSTAINABILITY



#### GREENSKEEPING HOW WE DEFINE SUSTAINABILITY



#### GREENSKEEPING HOW OTHERS DEFINE SUSTAINABILITY



# Method RETAILER SUSTAINABILITY CHECKLIST VALIDATION QUESTIONS FOR GREEN CLEANING PRODUCTS



#### formulation + ingredients

- how does the company choose its ingredients? what health + eco factors are considered and how are these evaluated?
- what testing does the company do to ensure the efficacy of their green cleaners?
- does the company have verification for claims like *biodegradable*, *non-toxic* and *natural*? federal and state authorities are more aggressively policing misleading environmental claims.
- o are all of the main ingredients naturally derived?
- if fragrance is used, is it tested and proven to be free of phthalates?

phthalates are developmental toxins that are notorious for undeclared presence in fragrance.

#### packaging

 what is the percentage of recycled plastic (PCR) used in the bottles?

PCR has reduced energy use + material waste.

• how are environmental factors evaluated in packaging materials / designs?



#### process

#### manufacturing + distribution

 what is being done to reduce the environmental impact of the manufacture and distribution of the product?

up to 80% of a product's environmental footprint can occur in the manufacture and distribution processes.

- are water, energy and material use monitored in production?
- is there a plan for improving water, energy and material efficiency?



#### responsibility + commitment

- is there a company-wide mission or commitment to sustainability?
- is it publicly audited (e.g. via B Corp)?
- what green certifications does the company have for its products? (relevant certifications include Cradle to Cradle<sup>®</sup>)
- are all ingredients disclosed publicly, either on package or on the company website?

full, technical ingredient names (e.g. decyl glucoside) are far more meaningful than names like 'coconut-based cleaner'.

1. did you know that indoor air is 2–5 times more polluted than urban outdoor air?

EPA studies have found that the concentration of organic pollutants is 2–5 times higher inside homes than outdoors in cities. many of these organic pollutants can come from conventional cleaning products, spread in thin layers around the surfaces of the home. method implication: when you design formulations from safe materials, you stop polluting the home. 2. did you know that cleaning products can produce some of the same chemical pollutants as smog?

Berkeley professor Dr William Nazaroff has found that floor cleaners and other common home cleaners react with ground level ozone to create free radicals and formaldehyde air pollutants (both linked to cancer).

method implication: method products don't contain any materials that can react to form these pollutants. **3.did you know that many conventional fabric softeners rely on tallow, aka rendered animal fat, as the softening ingredient on clothing?** 

many conventional fabric softeners use high levels of ammonium tallowate, which is made from animal tallow.

method implication: method fabric softener and dryer spray rely on powerful, plant-derived softeners, not animal fat. 4.did you know that phthalates have been linked to abnormal development, low birth weight and asthma, and are widely used in fragrance in cleaning and personal products?

Women's Voices for the Environment, household hazards report summarized all of these potential health effects from published scientific literature. method implication: method requires that no phthalates are included in any of our products and that none of our fragrance suppliers use them in method materials. 5. did you know that triclosan has been found in breast milk, meaning it is absorbed into the body and passed along to babies, and the level of its presence has been linked to the use of triclosan-containing personal care products?

researchers from the Swedish National Medical Institute have repeatedly detected triclosan in breast milk, and in 2006 linked the concentration of triclosan in the body to the use of triclosancontaining personal care products.

method implication: method has never, and will never, use ingredients with health hazards like triclosan's.

reference: Karolinska Institute, 2006. Allmyr et al, reported in Science of the Total Environment. http://www.ncbi.nlm.nih.gov/pubmed/17007908 6. did you know that triclosan has been found in 80% of US rivers and lakes, meaning it doesn't biodegrade and persists in the environment?

the US geological survey found triclosan in 80% of the water samples they collected from rivers and lakes downstream from US cities (meaning that triclosan is not being removed or degraded by wastewater treatment plants).

method implication: method uses ingredients designed to break down in the environment.

# 7.did you know that triclosan doesn't make soap work any better? (so, what's the point?)

the FDA said in april 2010 that it "does not have evidence that triclosan in antibacterial soaps and body washes provides any benefit over washing with regular soap and water."

http://www.greenbiz.com/blog/2010/09/09/should-your-company-wash-its-hands-triclosan

method implication: method believes in authenticity in our products and refuses to use chemical antibacterial ingredients unless their safety is established and they actually make a product work better. 8. did you know that phosphates pollute waterways and are present in many conventional dish detergents?

16 states have now banned phosphates in dish detergent due to these environmental effects. method implication: method<sub>®</sub> smarty dish is an effective phosphate-free dish detergent, rated highly by consumer reports and legions of advocates.

#### **GREENSKEEPING MISINFORMATION** DIRTY LITTLE SECRETS LAUNDRY DETERGENT

9.did you know that that even 2x concentrated laundry detergent has 3 times more plastic, water and detergent mass than method<sub>®</sub> 8x laundry detergent, meaning 3 times the use of detergent, plastic and water?

method implication: it works great and wastes less.

10. did you know that 2x concentrated detergent takes up twice as much space in stores, warehouses and in shipping trucks than method<sub>®</sub> 8x laundry detergent, resulting in million of tons of unnecessary carbon dioxide emissions?

the footprint of method<sub>®</sub> 8x laundry detergent is less than half the size of conventional 2x detergent, resulting in 2-3 times as much per pallet in shipment and warehousing and 2-3 time more per area of shelf space. method implication: retailers can lower cost through their entire supply chain by switching to super-concentrated detergent.

reference: physical comparison of method laundry 25 load to national brand 26 load bottle.

11. did you know that EDTA can be found, undegraded and bound to heavy metals in San Francisco bay?

UC Berkeley researchers found that over 85% of the nickel in SF Bay was bound to EDTA, preventing it from settling into sediment with other minerals.

method implication: unlike many conventional hand washes, body washes, shower sprays and floor cleaners, no method products contain EDTA and are instead made of ingredients designed to degrade in the environment.

reference: Bedsworth + Sedlak, 1999. Environmental Science and Technology. http://pubs.acs.org/doi/abs/10.1021/es9809556

#### **GREENSKEEPING MISINFORMATION** DIRTY LITTLE SECRETS **SYNTHETIC CHEMICALS**

12. did you know that less than 1% of chemicals have had a full EPA safety assessment, meaning that many market-approved chemicals are poorly researched and not fully understood?

the EPA has completed research dossiers on only a small number of chemicals, of over 80,000 listed in the US. method implication: all method ingredients have been rigorously researched by MBDC, so their health and environmental characteristics are fully evaluated and considered. 13. did you know that asthma rates rose 75% between 1980 and 1994 alone, and that over 23 million Americans now have asthma?

the CDC found that incidences of reported asthma cases rose by this alarming rate in just 14 years. the increase to current rates is expected to be far higher.

method implication: method products are specifically designed not to trigger asthmatic effects. we choose ingredients that have been researched and deemed not to be asthmagens or strong respiratory irritants/sensitizers. 14. did you know that many conventional cleaning and laundry products contain known asthmagens such as MEA?

MEA is listed as an ingredient in tide on P&G's ingredient website, and that MEA has been widely deemed an asthmagen (for example, by the states of Massachusetts and California). method implication: method uses no MEA, or other known asthmagens, in our products.

# 

#### **B CORP:**

a new form of corporation that explicitly includes social and environmental benefit in the charter of the company (meaning that B Corps are both profit maximizing and benefit maximizing). **method** is a founding B Corp and there are now more than 1000 B Corps. all B Corps have been evaluated, publicly scored and externally audited on their environmental, community, labor and governance practices. see *bcorporation.net/method* for **method**'s score.

#### **BIODEGRADABLE:**

an ingredient or formula that will degrade into simple and benign components in the environment. **method** follows the highest technical standard for defining biodegradability, whereby at least 70% of organic ingredients break down within 28 days.

#### **CARBON FOOTPRINT:**

the full quantity of carbon consumed to produce a product, run a company or complete an activity. **method** measures our product and company footprints using internationally recognized methods and constantly seeks ways to reduce both of the above.

#### **CARBON OFFSET:**

an investment that results in an external reduction of carbon emissions. carbon offsets can take forms such as planting trees, investing in renewable energy technologies, or otherwise reducing the quantity of carbon in the atmosphere, thereby reducing global warming.

#### **CRADLE TO CRADLE®:**

a design framework for making products that are safe for people and embody environmental benefit, outlined in the book of the same name by chemist Michael Braungart and architect Bill McDonough.

#### **CRADLE TO CRADLE® CERTIFIED:**

Cradle to Cradle<sup>®</sup> certification is the highest bar for green product design, evaluating formulation safety, green packaging design and manufacturing processes responsibility. **method** has the world's only line of Cradle to Cradle<sup>®</sup> certified cleaning products.



#### **COMPOSTABLE:**

a material that will break down to simple, benign components in composting conditions.

#### **GREEN CHEMISTRY:**

the domain of chemistry that encourages the efficient use of safe, renewable chemistry technologies to make products. **method** relies heavily on green chemistry advances to craft our formulations.

#### **MBDC:**

material assessment agency run by (Cradle to Cradle® co-author) Bill McDonough that evaluates and scores all ingredients and packaging materials that method uses in our products.

#### **NATURAL:**

**method** defines a natural product as one where 100% of the functional ingredients (the ones that do the cleaning) come from plant-based, abundant mineral or water sources.

#### **NATURALLY DERIVED:**

an ingredient or formula made from renewable, plant-based materials, abundant minerals or water.

#### **NON-TOXIC:**

an ingredient or formula that will not cause an adverse health effect in normal or foreseeable use.

#### **POWERGREEN™ TECHNOLOGY:**

cutting edge green chemistry that harnesses the strength of naturally derived, non-toxic ingredients to deliver surface-specific cleaning performance.

#### **RECYCLABLE:**

a packaging element or material that can be collected by municipal recycling programs and made into a new material/package.



#### **RECYCLED PLASTIC:**

plastic that has been diverted from a waste stream and made into something new (like a shiny **method** bottle). this includes both PCR (post-consumer recycled) and PIR (post-industrial recycled).

#### **SMART SCIENCE:**

the specific technologies or combination of ingredients that make each **method** product work. the smart science for each product is listed in each monograph.

# THANK YOU method.