



**MAKING
THE CASE
FOR BUILDING
TRUST
THROUGH
TRANSPARENCY**

**THURSDAY, MAY 10
9 a.m. CDT**

Agenda

- **Introductions**
- **Consumer Insights from GlobeScan**
- **SC Johnson - Making the Case for Building Trust through Transparency**
- **Conscious Consumerism in Brazil by Instituto Akatu**
- **Facilitated Discussion**
- **Q&A**

Introductions

Introduções



Kelly M. Semrau
Senior Vice President
Global Corporate Affairs,
Communication &
Sustainability
SC Johnson



Helio Mattar
Diretor-Presidente
Instituto Akatu



Chris Coulter
CEO
GlobeScan



Alvaro Almeida
Brazil Director
GlobeScan



Making the Case for Transparency

Em Defesa da Transparência

Presented by:

Apresentado por: *Chris Coulter, CEO, GlobeScan*

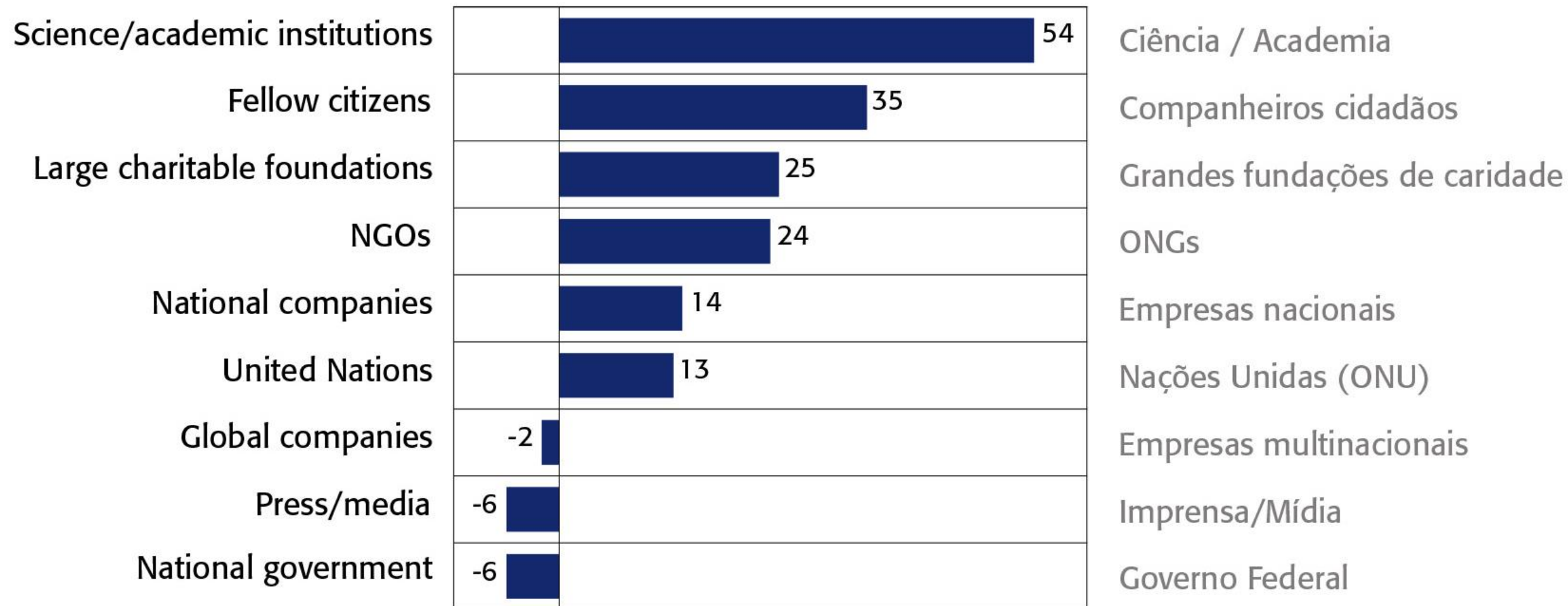
GLOBESCAN



Trust in Institutions

Confiança nas Instituições

Net Trust,* Average of 20 Countries,** 2017 (Confiança Líquida*, Média de 20 Países, ** 2017)



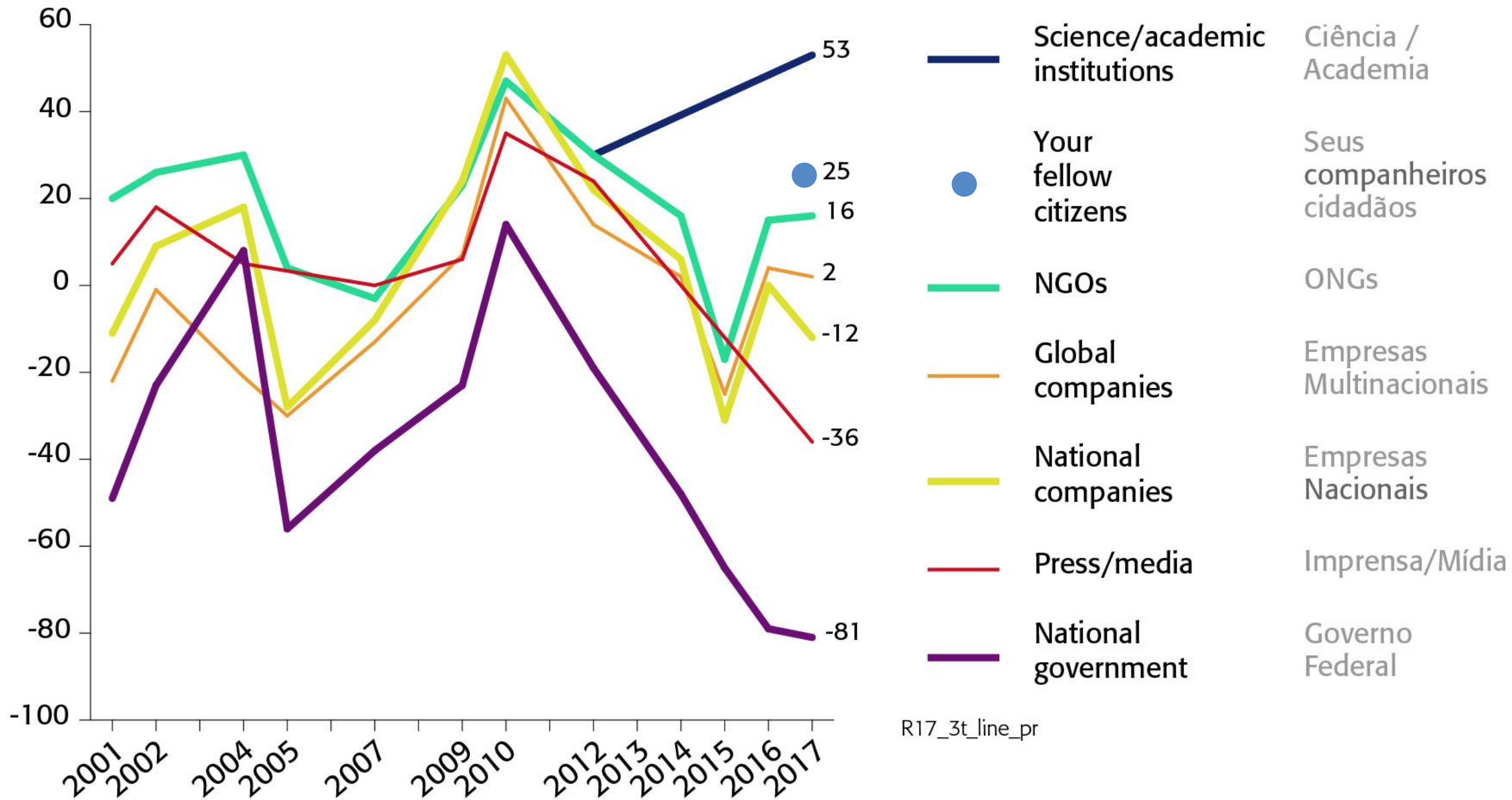
*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

**"Muita confiança" e "Alguma confiança menos "Não muita confiança" e "Nenhuma confiança"

Trust in Institutions in Brazil

Confiança nas Instituições no Brasil

Net Trust in Institutions, Brazil, 2001–2017 (Confiança Líquida nas Instituições, Brasil, 2001–2017)



R17_3t_line_pr

Expectations of Companies

Expectativas sobre as companhias

Companies "Held Completely Responsible," Average of 15 Countries,* 2017
 (Companhias "Detém Responsabilidade Total", média de 15 países*, 2017)



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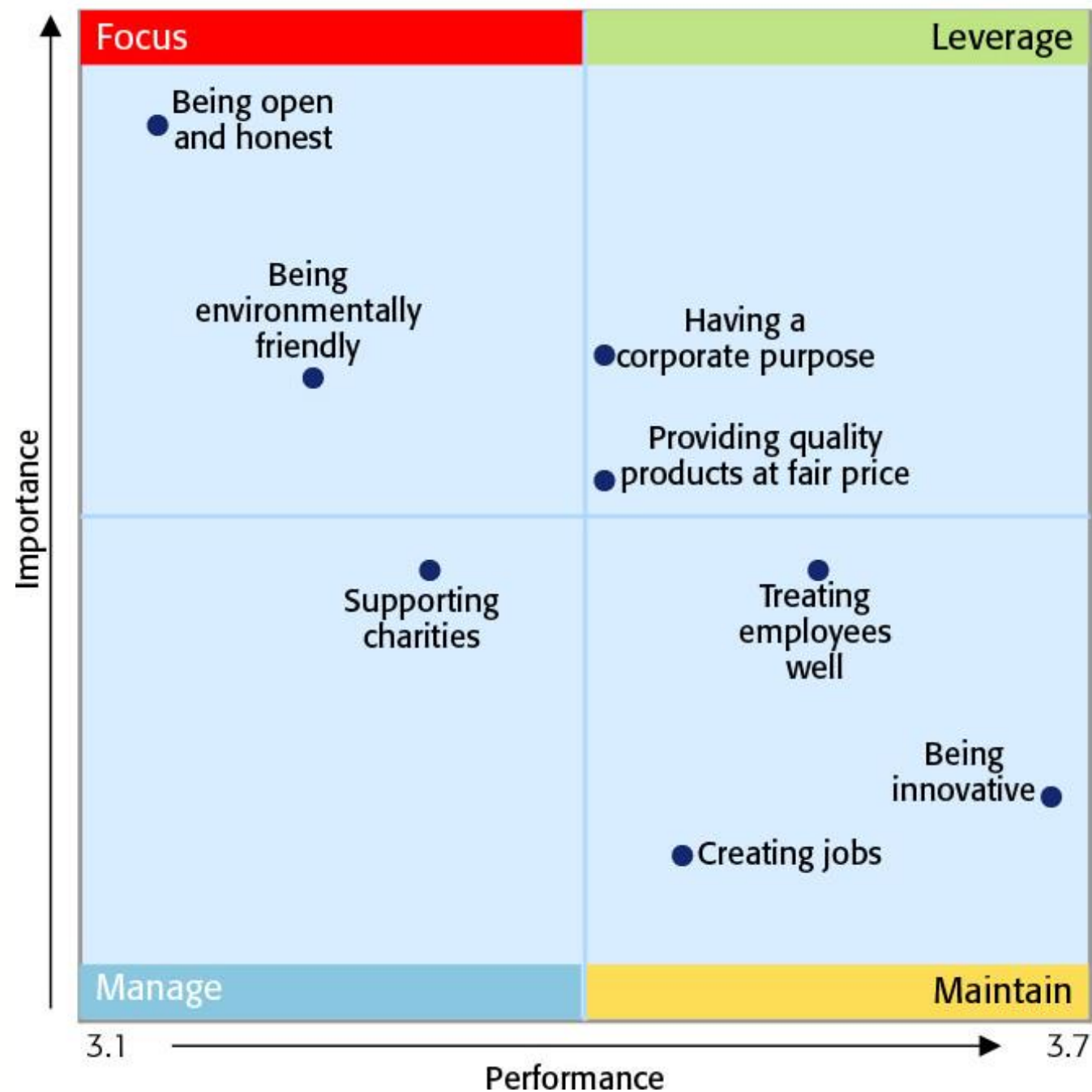


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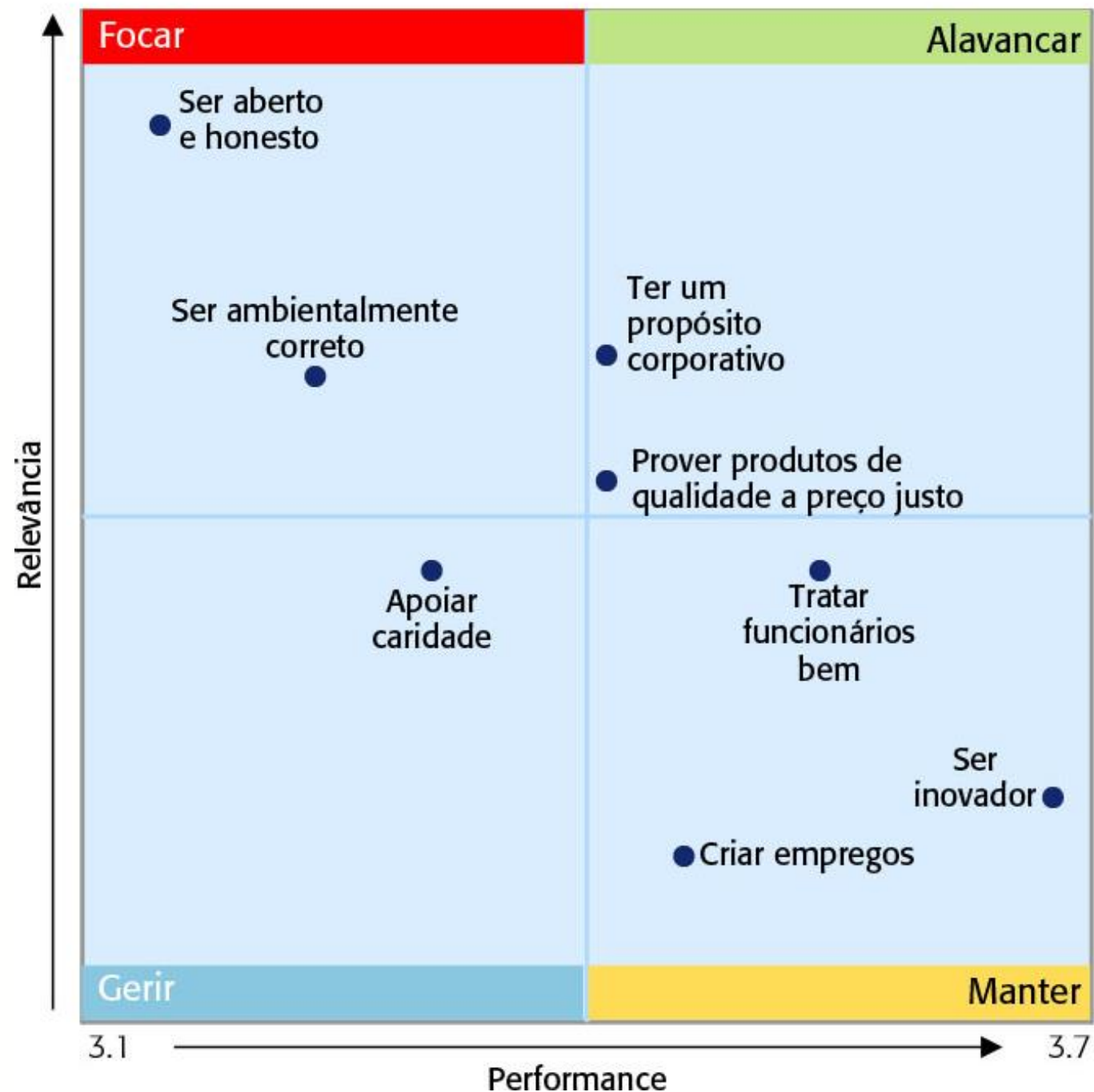
Drivers of Trust

Impulsionadores da Confiança

Performance vs Importance, All Companies, 2016



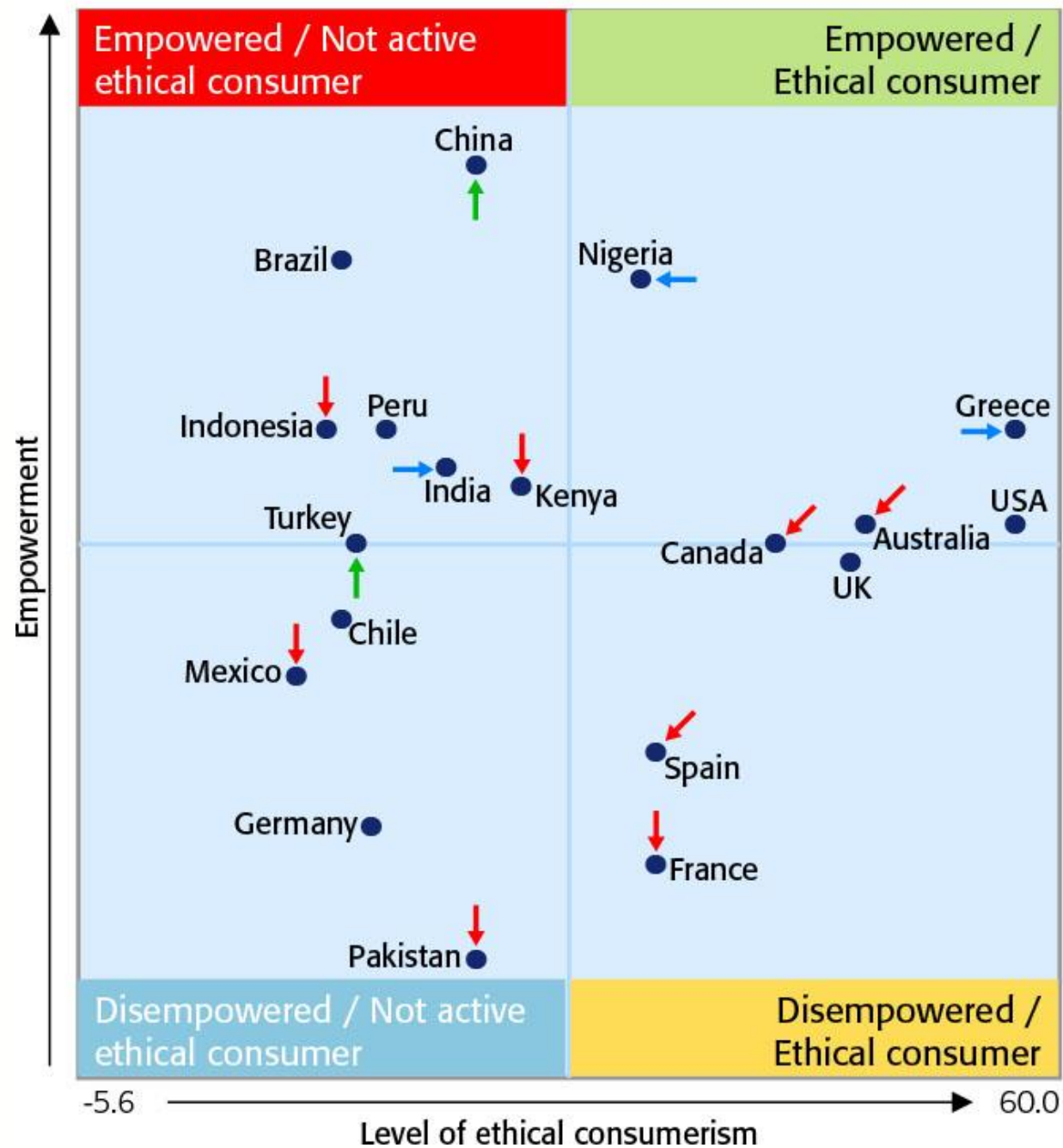
Performance vs Relevância, Todas as Companhias, 2016



Empowerment vs Ethical Actions

Empoderamento vs Ações Éticas

By Country, 2017



Por País, 2017



The “Thick Trust” Equation

A Equação da Confiança Robusta

COMPETENCY + HUMAN + PURPOSE = TRUST
(what you do) (how you do it) (why you do it)

COMPETÊNCIA + HUMANO + PROPÓSITO = CONFIANÇA
(O que você faz) (Como você faz) (Porque você faz)

Making the Case for Building Trust Through Transparency

Impulsionando a Construção da Confiança por Meio da Transparência



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We've supported the conservation of more than 100,000 acres of rainforest.



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Nós ajudamos na conservação de mais de 10 mil acres (mais de 4 mil hectares) de floresta tropical.



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Zika Response

**SCJ EXCEEDS \$15 MILLION
GLOBAL COMMITMENT**



Reação à Zika

**SCJ EXCEEDS \$15 MILLION
GLOBAL COMMITMENT**



Over 65% of SC Johnson sites are zero manufacturing waste to landfill

14

of those are zero total waste to landfill, including our manufacturing site in Manaus



17

sites now send zero manufacturing waste to landfill

Mais de 65% das unidades da SC Johnson têm status de aterro zero

14

destas unidades já são “aterro zero”, incluindo nossa fábrica de Manaus



17

unidades da SC Johnson têm status de zero resíduo de produção para aterros sanitários

Responsibility
is our Family
Tradition



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Responsabilidade
é tradição da
nossa família



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It's Trendy to Mistrust
Science

É comum desconfiar
da Ciência

So how do we turn the tide?

We make a case for trust.

Então, como nós viramos o jogo?


**Nós trabalhamos a
construção da confiança**

How SC Johnson Makes a Case for Trust

- Responsible operations
- Ingredient transparency


Como a SC Johnson trabalha a construção da confiança

- Operações responsáveis
- Transparência em
ingredientes

A laboratory setting with various glassware containing colorful liquids. In the foreground, a large Erlenmeyer flask contains a bright green liquid. To its right, a row of smaller flasks contains liquids in shades of purple, pink, yellow, and brown. The background shows a typical laboratory environment with shelves and equipment.

Greenlist™ program
guiding us since 2001

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A family company
at work for a better world

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O programa Greenlist™
nos guia desde 2001

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Greenlist™ Program

- Conservative standards for safety based on broad exposure scenarios
- Four-step evaluation that combines hazard and risk assessment

Programa Greenlist™

- Padrões de segurança baseados em cenários de ampla exposição
- Análise em quatro etapas que combina avaliação de riscos

Four-Step Hazard and Risk Evaluation

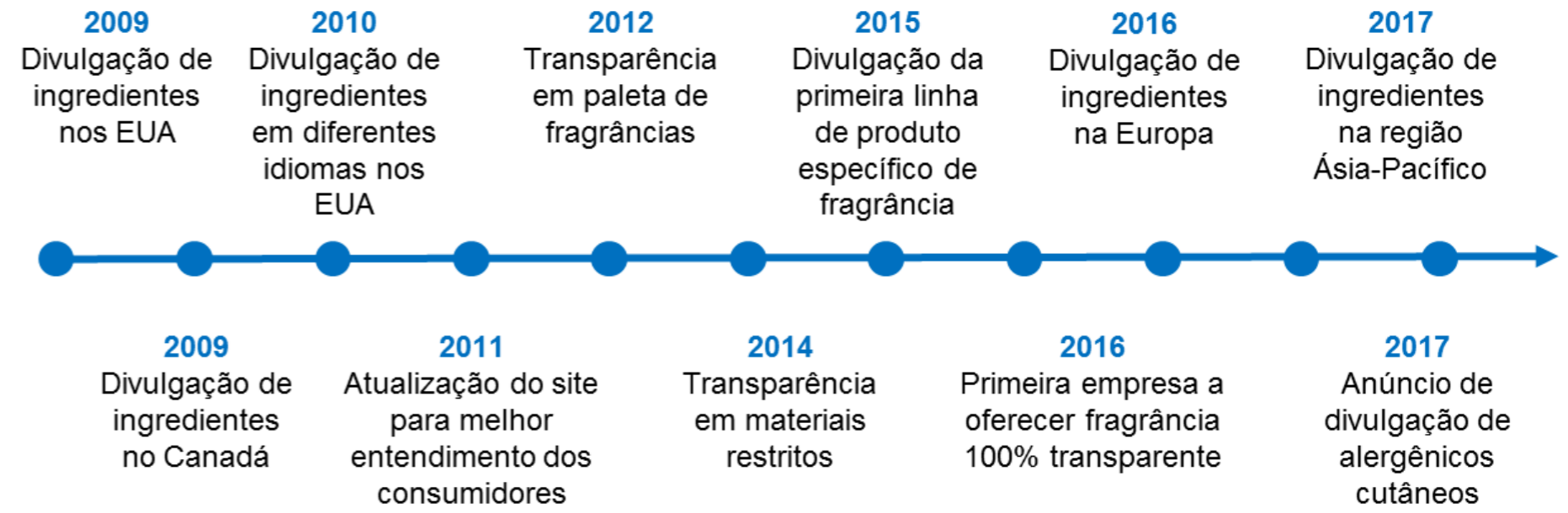
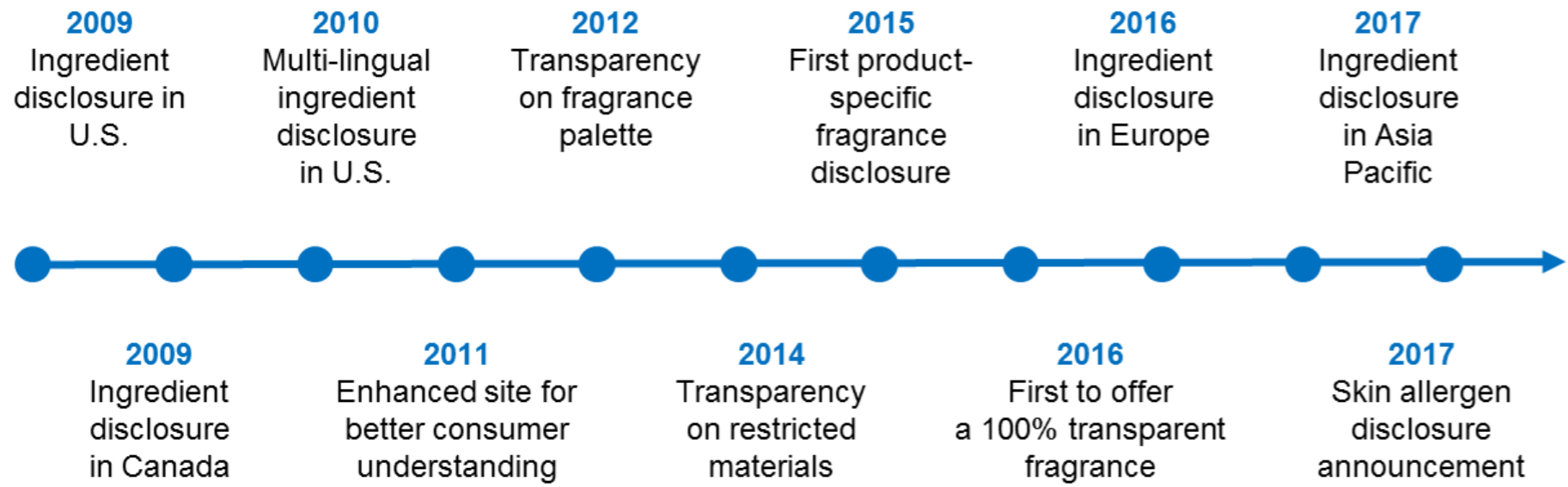
EVALUATE HAZARD		EVALUATE EXPOSURE		APPLY TO PRODUCT DEVELOPMENT
HAZARD IDENTIFICATION	RESPONSE DETERMINATION	EXPOSURE/USAGE CALCULATION	ACCEPTABILITY DETERMINATION	
Using Greenlist™ criteria, determine if there are any hazards that need to be assessed, e.g., is an ingredient toxic to humans or the environment?	Using Greenlist™ data sources (from suppliers and publicly available data), determine how much of the ingredient can be used with no effect.	For the specific product in which the ingredient will be used, who will be exposed, to how much, how often and for how long?	Using the information gathered in the previous evaluation steps, can the product be made safe to use with that ingredient?	Based on the completed evaluation, we set the highest dose of the ingredient that is allowable in the product. This information is then used by SC Johnson scientists for new product development and improvements to existing products.

Análise em quatro etapas

EVALUATE HAZARD		EVALUATE EXPOSURE		APPLY TO PRODUCT DEVELOPMENT
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Why do we do this?

Por que nós fazemos isso?



— 2009: Launch of U.S. Ingredient Disclosure



“People have a fundamental right to know what’s in the products we give them, and for that matter, what everyone else gives them.”

Fisk Johnson, Huffington Post

WhatsInsideSCJohnson.com



— 2009: Divulgação de ingredientes nos EUA



“As pessoas tem o direito básico de saber o que está nos produtos que nós oferecemos e, no caso, o que todo mundo oferece também.”

Fisk Johnson, Huffington Post

WhatsInsideSCJohnson.com



— 2012: First to Disclose Fragrance Palette

3,700



~1,300

The International Fragrance Association's standard

SC Johnson's standard



— 2012: Primeira empresa a oferecer fragrância 100% transparente

3.700



~1.300

Padrão da Associação Internacional de Fragrâncias

Padrão da SC Johnson





**YOU MIGHT BE SURPRISED
BY WHAT'S INSIDE**



**YOU MIGHT BE SURPRISED
BY WHAT'S INSIDE**

2016: Ingredient Transparency Expands to Europe



Exceeds industry norms and government requirements



2016: Transparência em ingredientes chega na Europa



Excede normas da indústria e requisitos do governo



— 2017: Ingredient Transparency Expands to Asia Pacific

INFORMATION CONSUMERS WANT WHERE THEY WANT IT

SC Johnson's ingredient site is mobile-friendly so it can be used anywhere — including while shopping.



87%

of people in Asia-Pacific use mobile internet to search for information online.**

62%

of the population in Asia Pacific (2.5 billion individuals) subscribe to mobile services.*

* Source: GSMA, The Mobile Economy Asia Pacific 2016
https://www.gsma.com/mobileeconomy/attachments/GSMA_ME_APAC_2016.pdf

** Source: Internet Society, Mobile Internet Usage Trends in Asia-Pacific
<https://www.internetsociety.org/doc/mobile-internet-usage-trends-asia-pacific>



Among global companies, SC Johnson's ingredient transparency program is the industry's first and most comprehensive.

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— 2017: Transparência em ingredientes expande para a região Ásia-Pacífico

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** Source: Internet Society, Mobile Internet Usage Trends in Asia-Pacific
<https://www.internetsociety.org/doc/mobile-internet-usage-trends-asia-pacific>




Entre as empresas globais, o programa de transparência em ingredientes da SC Johnson é o pioneiro e mais amplo projeto da indústria.

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A close-up photograph of a person's hand holding a white smartphone. The phone's screen displays a product image, likely a bottle of disinfectant. The hand is positioned over a red shopping cart handle. In the background, other shopping carts and store aisles are visible but out of focus. A small yellow horizontal line is positioned above the text.

5 billion consumers
in 52 countries

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5 bilhões de
consumidores em
52 países

2018: Ingredient Transparency Expanding to LATAM in Q4



2018: Transparência em ingredientes chegará na América Latina em Q4



Brazilians Want to Know What's Inside

- 97% say household ingredient disclosure is important
- 93% say household cleaning product companies should disclose more about the ingredients in products
- 79% perform household cleaning product research while shopping

Brasileiros querem saber o que está nos produtos

- 97% acreditam que a transparência em ingredientes é importante
- 93% acham que as empresas de produtos de limpeza devem divulgar mais os ingredientes que utilizam em seus produtos
- 79% avaliam os produtos de limpeza doméstica durante o momento de compra

Potential Skin Allergens

Potencial Alergênicos Cutâneos

— 2017: Announces Allergen Disclosure



368

Skin allergens added to
WhatsInsideSCJohnson.com



— 2017: Anuncia divulgação de alergênicos



368

Alergênicos cutâneos incluídos ao site
WhatsInsideSCJohnson.com



— Skin Allergens in Fragrance Components: A Comparison

What competitors would say

linalool

What SC Johnson would say

linalool

.alpha.,.alpha.-dimethylphenethyl acetate
2,4-dimethyl-3-cyclohexene carboxaldehyde
3-phenylbutyraldehyde
4,7-methano-1h-indene-2-carboxaldehyde, octahydro-5-methoxy-
4-tert-butylcyclohexyl acetate
anethole
butylphenyl methylpropional
citral
citrus limon (lemon) peel oil
citrus nobilis (mandarin orange) peel oil
cyclamen aldehyde
cymbopogon citratus leaf oil
isocyclocitral
lauraldehyde
mentha viridis (spearmint) leaf oil
tetramethyl acetyloctahydronaphthalenes
vanillin



— Alergênicos cutâneos em componentes de fragrância: um comparativo

O que os concorrentes dizem

linalool

O que a SC Johnson diz

linalool

.alpha.,.alpha.-dimethylphenethyl acetate
2,4-dimethyl-3-cyclohexene carboxaldehyde
3-phenylbutyraldehyde
4,7-methano-1h-indene-2-carboxaldehyde, octahydro-5-methoxy-
4-tert-butylcyclohexyl acetate
anethole
butylphenyl methylpropional
citral
citrus limon (lemon) peel oil
citrus nobilis (mandarin orange) peel oil
cyclamen aldehyde
cymbopogon citratus leaf oil
isocyclocitral
lauraldehyde
mentha viridis (spearmint) leaf oil
tetramethyl acetyloctahydronaphthalenes
vanillin



“Every day, businesses ask to be invited into people’s homes... to be trusted to deliver whatever their brand may promise. When some companies don’t deliver, it hurts everyone.”

-Fisk Johnson



“Todos os dias, as empresas pedem para ser convidadas para a casa das pessoas...receberem confiança para entregar o que suas marcas prometem. Quando algumas empresas não entregam, isso prejudica a todos.”

-Fisk Johnson



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