

Fragrance Ingredient Disclosure in Cleaning Products

In a further escalation of consumer product companies' ingredient transparency initiatives, SC Johnson (Racine, Wisconsin), manufacturer of brands such as Windex, Glade and Pledge, announced that it will disclose fragrance ingredient information on a product basis beginning in the spring of 2015.

The company previously disclosed the fragrance palette used in its products in early 2012, but did not specify on a product-by-product basis. Touted as a voluntary move toward greater transparency, SC Johnson will make its expanded ingredient information accessible via www.whatsinsidescjohnson.com, as well as a consumer product helpline.

"This announcement will not impact product formulations," a company spokesperson says. "And SC Johnson worked closely with our suppliers to make this fragrance disclosure commitment possible."

Beginning in the spring of 2015 in the United States and Canada, consumers will have access to air care fragrance ingredients present at the highest concentrations down to 0.09% of the product formula, a company spokesperson says. The number of fragrance ingredients disclosed will vary by product but, on average, consumers should expect to find a range of 10–50 fragrance ingredients. The program, which will eventually be expanded to Europe, will begin to disclose fragrance ingredients in air care products including sprays, candles, oils and gels. For other product categories, where fewer fragrance ingredients are used, the company will list fragrance ingredients present at a concentration of more than 0.09% in the final product or the top 10 fragrance ingredients, whichever provides the most information for consumers.

"Additional fragrance ingredients found in SC Johnson products that are not disclosed are present at extremely low concentrations and will continue to be available via the company's



online palette of fragrance ingredients," according to the company spokesperson.

SC Johnson's latest move follows Clorox's announcement that it would disclose fragrance allergens in its cleaning, disinfecting and laundry products via its Ingredients Inside portal (www.thecloroxcompany.com/products/ingredients-inside/). The "potential allergens" included comprise those flagged by the EU Scientific Committee on Consumer Safety. The initiative will launch early in 2015 and will list fragrance components present in a product at a concentration greater than 0.01%. The company previously launched an ingredient communication program in 2009.

"We know people are interested in using more sustainable products, and they want to know what's in the products they use in and around their homes," said Don Knauss,

chairman and CEO of The Clorox Company, in an official announcement. "These initiatives are just two examples of how we put consumers at the center of everything we do."

In 2013, Reckitt Benckiser (RB) U.S. announced that it would voluntarily include the European Union's original 26 "recognized" fragrance allergens in its disclosure program for all US products. Listings of the fragrance allergens began in 2014. The company described the move as a consumer right-to-know issue and noted that the information will be included on its US ingredient disclosure website (www.rbnainfo.com/productpro/productsearch.do). The company is also including "on-package messages about health, well-being and the environment."

"Increased transparency and disclosure are key components of RB's better business strategy and we believe this is the right thing to do for US consumers," said Alexander Lacik, president, North America, for Reckitt Benckiser, in an official announcement at the time. "For over 10 years, we've actively reviewed our ingredient portfolio and have taken a proactive stance on disclosure, reduction and removal of chemicals of emerging concern."

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