



THE CHOICES WE MAKE

SC JOHNSON 2014 PUBLIC SUSTAINABILITY REPORT

A MESSAGE FROM THE CHAIRMAN AND CEO

At SC Johnson, we have long believed in continuously improving our products and making the best ingredient choices based on available science. Our first decision to unilaterally remove a major chemical was to eliminate chlorofluorocarbons from our products 40 years ago based on emerging science about their negative impact. In the 1990s, we created a “brownlist” system where we started identifying and voluntarily removing from our products ingredients that didn’t meet our standards.

Then in 2001, we developed a process where instead of only focusing on eliminating the “bad,” we would also focus on adding in “better” by continuously improving the chemicals in our products. We called this Greenlist™, and we created a systematic, computerized process around it that has helped us make better ingredient choices.

Just as important, the SC Johnson Greenlist™ process helped cement the path of transparency that has fortified our sustainability progress over the years. In fact, as we were completing this report, we announced yet another important transparency initiative — product-specific fragrance ingredient disclosure — which is explained on page 29.

This is the company’s 23rd year of publicly reporting progress on sustainability objectives. We don’t always achieve our goals, and we make mistakes like any other company. But we believe in communicating our results and being honest about our choices.

This year, our sustainability report includes a special section on the SC Johnson Greenlist™ process. In keeping with our commitment to transparency, we are publishing, for the first time, the list of materials we consider to be restricted for our products. In addition, we share examples of how our SC Johnson Greenlist™ Scenario Planning Tool enables our product formulators to quickly and effectively explore many product opportunities.



We certainly continue learning as we progress our Greenlist™ initiatives. But it’s a process we consider to be incredibly important for the company and our ability to make products that families can trust.

Like every organization, SC Johnson continues to evolve in order to meet the challenges and opportunities around us. But we also work hard to ensure our fundamental values never change. Among these are integrity, transparency and sustainability — enduring commitments that I am honored to share with the people of this company. Together, we are working to do what’s right and to safeguard the future for generations to come.

Fisk Johnson

H. Fisk Johnson, Chairman and CEO

Please help us drive dialogue about green choices.

Share this report:  www.scjohnson.com/report | Follow us on Twitter:  @SCJGreenChoices

A Message from the Chief Sustainability Officer

Businesses today are judged nearly as much for how they operate as they are for the products or services they sell. In fact, a 2012 study found that three in four respondents globally felt businesses should be responsible for “working to improve the environment and society for future generations.”*



That can be a tough expectation for a company, but I’m fortunate to be part of an organization that has always put the highest priority on living up to the expectations of future generations. In my role as Senior Vice President of Global Corporate Affairs, Communication and Sustainability, I’m the chief sustainability officer at SC Johnson. Here, sustainability not only has a seat at the table, I serve on the company’s top executive committee. Doing what’s right isn’t an agenda item; it’s part of every business discussion that takes place.

As this report shares, among our latest results, we have increased the percentage of “Better” or “Best” ingredients in our products (as rated by the SC Johnson Greenlist™ process) to 47 percent. We’ve cut greenhouse gas emissions from our global manufacturing sites 50.5 percent versus our 2000 baseline (indexed to production) and are now using 32.3 percent renewable energy globally. We also have progressed waste-reduction initiatives and achieved a 71 percent reduction in global manufacturing waste since 2000.

At the same time, we have expanded our malaria and dengue prevention efforts, and we are continuing to drive dialogue and progress on building business at the base of the economic pyramid.

People have high expectations for companies today, and they should. I hope this report conveys the commitment that SC Johnson has to living up to those expectations now and in the future.

Kelly M. Semrau, Senior Vice President – Global Corporate Affairs, Communication and Sustainability

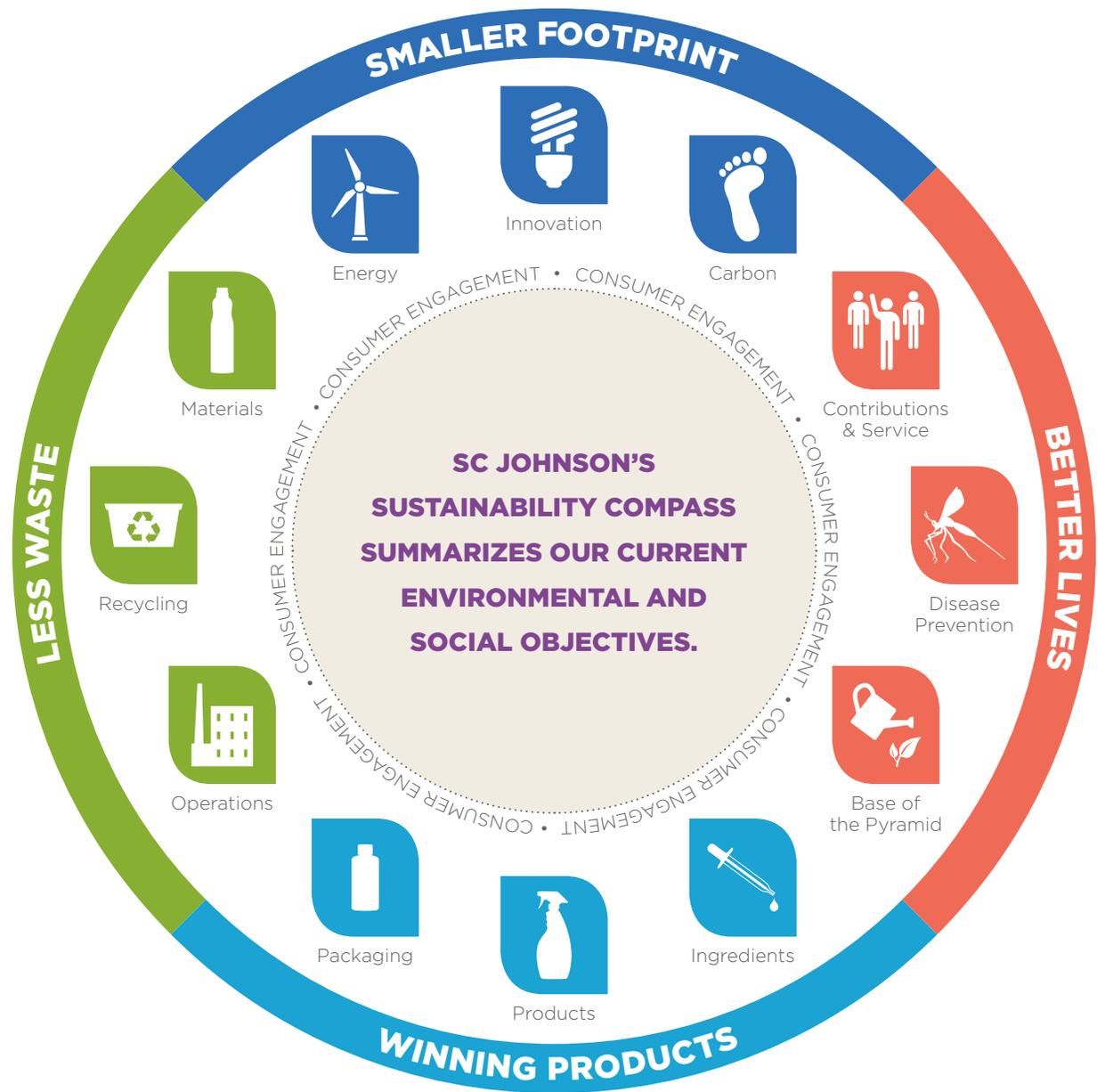
Table of Contents

360° of Green Choices & Progress So Far	3
SPECIAL SECTION: The SC Johnson Greenlist™ Process	5
 Who We Are	23
 Winning Products	27
 Less Waste	30
 Smaller Footprint	32
 Better Lives	34
 Great Workplaces	38
Media Guide	40
Engaging with GreenGrams	42

* RE:THINKING CONSUMPTION: Consumers and the Future of Sustainability. By GlobeScan, SustainAbility and BBMG as part of The Regeneration Roadmap, of which SC Johnson was a presenting sponsor.

<http://www.globescan.com/component/edocman/?view=document&id=46&Itemid=591>

WE ARE MIDWAY THROUGH A FIVE-YEAR STRATEGY THAT SUPPORTS OUR ONGOING, 360-DEGREE COMMITMENT TO CREATING WINNING PRODUCTS, ENSURING LESS WASTE, REDUCING OUR CARBON FOOTPRINT AND HELPING MAKE LIFE BETTER FOR FAMILIES AROUND THE GLOBE.



360° OF GREEN CHOICES

PROGRESS SO FAR

HERE'S A LOOK AT KEY RESULTS FOR YEAR THREE OF OUR CURRENT FIVE-YEAR ENVIRONMENTAL AND SOCIAL OBJECTIVES.



INGREDIENTS

+29 PERCENTAGE POINTS

of Better/Best ingredients used since 2001, as measured by the SC Johnson Greenlist™ process.

PRODUCTS

New **Glade®** aerosol in Brazil uses **30% LESS** liquid petroleum gas propellant than its previous formula.

PACKAGING

1.8 MILLION POUNDS of virgin resin savings anticipated with future 100% post-consumer-recycled **Windex®** bottle.



OPERATIONS

71% WASTE REDUCTION

at global manufacturing sites since 2000, as a ratio to production.

RECYCLING

8 ZERO LANDFILL*

manufacturing facilities on four continents, now including Manaus, Brazil.

MATERIALS

"30 Green Days" consumer initiative reached **350,000 PEOPLE** with inspiration for choices like recycling.



ENERGY

50.5% GREENHOUSE GAS EMISSIONS REDUCTION

from manufacturing sites since 2000, indexed to production.

INNOVATION

32.3% OF ENERGY USED

globally from renewable sources — nearly reaching our 2016 goal of 33%.

CARBON

13,000 METRIC TONS

of greenhouse gas emissions cut in Indonesia alone.



CONTRIBUTIONS & SERVICE

\$220+ MILLION in philanthropic contributions over the past 10 years.

DISEASE PREVENTION

New campaign that **GLOBALIZES** our insect-borne disease awareness program.

BASE OF THE PYRAMID

3-YEAR EXTENSION of partnership to help Rwanda farmers boost incomes and standards of living.

* SC Johnson defines zero landfill as eliminating all materials that would be transferred to landfills through reuse and recycling, and ultimately, without the use of incineration.

For more than a decade, a critical foundation of our environmental strategy has been our SC Johnson Greenlist™ process, which helps us continuously improve our products. Following is a special 18-page section highlighting the SC Johnson Greenlist™ process and, after that, a report on our progress over the past year. Read on to learn more...

The SC Johnson GREENLIST™ PROCESS

A systematic, science-based ingredient selection and tracking process that drives continuous and measurable improvement and is guided by principles of what we will and will not do.



A New Way for BETTER INGREDIENT CHOICES

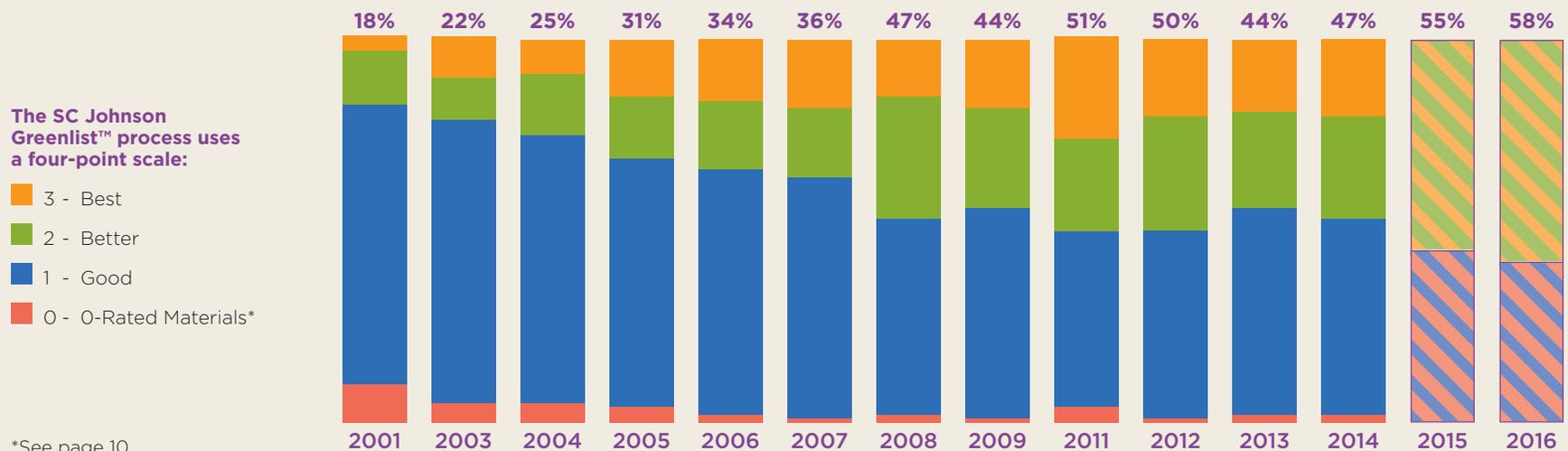
Following a decade of voluntarily, and often unilaterally, removing from our products chemicals that didn't meet our standards, the SC Johnson Greenlist™ process formally launched in 2001. The goal was to go beyond taking out “bad” ingredients and instead focus on choosing “better” options and continuously improving formulas based on information about ingredients' impact on the environment and human health.

The now-patented process includes ratings for all of the ingredients we use globally other than those in newly-acquired products that are still being evaluated. The process expanded in 2007 to include packaging materials, as well. It uses a computerized product “scenario planning” tool that enables formulators and packaging engineers to compare multiple potential product formulas and packaging options.

When we create a new product or reformulation, we work to select raw materials rated “Better” or “Best.” When existing products are reformulated, the formulator must include ingredients that have ratings equal to or higher than the original formula. While no system is perfect, we continue to revisit and refine the SC Johnson Greenlist™ process to drive ongoing progress.

Importantly, the SC Johnson Greenlist™ process also includes a robust reporting system that tracks scores at the product, division and corporate level. Our goal is to increase, year-on-year, the percentage of our ingredients that has a lower impact on the environment and human health. We started with 18 percent “Better/Best” ingredients in 2001. Today, we are at 47 percent and our goal is 58 percent by 2016.

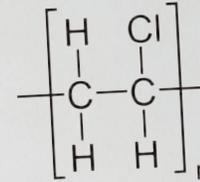
Here's an overview of our progress in increasing the use of Better/Best ingredients. Due to ongoing advances in measurement, changes in our product portfolio, and increasing numbers of ingredients and materials being measured, data may not always reflect apples-to-apples comparisons year-on-year. Also, scores after 2011 reflect combined formula and package score. Prior to 2011, scores are formula only. Totals are rounded.



*See page 10.

CASE STUDY

SC JOHNSON GREENLIST™ PROCESS CASE STUDY: POLYVINYL CHLORIDE (PVC)



SITUATION:

Polyvinyl Chloride, or PVC, is a plastic polymer that contains chlorine. It is often stabilized with heavy metals or softened with phthalates to make it work for different types of products. During the 1990s, concerns began to be raised about PVC and some other chlorine-based ingredients because chlorine can cause contamination of air and water. Additionally, there are concerns about the chlorinated chemicals used in the manufacture of PVC and traces of dioxin that can form during disposal by incineration. Like many companies, until concerns were raised, SC Johnson used bottles that were made of PVC as well as chlorine-bleached paperboard packaging.

ACTION TAKEN:

By the time the SC Johnson Greenlist™ process was formalized in 2001, we had a decade of experience eliminating ingredients we considered to be “brownlisted.” PVC packaging was one of the first things SC Johnson specified as a 0-rated material using the SC Johnson Greenlist™ process. We also decided to eliminate chlorine-bleached paperboard packaging.

RESULT:

In 2002, SC Johnson phased out chlorine-based external packaging worldwide, including bleached paperboard containers and bottles made of PVC.

Under certain circumstances, SC Johnson does allow use of 0-rated ingredients for a defined period of time; however, exceptions are difficult to get. Learn more on page 14.

The SC Johnson Greenlist™ Process: HOW IT WORKS

Our SC Johnson Greenlist™ process depends on a rigorous scoring process and principles, and it starts with an annual review of ingredient scoring. What's known as the Annual Material Review Meeting convenes each year with our Chairman and CEO, Chief Sustainability Officer, and Vice President of Global Safety Assessment and Regulatory Affairs.

Their review looks at existing materials, since scores may need to be updated due to new scientific findings or other factors, and also at new materials being added to SC Johnson's Approved Materials Library. Factors considered include external influences such as new scientific data on materials, public perception and industry best practices, as well as internal factors such as updates to existing scores.

ESTABLISHING MATERIAL SCORES

Using the agreed-to ingredient scoring criteria and data from suppliers, the Global Safety Assessment and Regulatory Affairs team assigns Material Scores using a four-step process that includes classifying the raw material type, looking at supplier-provided data to identify any O-rated, or restricted-use, materials, generating criteria scores and calculating the Material Score.

A material's classification determines the criteria by which it is scored. For example, a surfactant is scored on criteria including potential aquatic toxicity, ultimate biodegradability, acute human toxicity and other factors. Each criterion has specific data ranges to classify it as "Best," "Better" or "Good." For example, to be classified by SC Johnson as "Best" for ultimate biodegradability, an ingredient has to biodegrade at least 60 percent within a 10-day window.

The SC Johnson Greenlist™ process also was designed to give preference to better supply chain practices. It considers sustainable resources, such as the use of renewable materials, and also recognizes the value of suppliers that demonstrate a higher level of environmental responsibility, such as ISO 14001 certification. To receive a "Best" score for this criterion, the supplier must be ISO 14001 certified or a minimum of the ingredients they supply must be considered preferred materials.



“Progress can be controversial. The SC Johnson Greenlist™ process has transformed the way we select and use raw materials in the billions of consumer products we sell around the world. But it was not a popular idea at first.

I remember vividly the conversations we had. Developing a formal raw-materials rating process seemed like an incredibly monumental and complicated task, given that we had literally tens of thousands of raw materials and components, plus hundreds of different ways we could classify them.

Many might have let Greenlist™ remain a concept rather than a reality. But a small team of dedicated SC Johnson scientists was undaunted. They took a gargantuan task and turned it into a functioning, computerized, sustainable process and program.”

— H. Fisk Johnson, Chairman and CEO
and SC Johnson Greenlist™ process founder

SC Johnson Greenlist™ Process SCORES INCLUDE:

3 - BEST: Our materials that have little-to-no environmental or human impact

2 - BETTER: Materials with a minimal environmental or human impact

1 - GOOD: Materials that SC Johnson deems to have acceptable environmental or human impact

0 - 0-RATED: Materials that we believe are unacceptable for new use and for which existing uses will be eliminated through reformulation



GAINING CONSUMER AND COMPETITIVE ADVANTAGES

Along with helping SC Johnson continually improve products, we believe our SC Johnson Greenlist™ process gives us marketplace and competitive advantages, too. Explains Chief Sustainability Officer Kelly Semrau: "Of course we will work to stay on top of the science and phase out ingredients about which troubling new science arises — that's the point of scientific research and the SC Johnson Greenlist™ process. But, in addition, by listening to input such as public sentiment, we can get out ahead of other concerns as well, such as perceptions that, while not science-based, are so powerful they could hurt trust in certain products. By including these types of insights in the SC Johnson Greenlist™ process too, we can potentially make moves before our competitors do — if they are solely looking at the science — and that's another advantage."

SPECIAL SECTION: THE SC JOHNSON GREENLIST™ PROCESS

SC Johnson Greenlist™ process scores are applied in a number of ways to help us track the impact of materials individually and in final products:

MATERIAL SCORE – the rating for an ingredient or packaging component

FORMULA SCORE – weighted average of Material Scores in formula, excluding water

PACKAGE SCORE – weighted average of Material Scores in packaging

FORMULA BETTER/BEST SCORE – percentage of materials in the formula rated "Better" or "Best," excluding water

PACKAGE BETTER/BEST SCORE – percentage of materials in the packaging rated "Better" or "Best"

PRODUCT BETTER/BEST SCORE – combination of Formula and primary Package Better/Best Scores

PRODUCT IMPACT BETTER/BEST SCORE – combination of Formula and Package Better/Best Scores, including scores of any secondary packaging such as corrugated boxes

BUSINESS BETTER/BEST SCORE – weighted average of Product Impact Better/Best Scores for a business such as Home Cleaning or Air Care

CORPORATE BETTER/BEST SCORE – weighted average of Product Impact Better/Best Scores for the company overall

Note: Electrical devices and batteries are not included in scores.

ROLLING UP RESULTS

Once we have determined scores for each of the individual criteria for a particular ingredient, its overall Material Score is generated by averaging the sum of the criteria scores. Material Scores allow formulators and packaging engineers to measure and track the choices they make. For example, the Formula Score for a particular product is based on a weighted average of the formula's Material Scores, excluding water.

Using SC Johnson Greenlist™ data, Material Scores and other scores, we are able to measure results at the product level; at the division level, such as Home Cleaning, Air Care or Pest Control; and at the total corporate level. Our current target goal is to achieve a 58 percent Corporate Better/Best score by 2016.

WWW.SCJOHNSON.COM

Principles for RESTRICTIONS AND USE

At SC Johnson, we screen for about 4,600 materials as part of our regular ingredient evaluation process. About 2,500 of those are materials that could potentially have negative impacts according to regulatory and government bodies. As a result, we specify that many of them cannot be used at all, and some can only be used at a highly restricted level. The other 2,100 are materials we generally avoid because there isn't enough clear science one way or the other, or materials that have a negative public perception, even if that perception isn't supported by the science.

From this list of screened items, SC Johnson has two key lists used on a daily basis for our product development. These are our O-rated materials list, which is part of the SC Johnson Greenlist™ process and identifies ingredients that should not be used in new products, and our Exclusive Fragrance Palette, which identifies the subset of fragrance materials that are currently approved for use.

O-RATED MATERIALS: Our O-rated materials list captures the short list of key ingredients that we've decided cannot be intentionally added to new products or can only be used at restricted levels. It grew from a "brownlist" started in the 1990s for chemicals we deemed unacceptable for use in our products.

Obviously, there are thousands more materials that we would not consider using, but that would not logically be considered for use in a household consumer product. This list focuses specifically on giving direction to SC Johnson product developers about ingredients they might consider for one reason or another but whose use we want to restrict.

While most of these ingredients meet legal and regulatory requirements and are considered acceptable by authorities, they simply don't meet our standards. They are restricted for new uses except in unique circumstances approved by senior leadership, and these exceptions require a defined exit plan for the ingredient. Where O-rated materials are in use in existing products, we are working to eliminate them as reformulations occur.

Importantly, this list represents internal SC Johnson policy. It is not intended to indicate regulatory requirements and it does not indicate an assessment of risk to humans or the environment from any particular product.

Here's a look at the O-rated materials list:

- 1,1,1-Trichloroethane
- 5-chloro-2-methyl-2H-isothiazol-3-one & 2-methyl-2H-isothiazol-3-one (3:1 mixture) > 15 ppm total active ingredients in liquid products, or > 50 ppm in solids
- Alkyl phenol ethoxylates (APEs)
- Alkyl phenols (APs)
- Arsenic
- Benzene
- Benzidine-based dyes
- Bisphenol A (BPA)
- Borates, boric acid
- Butylbenzylphthalate (BBP)
- Butyl cellosolve (EGBE, 2be)
- Carbaryl
- Certain brominated flame retardants including PBBs, penta-PBDE, octa-PBDE, deca-PBDE
- Chlorinated paraffins
- Chlorofluorocarbons (CFCs)
- Chlorpyrifos
- Chromium salts, with the exception of insoluble metallic forms
- C.I. Solvent Blue 36
- C.I. Solvent Red 24
- C.I. Solvent Yellow 14
- D&C RED #28
- Di-(2-ethylhexyl)phthalate (DEHP)
- Dibutyl phthalate (DBP)
- Dichlorvos (DDVP)
- Diethyl phthalate (DEP)
- EDTA and its salts
- Epichlorhydrin
- Ethyl acrylate
- Ethylbenzene
- Ethylene glycol monoethyl and monomethyl ether
- Ethylene glycol monoethyl and monomethyl ether acetates
- Fenitrothion

List continued on next page.



List continued from previous page.

- Formaldehyde
- Hexabromocyclododecane (HBCD)
- Hydrofluorocarbons (HFCs)
- Lead
- Malathion
- Methyl bromide
- Methylene chloride
- Mercury and mercury-containing compounds
- Multiple materials that are perfluorinated or highly fluorinated, including PTFEs (e.g. Teflon), Zonyls, perfluorinated acrylate esters, perfluorinated alcohols, and perfluorinated alkanes
- Naphthalene
- N-hexane
- N-methyl-2-pyrrolidinone
- Nickel and nickel compounds
- Nitrilotriacetic acid (NTA) and its salts
- Nitro musks
- Nylon
- Octachlorodipropylether
- o-Dichlorobenzene
- p-Dichlorobenzene
- Palm oil that's not sustainably sourced
- Perchloroethylene
- Perfluorooctane sulfonate and any PFOS chemistry, i.e., fluorads, Sulfluramid, LPOS
- Permethrin
- Phosphates > 0.1% (as P); > 0.5% (as P) for non-cleaning products (not designed for down-the-drain exposure), with the exception of insoluble zinc compounds or metallic forms
- Phoxim
- Phthalates including but not limited to BBP, DEHP, DBP and DEP
- Polyvinyl chloride (PVC)
- Polyvinylidene chloride (PVDC)
- Propoxur
- Propylene glycol mono-t-butyl ether
- Sodium nitrite > 0.3%; total nitrite > 0.4%
- Styrene oxide
- Thiourea
- Toluene
- Triclosan
- Tris(2-chloroethyl) phosphate (TCEP)
- Tris nonylphenyl phosphite (TNPP)
- Volatile methyl siloxanes D4, D5 and D6
- Xylene
- Zinc > 300 ppm, with the exception of insoluble non-relevant forms

EXCLUSIVE FRAGRANCE PALETTE: In contrast to the O-rated materials list, which specifies ingredients we don't want to use, our U.S. and Canada Exclusive Fragrance Palette focuses on the subset of fragrance ingredients we DO allow in the fragrances for our products. It is published externally and is designed to be a reference for consumers. In October 2014, we also announced plans to disclose product-specific fragrance ingredients. (See page 29.)

While explicitly approving just a subset of fragrance ingredients, the list restricts others. Many companies develop fragrances from a list of more than 3,000 fragrance molecules deemed to meet safety standards by the International Fragrance Association (IFRA). At SC Johnson, we include less than half of these ingredients, which meet our internal criteria, have sufficient toxicological data to meet our minimum data requirements, and are used by our suppliers in creating our fragrances.

The end result is SC Johnson's U.S. and Canada Exclusive Fragrance Palette, which meets the IFRA standards, our suppliers, and our own, and is significantly smaller than the full IFRA list. This list is available on our www.whatsinsidescjohnson.com U.S. and Canada website.

For a look at fragrance ingredients we restrict, here's a list of about 80 key ingredients that we forbid from inclusion in the palette.

- 1-(4-(phenylazo)phenylazo)-2-naphthol
- 1,2-Dihydroxybenzene (Pyrocatechol)
- 1,3-Isobenzofurandione, reaction products with methylquinoline and quinoline
- 1-Phenyl-4-penten-1-one
- 2-(2-Methoxyethoxy)ethanol (Diethylene glycol monomethyl ether)
- 2-(4-tert-Butyl phenyl) ethanol
- 2-Butoxyethanol (Ethylene glycol monobutyl ether)
- 2-Ethoxyethanol (Ethylene glycol monoethyl ether)
- 2-Hexanone (Methyl n-butyl ketone)
- 2-Methoxyethanol (Ethylene glycol monomethyl ether, Methyl cellosolve)
- 2-Nonanone
- 3-(m-tert-Butylphenyl)-2-methylpropionaldehyde
- 4-Isopropylphenol
- 4-Methyl-2-pentanone (Methyl isobutyl ketone)

List continued on next page.

List continued from previous page.

- Acetaldehyde
- Acetamide
- Allyl isothiocyanate
- Allyl isovalerate
- alpha-Methylstyrene
- Armoise oils
- Artemisia herba-alba, ext.
- Bis (2-ethylhexyl) adipate
- Bumetrizole
- Cresol (mixed isomers)
- Crotonaldehyde
- Crotonaldehyde E (2(E)-Butenal)
- Cyclopentasiloxane, 2,2,4,4,6,6,8,8,10,10-decamethyl
- Di(2-ethylhexyl) phthalate (DEHP)
- Diacetyl
- Dibutyl phthalate (DBP)
- Diethyl phthalate (DEP)
- Dihydrocoumarin
- Dihydrosafrole
- Estragole
- Ethane-1,2-diol
- Ethyl acrylate
- Furan, tetrahydro-
- Furfural
- Furfuryl alcohol
- Geranyl nitrile (E-3,7-dimethylocta-3,6-dienitrile)
- Geranyl nitrile
- Glyoxal (Ethanediol)
- Hydroquinone (1,4-Dihydroxy benzene)
- Isophorone
- Isoprene
- Isopropylbenzene (Cumene)
- Isosafrole
- Lavender, Lavandula latifolia, ext.
- Methyl eugenol
- Methyl laurate
- Methyl stearate
- Moskene
- Musk ambrette
- Musk ketone
- Musk tibetene
- Musk xylene
- Naphthalene
- n-Hexane
- Ocotea cymbarum oil
- p-Ethylphenol
- Phenol
- Phenol, (1,1-dimethylethyl)-4-methoxy-
- Poly(oxy-1,2-ethanediyl), .alpha.-[(1,1,3,3-tetramethylbutyl) phenyl]-.omega.-hydroxy
- Poly(oxy-1,2-ethanediyl), a-[4-(1,1,3,3-tetramethylbutyl) phenyl]-w-hydroxy-
- Poly(oxy-1,2-ethanediyl),.alpha.-(nonylphenyl)-.omega.-hydroxy
- Poly(oxy-1,2-ethanediyl), .alpha.-(nonylphenyl)-.omega.-hydroxy-,branched
- p-tert-Butylphenol
- Pyridine
- Pyrogallol
- Quinoline
- Resorcinol
- Rosemary concrete
- Safrole
- Sage oil, Spanish (Salvia lavandifolia)
- Sassafras oil
- Styrene
- Toluene
- trans,trans-2,4-Hexadienal
- Triethanol amine
- Xylene (mixed)



Q Does having a “O-Rated Materials” list mean these ingredients are never in SC Johnson products?

No. Under certain special circumstances, we do allow use of a O-rated ingredient, but we generally place a time restriction on its use. These exceptions are not easy to get, however. The request must first be made to our top toxicologist with an explanation of why it is needed and a proposed exit date. If approved, it also must be approved by the Chief Sustainability Officer.

Q Why would exceptions be requested or granted?

First, it’s important to note that if an exception is granted, it is because, despite the fact that we have questions about the ingredient here at SC Johnson, evidence suggests it can be used safely at certain levels, which we do not exceed. In that case, we might grant an exception for reasons such as:

- We discover a supplier is adding a O-rated ingredient to something else that we buy, and we need an exception until we can change the formula to get out of it.
- We acquire a brand or products and find they include materials that we consider to be O-rated, so an exception is needed until we can reformulate.
- For registered products, a product has been reformulated to eliminate a O-rated material, but we are awaiting approval of the new formula from the appropriate regulatory agency.

Q What’s an example of an ingredient added recently to the list?

Recent additions include naphthalene, carbaryl, and benzidine dyes and pigments.

Q Does SC Johnson’s O-Rated Materials list encompass all the materials the company avoids?

No, we screen for 4,600 ingredients that we either will not use or, at minimum, would need to discuss before use. Rather, this list focuses on ingredients that a formulator might logically consider for inclusion in a product for our current product lineup. This is about SC Johnson giving direction to the product developers who are working on our products.

Q Why would there be materials SC Johnson avoids using, but does not identify as O-rated?

In some cases, as mentioned previously, it’s because the materials simply aren’t applicable to our products. It doesn’t make sense to invest resources in creating and maintaining lists of ingredients that would never be used in our products anyway. In other cases, it’s about the availability of definitive scientific information — we may not be using something because there isn’t enough science out there, one way or another, to determine its rating. So we might take a wait-and-see approach until studies are completed that suggest the right rating. And, in the meantime, we might avoid use of the ingredient. An example of this is engineered or manufactured nanomaterials.

Q Beyond the O-Rated Materials list, are there any other groups of ingredients that SC Johnson avoids?

Like all responsible manufacturers, we avoid PBTs (ingredients or ingredients in concentrations that are known to be Persistent, Bioaccumulative and Toxic), known carcinogens, mutagens or reproductive toxicants listed by the U.S. National Toxicology Program, the European Union’s REACH and Substances of Very High Concern programs, the World Health Organization’s International Agency for Research on Cancer, or the U.S. Environmental Protection Agency. We also work to avoid using materials listed on California’s “Prop 65” list at the levels at which the state would require notification of use. In addition, we have an extensive list of dyes that we avoid.

Q Why use chemicals at all...why not make products from natural ingredients?

All materials are “chemicals” — chemicals are the basic building blocks of everything, including our food, clothing and the air we breathe. For example, water is a combination of hydrogen and oxygen, and air is a mix of nitrogen, oxygen, carbon dioxide and other gases. Also, there are plenty of chemicals found in nature that are toxic, such as arsenic and ricin. Importantly, sometimes a synthetic ingredient is a better choice for any number of reasons, including sustainability. For example, using a natural ingredient that’s in short supply, such as sandalwood, could wipe out what’s left of it. So, using a virtually limitless synthetic might be more responsible. SC Johnson does use ingredients found in nature, but only when they meet our standards.

Using the DATA

Among the important value provided by the SC Johnson Greenlist™ process is the ability it gives us to track our progress across products, divisions and as a corporation overall. Company leaders can use this information to guide decision making related to formulation priorities and packaging opportunities as we work toward our 2016 goals.

But it's at the formulator and packaging engineer level where the process truly makes an impact every day. That's where SC Johnson product developers use the SC Johnson Greenlist™ Scenario Planning Tool to simplify the complex process of calculating scores and exploring opportunities.

The idea, says Chairman and CEO Fisk Johnson, is to foster insights at the lab bench. "We wanted to systematize scenario planning — to make it easy for scientists to explore different options when they're in the lab actually creating the products."

SCENARIO PLANNING FOR PROGRESS

The SC Johnson Greenlist™ Scenario Planning Tool is an interactive computer system that automatically calculates scores, drawing data directly from the company's Approved Materials Library database.

As formulators enter potential ingredients, the tool automatically generates a Material Score summary, Better/Best summary, case weight summary, material rating breakdowns, weight summaries and more. It provides similar data for packaging options.

The result is a Scenario Planning Summary Sheet, which details a Better/Best comparative overview for up to three different product scenarios, including both formula and package. Product scenarios can be generated in a matter of minutes, helping quickly identify opportunities for improvements.

This means that, as we develop the great products families have come to expect from SC Johnson, we can ensure that both consumer expectations and sustainability goals have been considered, as well as work to continuously improve our SC Johnson Greenlist™ process scores.



LEARNING AS WE GO

Despite the positive response the SC Johnson Greenlist™ process has earned in some areas, we are not perfect and continue to learn from mistakes as well. In 2010, SC Johnson reached an agreement on two lawsuits regarding use of our Greenlist™ logo on U.S. **Windex**® products. The company agreed to stop using the logo in its current form on **Windex**® products, and the parties agreed to an undisclosed settlement. While we believed we had a strong legal case, in retrospect we could have been more transparent about what the logo signified.

“The SC Johnson Greenlist™ Scenario Planning Tool lets me evaluate different packaging materials early in the process. For example, when I entered packaging information into the tool for a recent project, the Better/Best score was unsatisfactory. By making sure we used materials from a supplier who is ISO 14001 certified, I was able to raise the Product Impact Better/Best Score to 95 percent.”

— Mark Woodward, Sr. Associate,
Development Engineering Packaging

SC JOHNSON GREENLIST™ SCENARIO PLANNING TOOL

PRODUCT > **SHOUT® TRIGGER**

SAMPLE

SC JOHNSON GREENLIST™ MEASURES >

SCENARIO	EC SCORE			BETTER/BEST PERCENT			CASE WEIGHT (GRAMS, NO H ₂ O)		
	IMPACT	FORMULA	PACKAGE	IMPACT	FORMULA	PACKAGE	IMPACT	FORMULA	PACKAGE
1	1.88	2.60	1.45	60%	84%	45%	1.70	839	1,426
2	1.95	2.87	1.45	64%	98%	45%	1.88	761	1,426
3	2.11	2.60	1.82	83%	84%	82%	1.70	839	1,426

NOTES >

SCENARIO	FORMULA NOTE	PACKAGING NOTE
1	Current formula. Water is excluded from all Better/Best calculations.	Current packaging.
2	Replaced laundry booster with a 2-rated alternative, which improved performance while increasing the Formula Better/Best Score.	Package remains unchanged.
3	Formula remains unchanged.	Replaced opaque bottle with a 2-rated clear bottle. This is feasible due to shrink wrap labels and significantly improves the package score.

The SC Johnson Greenlist™ Scenario Planning Tool allows formulators and packaging engineers to quickly and easily collaborate when creating scenarios. In this situation, the biggest opportunity is on the packaging side.

“Our team identified an opportunity to reformulate. With the help of the SC Johnson Greenlist™ Scenario Planning Tool, I was quickly able to scope if it was a valid opportunity that would maintain our SC Johnson Greenlist™ objectives. The tool is very user-friendly and can process any combination of materials to provide a Better/Best Score. In my book, the tool is a huge win for all of RD&E.”

— Praddy Patel, Sr. Associate, Chemistry

“I was evaluating surfactants for a home cleaning formula. With the SC Johnson Greenlist™ Scenario Planning Tool, I was able to quickly look up scores to calculate the impact of different choices, to ensure that all formulas were as good or better than the current score. I was empowered as a formulator to include Greenlist™ factors as a consideration while I narrowed in on a final formulation.”

— Caitlin O’Gara, Sr. Associate, Chemistry

The SC Johnson Greenlist™ Process: A HISTORY

1975:

SC Johnson voluntarily and unilaterally eliminates chlorofluorocarbons (CFCs) from aerosol products, three years before the U.S. mandate.



2001:

SC Johnson formalizes long-term commitment to pursuing better ingredients with the SC Johnson Greenlist™ process, a first-of-its-kind ingredient selection process to evaluate raw materials based on their environmental impact.

2004:

SC Johnson eliminates the organophosphate insecticide DDVP because of links to human health and environmental issues.



1990s:

SC Johnson begins its “brownlist” program, identifying and removing, often unilaterally, chemicals that don’t meet our standards.

2002:

Chlorine-based external packaging materials are phased out by SC Johnson worldwide, including bleached paperboard and bottles made of polyvinyl chloride (PVC).

2006:

At the U.S. White House, SC Johnson is awarded the Ron Brown Award for Corporate Leadership, for commitment to responsible raw material choices.

2006:

In recognition of the SC Johnson Greenlist™ process, the company is awarded the Presidential Green Chemistry Challenge Award.



The SC Johnson Greenlist™ Process: A HISTORY

(CONTINUED)

2007:

SC Johnson begins offering the use of the patented SC Johnson Greenlist™ process to other companies royalty-free.

2009:

Powered by the detailed product documentation we have from the SC Johnson Greenlist™ process, SC Johnson launches a U.S. ingredient disclosure program that includes plans to share fragrance ingredients and that soon expands to include Canada products, too.

2011:

SC Johnson announces we are working toward only purchasing palm oil-based ingredients that originate from sustainable sources.



2008:

SC Johnson begins working with suppliers to phase out phthalates from the fragrances they provide for SC Johnson products.



2012:

Fulfilling our ingredient disclosure commitment, SC Johnson publishes our full fragrance ingredient palette for the United States and Canada to enable families to make informed choices.

2014:

SC Johnson extends fragrance disclosure leadership by announcing product-specific fragrance ingredient disclosure, beginning with its U.S. and Canada air care products.

Better Choices for OUR PRODUCTS

HERE ARE A FEW EXAMPLES OF SC JOHNSON'S EFFORTS TO CONTINUALLY IMPROVE OUR PRODUCTS WITH THE SC JOHNSON GREENLIST™ PROCESS.

In addition to a 2007 project that light-weighted **Windex**® cleaner bottles and reduced consumer waste by one million pounds annually, the bottles have long been produced using 50 percent post-consumer-recycled material. On average, this saves about two million pounds of virgin material from going into the waste stream each year. In 2014/15, we hope to transition **Windex**® bottles to 100 percent post-consumer-recycled material. (See page 28.)



In 2011, SC Johnson completed the installation of a new aerosol production line in the United States that enabled the production of aerosols that used compressed air as the propellant. This reduced VOCs by about six million pounds in the first year of production alone. The initiative built on the company's use of compressed air for **Pledge**® aerosols in Europe since 1993, which has kept thousands of metric tons of VOCs from the air there.

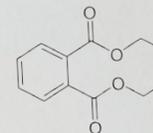


Glade® candles used to have a plastic lid and wrap. Today, they have a paperboard sleeve that's 100 percent recycled with a minimum of 35 percent post-consumer-recycled material. This new packaging saves more than 335,000 pounds of plastic.

CASE STUDY



SC JOHNSON GREENLIST™ PROCESS CASE STUDY: DIETHYL PHTHALATE IN FRAGRANCES



SITUATION:

The term "phthalates" refers to a large group of industrial chemicals used for multiple purposes, including as solvents and to make plastics more flexible or resilient. In the 2000s, the use of some phthalate substances became hotly debated and the debate led to confusion and concerns about the entire group of chemicals. Despite some individual substances being deemed safe by scientific bodies such as the National Toxicology Program or the EPA, the debate cast a shadow over diethyl phthalate (DEP), which is used in fragrance manufacturing to help fragrances last longer. DEP was the only phthalate that was used in the fragrances in SC Johnson's U.S. and Canada home cleaning and air care products.

ACTION TAKEN:

While we continue to believe that DEP is safe, based on its extensive study, a priority for us is making sure consumers know they can trust SC Johnson products. The growing concern and misunderstanding of DEP led us to work with suppliers to begin phasing out DEP from fragrances supplied for SC Johnson products.

RESULT:

By 2012, SC Johnson suppliers had phased DEP out of the fragrances they supply for SC Johnson's U.S. and Canada new products and reformulations. Our fragrance palette for U.S. and Canada products does not include phthalates. We are now actively working to phase out DEP in products outside the United States and Canada as well.

Under certain circumstances, SC Johnson does allow use of O-rated ingredients for a defined period of time; however, exceptions are difficult to get. Learn more on page 14.

Transparency POWERED BY OUR GREENLIST™

In 2009, SC Johnson announced a broad ingredient communication program that surpassed industry guidelines and further extended the company's legacy of doing what's right for people and the planet.

Our Chairman and CEO Fisk Johnson has said about the initiative, "Making information about the ingredients in our products readily accessible and easy to understand helps our consumers know they can continue to trust our products."

A COMMITMENT TO DISCLOSURE

Powered by the company's existing ingredient information from the SC Johnson Greenlist™ process, our ingredient disclosure program included listing all ingredients for U.S. home cleaning and air care products, including the unprecedented move of committing to disclose dyes, preservatives and fragrance ingredients.

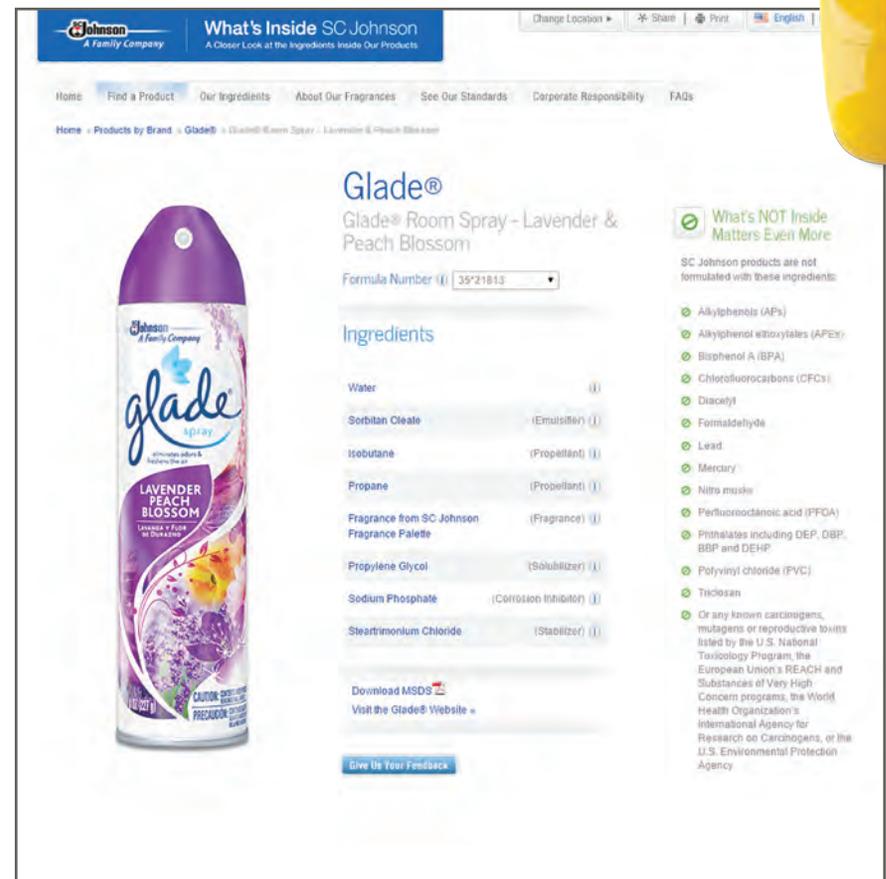
We also committed to be a resource to families — not just listing ingredients, but defining them and providing an explanation of their purpose in the product, to help families make informed decisions.

Since 2009, the program has continued to grow and develop. (See sidebar on page 22). Today, SC Johnson's U.S. and Canada disclosure website — www.whatsinsidescjohnson.com — includes more than 450 products and hundreds of ingredients.

TRANSPARENCY ABOUT FRAGRANCE INGREDIENTS

With the 2012 launch of our Exclusive Fragrance Palette, which was more than two years in the making, SC Johnson published the list of fragrance ingredients that may be used in SC Johnson products in the United States and Canada — a list that's smaller than the industry-standard list published by the International Fragrance Association (IFRA), which has about 3,000 potential ingredients.

SC Johnson fragrance ingredients are evaluated not only under IFRA standards, but also under SC Johnson internal requirements — including the SC Johnson Greenlist™ process — which may take a stricter or different view of certain ingredients due to emerging



The screenshot displays the 'What's Inside SC Johnson' website interface. The main content area features a product image of a Glade Room Spray canister labeled 'LAVENDER PEACH BLOSSOM'. To the right of the image, the product name 'Glade® Room Spray - Lavender & Peach Blossom' is shown, along with a 'Formula Number' dropdown menu set to '35*21813'. Below this, an 'Ingredients' section lists various components with their functions in parentheses: Water (Emulsifier), Sorbitan Oleate (Emulsifier), Isobutane (Propellant), Propane (Propellant), Fragrance from SC Johnson Fragrance Palette (Fragrance), Propylene Glycol (Solubilizer), Sodium Phosphate (Corrosion Inhibitor), and Steartrimonium Chloride (Stabilizer). On the far right, a 'What's NOT Inside' section lists substances not present in the product, such as Alkylphenols (APs), Bisphenol A (BPA), Chlorofluorocarbons (CFCs), Diacetyl, Formaldehyde, Lead, Mercury, Nitro musks, Perfluorooctanoic acid (PFDA), Phthalates including DEP, DBP, BBP and DEHP, Polyvinyl chloride (PVC), Triclosan, and any known carcinogens, mutagens or reproductive toxins listed by the U.S. National Toxicology Program, the European Union's REACH and Substances of Very High Concern programs, the World Health Organization's International Agency for Research on Carcinogens, or the U.S. Environmental Protection Agency.

research or consumer confidence. SC Johnson's U.S. and Canada fragrance palette includes approximately 1,300 ingredients that are approved for use.

And, in breaking news just as we were completing this report, in October 2014 we announced plans to begin disclosing product-specific fragrance ingredient information in the spring of 2015. More details about this new program are on page 29.

WHAT'S NOT INSIDE MATTERS

In keeping with the O-rated list that's part of the SC Johnson Greenlist™ process, and other fragrance-ingredient considerations, our ingredient disclosure program makes it clear that SC Johnson's U.S. and Canada products are not formulated with these ingredients, among others: Alkylphenols (APs), Alkylphenol ethoxylates (APEs), Bisphenol A (BPA), Chlorofluorocarbons (CFCs), Diacetyl, Formaldehyde, Lead, Mercury, Nitro musks, Perfluorooctanoic acid (PFOA), Phthalates including DEP, DBP, BBP and DEHP, Polyvinyl chloride (PVC), or Triclosan. SC Johnson also has an active program to preclude the use of intentionally added known or probable carcinogens, mutagens or reproductive toxicants, and/or to eliminate them from legacy formulas as products are reformulated or new formulas are created.



Our History of INGREDIENT DISCLOSURE

MARCH 2009: Announced ingredient communication program to go beyond U.S. industry standards by disclosing all ingredients including dyes, preservatives and fragrance ingredients.

NOVEMBER 2009: In just nine months, finished populating ingredient site with U.S. air care and home cleaning products.

DECEMBER 2009: Launched ingredient site for Canadian air care and home cleaning products in both English and French.

MARCH 2010: Introduced Spanish-language ingredient site for Spanish-speaking consumers in the United States.

LATE 2011: Phased in enhanced ingredient definitions that go beyond simply listing ingredients to explain the role they play in products in the United States and Canada.

JANUARY 2012: Announced Exclusive Fragrance Palette, providing a comprehensive list of fragrance ingredients used in SC Johnson products in the United States and Canada.

JANUARY 2012: Launched enhanced ingredient website with detailed fragrance information, answers to commonly asked questions and links to external resources for further information.

LATE 2012: Began rolling out product labels in the United States that list ingredients using a combination of the personal care industry's International Nomenclature of Cosmetic Ingredients (INCI) names and CSPA Consumer Product Ingredients Dictionary terms.

2013: Added pest control and other products containing active ingredients registered with the U.S. EPA to our U.S. website. Registered products will follow for Canada.

2014: Announced plans to begin disclosing product-specific fragrance ingredient information, starting with U.S. and Canada air care products in the spring of 2015.

www.whatsinsidescjohnson.com

SC JOHNSON IS A FAMILY COMPANY WORKING TO MAKE LIFE BETTER WITH INNOVATIVE PRODUCTS, GREAT WORKPLACES AND A COMMITMENT TO PEOPLE AND THE PLANET.



Winning Brands, Responsible Businesses

For more than 12 decades, SC Johnson has been a recognized leader in the household consumer products industry. As a family company, we work to create the best home cleaning, air care, pest control, home storage and shoe care products for families — and to do our part in creating a better world for generations to come.

BUSINESS PROFILE

HEADQUARTERS:

Racine, Wisconsin

SALES:

\$9 billion annually

STATUS:

Privately held family company for five generations

INDUSTRY:

Household consumer products

MARKETS:

Products sold in virtually every country around the world

OPERATIONS:

70 countries

MANUFACTURING FACILITIES INCLUDE:

Argentina, Canada, China, India, Indonesia, Malaysia, Mexico, the Netherlands, United States



WHO WE ARE

Living Up to Our Commitments

The people of SC Johnson work hard to uphold our commitment to quality products, great workplaces and responsible leadership. Today, we're one of the world's leading manufacturers of household cleaners and products for home storage, air care, pest control and shoe care. We work every day to live up to the company's core belief, first articulated in 1927: "The goodwill of people is the only enduring thing in any business. It is the sole substance. The rest is shadow."

A LOOK AT OUR STAKEHOLDERS

EMPLOYEES

CONSUMERS & USERS

GENERAL PUBLIC

NEIGHBORS & HOSTS

WORLD COMMUNITY

Each day, we interact with these core stakeholders as we work to win in the marketplace and make life better for families.

CUSTOMERS & PARTNERS

INDUSTRY ASSOCIATIONS

POLICY MAKERS

NGOs

MEDIA

We interact with these additional stakeholders as we work to uphold our responsibilities and advocate for the greater good.



Sustainability: A Shared Accountability

Whether working to evaluate our ingredients using the SC Johnson Greenlist™ process, exploring ways to reduce packaging, tackling emissions reductions, or helping prevent disease at the base of the pyramid, everyone at SC Johnson is accountable for thinking about sustainability. About 130 people hold roles with specific sustainability objectives, but leading in sustainability is everyone's job. As a result, rather than making environmental responsibility a separate function within SC Johnson, it is embedded in our operations and leaders throughout the company share environmental targets.

A COMMITMENT TO MEASUREMENT AND COMMUNICATION

We believe what gets measured gets done, and transparency further heightens accountability. That's why SC Johnson is in its 23rd year of publicly reporting progress on sustainability objectives. Questions about this report should be directed to Kelly M. Semrau, Senior Vice President - Global Corporate Affairs, Communication and Sustainability, at kmsemrau@scj.com or 262-260-2440.

Milestones from the Year

HERE'S A LOOK AT SOME KEY ACTIVITIES AND ACCOMPLISHMENTS DURING SC JOHNSON'S 2013/14 FISCAL YEAR.

July 2013:

In its eleventh year, SC Johnson's Young Leaders Scholarship program awards \$317,500 to students in the Racine community.



August 2013:

SC Johnson, USAID and the Borlaug Institute extend partnership to help Rwanda pyrethrum farmers boost incomes and standards of living.



October 2013:

SC Johnson named a World's Best Multinational Workplace by the Great Place to Work® Institute for third consecutive year.

July 2013:

SC Johnson honored with Sustainability Champion Award from 2degrees for commitment to long-term energy and carbon management.

September 2013:

SC Johnson named to *Working Mother* magazine's 100 Best Companies list for 25th time.



OUR TOP GLOBAL BRANDS



Milestones from the Year

(CONTINUED)



December 2013:

At the one-year anniversary of their startup, the two wind turbines at SC Johnson's largest manufacturing facility had cut nearly 6,000 metric tons of greenhouse gases in their first year.



March 2014:

SC Johnson's "30 Green Days" challenge creates social media dialogue and encourages families to try simple, green-minded changes.

October 2013:

SC Johnson received a SmartWay® Excellence Award from the U.S. EPA for its work as an industry leader in freight supply chain environmental performance and energy efficiency.

March 2014:

SC Johnson launches first global campaign, "Fight Dengue for Your Family," as a call to action for mosquito-borne disease prevention.



April 2014:

SC Johnson's Manaus, Brazil, location becomes the company's eighth facility globally to achieve zero landfill* status.

*SC Johnson defines zero landfill as eliminating all materials that would be transferred to landfills through reuse and recycling, and ultimately, without the use of incineration.





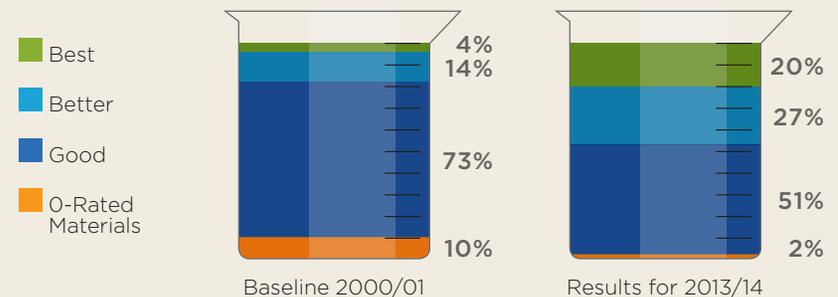
WE'RE WORKING TO MAKE CONTINUOUSLY BETTER INGREDIENT CHOICES WHILE REDUCING PACKAGING AND INCREASING PRODUCT RECYCLING.

WINNING PRODUCTS

Using Continuously Better Ingredients

Using our internally developed SC Johnson Greenlist™ process, we work to annually increase the proportion of ingredients in our products that have a lesser impact on the environment and human health. (See page 5.) Since 2001, we have increased the percentage of “Better” or “Best” ingredients (as rated by our Greenlist™ process) in our products from 18 percent to 47 percent in 2013/14. Our goal is to reach 58 percent by 2016.

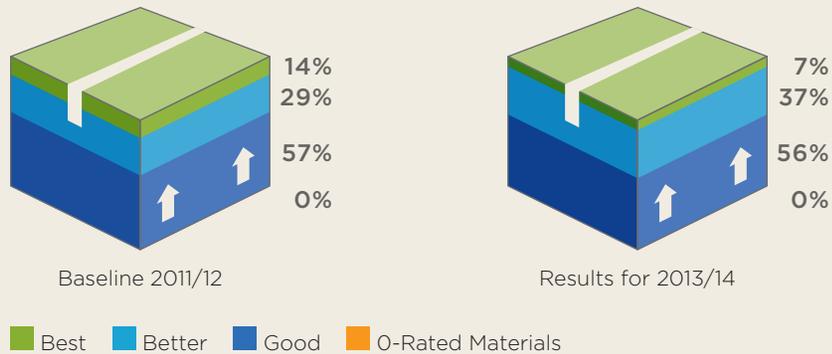
OVERALL IMPROVEMENT SINCE 2001*



Rounded totals.

*As rated by the SC Johnson Greenlist™ process. 2013/14 results include chemical raw materials and packaging materials. The baseline year (2000/01) included only chemical raw materials.

PACKAGING IMPROVEMENT SINCE 2012*



Rounded totals.

*As rated by the SC Johnson Greenlist™ process.

Windex Packaging to Go 100% Post-Consumer-Recycled

During the 2014/15 fiscal year, **Windex**® cleaner is slated to start rolling off the manufacturing line in a new spray bottle with an important advantage: It will be made from 100 percent post-consumer-recycled plastic. If successful, this will be the company's first bottle made entirely from recycled resin.

The new bottles will be used for **Windex**® Original, **Windex**® Disinfectant Cleaner Multi-Surface, **Windex**® Multi-Surface Vinegar and a variety of seasonally scented SKUs. With the new bottle, we anticipate the total virgin resin savings annually will be about 1.8 million pounds.

BIG IDEA

An SC Johnson-supported incentive program for independent waste pickers in Brazil is promoting steel aerosol can recycling while helping increase the pickers' profits for each kilo of recycled steel.

Innovating from End-to-End

In participation with Walmart Brazil's End-to-End program, this year SC Johnson Brazil rethought every step of a typical **Glade**® Aerosol product's lifecycle, making improvements in formula, supply chain and post-consumption.

The new formula has 30 percent less liquid petroleum gas (LPG) compared to its previous formula, which is projected to cut both CO₂ and VOC emissions. We also moved to more local suppliers for product ingredients and caps. Based on the pilot project, this will help reduce materials travel by 61,340 kilometers and the related consumption of 3,975 liters of diesel per year.

ENCOURAGING PRODUCT RECYCLING

Finally, because steel aerosol can recycling is new in Brazil, SC Johnson Brazil worked with a partner to develop a new recycling process. By separating each component in a controlled environment, more recyclable materials can be kept out of landfills. In total, SC Johnson's End-to-End project for **Glade**® Aerosol is expected to reduce 50 tons per year of post-consumer solid waste sent to landfills.



BREAKING NEWS IN OCTOBER 2014

SC Johnson Gets Specific: New Leadership in Ingredient Disclosure

Just as we were completing this sustainability report, SC Johnson announced yet another leadership move with our ingredient disclosure program. (See page 21.) Starting in the spring of 2015, we'll be giving consumers access to the main ingredients used to create the fragrances in SC Johnson products.

Chairman and CEO Fisk Johnson first shared this news during remarks at the American Oil Chemists' Society World Conference in Montreux, Switzerland in early October. He explained there and in comments to media after the event, "If you want to earn trust and credibility, you have to lay it all out for the scrutiny of the world, rather than keeping it a secret. People fear the worst in the absence of information."

FOCUSING ON AIR CARE PRODUCTS FIRST

Our disclosure will start first with product-specific fragrance ingredients in our air care products — including sprays, candles, oils and gels — initially in the United States and Canada, followed by Europe.



We will disclose air care fragrance ingredients present at the highest concentrations down to .09 percent of the product formula. The number of fragrance ingredients disclosed will vary by product but, on average, it will be a range of 10 to 50 fragrance ingredients. Consumers will be able to access this information on www.whatsinsidescjohnson.com or by calling the SC Johnson consumer product helpline.

EXPANDING TO OTHER CATEGORIES

After air care, the program will expand into other SC Johnson product categories, including home cleaning. For those product categories outside of air care, in which fewer fragrance ingredients are used, SC Johnson will list fragrance ingredients present at a concentration of more than .09 percent 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 through the company's online palette of fragrance ingredients.



WE NOW HAVE EIGHT ZERO LANDFILL* MANUFACTURING FACILITIES ON FOUR CONTINENTS, WITH THE NEWEST IN MANAUS, BRAZIL.

Reducing Waste with Smarter Operations

As of 2014, eight SC Johnson sites are considered zero landfill*: two in China and one each in Brazil, Pakistan, the Netherlands, the United States, Poland and Canada. Since 2011, the Brazil site, in Manaus, has prevented an average of 91 tons of waste per year being sent to landfills and has increased its quantity of recycled products by 16 percent.

On the strength of these and other efforts, we've already achieved our goal of reducing global manufacturing waste by 70 percent by 2016.



* SC Johnson defines zero landfill as eliminating all materials that would be transferred to landfills through reuse and recycling, and ultimately, without the use of incineration.

LESS WASTE

Teams Making a Difference

Among SC Johnson's key learnings in the pursuit of reduced waste is the importance of employee participation. At our Brantford, Canada facility, employees formed teams to identify and remove process steps that create waste. The facility also eliminated garbage cans and introduced centrally located recycling stations, which encourages recyclables reaching the appropriate containers.

ELIMINATING WASTE AROUND THE WORLD

At our Shanghai, China, facility, employees have identified several solutions to reduce waste after analyzing the makeup of containers and labels along with delivery alternatives. In Bay City, Michigan, in the United States, we've diverted 100 percent of waste from landfills since November 2011 and recycled more than 6.3 million pounds of waste during 2012 and 2013.

Our facility in Mijdrecht, the Netherlands, has been a zero landfill* site for over a decade. There, employees, along with a sorting robot, ensure that waste and packaging materials are separated throughout the manufacturing process to be reused or recycled. The site recycled 730 tons of its waste in 2013.



BIG IDEA
Beyond minimizing waste in our operations, we are also working to offer lower waste choices to consumers with products sold on our Green Choices Marketplace at www.scjgreenchoices.com/store.*

* Ziploc® Brand Compostable Bags are not for backyard composting. For use only with curbside commercial composting that accepts food scraps and compostable bags. Consumers should check for local availability; these facilities do not exist in many areas. Those with curbside commercial composting should be sure to determine what types of food scraps are accepted.

Encouraging Green Choices

In March of 2014, SC Johnson kicked off a “30 Green Days” challenge designed to inspire families to take simple steps each day on the path to developing green habits for a lifetime.

The initiative started with four families — two from the United States and one each from Canada and the United Kingdom — agreeing to make one simple, green-minded change every day for 30 days. We shared posts about their experiences on our Green Choices blog and our @SCJGreenChoices Twitter handle.



ENGAGING FAMILIES, PROVIDING RESOURCES

In addition, we encouraged other families to join in the challenge by making green choices like recycling or saving energy. A “Green Source” page, accessible from www.scjohnson.com/30greendays, offered an action calendar and tip sheets.

During the initial 30-day challenge, 24 blog posts and hundreds of tweets reached an estimated 350,000 people. SC Johnson rewarded the participating families with a \$10,000 gift to the local charity of their choice to spend on a green-focused initiative.



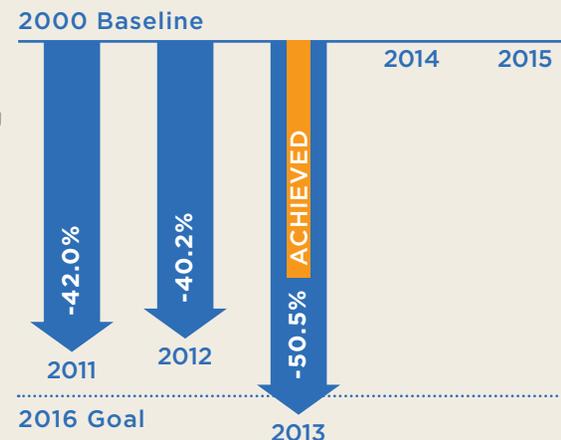
WE NOW HAVE
10 RENEWABLE
ENERGY INITIATIVES
AROUND THE GLOBE
TO HELP REDUCE
OUR GREENHOUSE
GAS EMISSIONS.

Minimizing Our Greenhouse Gas Emissions

With three years of our current five-year environmental targets completed, this year SC Johnson achieved our greenhouse gas emissions goal for 2016. We aimed to reduce greenhouse gas emissions from our global manufacturing sites 48 percent versus our 2000 baseline, when indexed to production. In 2013, we reached a 50.5 percent reduction.

GLOBAL GREENHOUSE GAS REDUCTION

GOAL: By 2016, reduce greenhouse gas emissions from global manufacturing sites 48% versus our 2000 baseline.*



* Indexed to production.

SMALLER FOOTPRINT

13,000 Metric Tons of GHGs Saved in Indonesia

While wind energy is a major source of SC Johnson's greenhouse gas emission reductions, we're committed to other innovative efforts, too. For example, in Indonesia, the company uses waste products as an energy source. This has helped us cut more than 13,000 metric tons of greenhouse gas emissions in Indonesia alone.

TWO TYPES OF BIOFUELS

Since 2007, our manufacturing facility in Medan, Indonesia, has been using waste palm shells as a fuel source to heat water. This reduces local diesel fuel use by 80 percent and cuts 6,000 metric tons of greenhouse gas emissions. Importantly, it also takes a waste product and puts it back into productive use.

In 2012, our facility in Surabaya, Indonesia, explored its own biofuel effort. Due to nearby agricultural waste, they also initially looked at using palm shell waste. However, rice husks were in abundant supply and located closer to the plant.

Surabaya now burns the waste rice husks as a fuel source to heat water used for mosquito coil production, reducing greenhouse gas emissions about 7,000 tons annually.

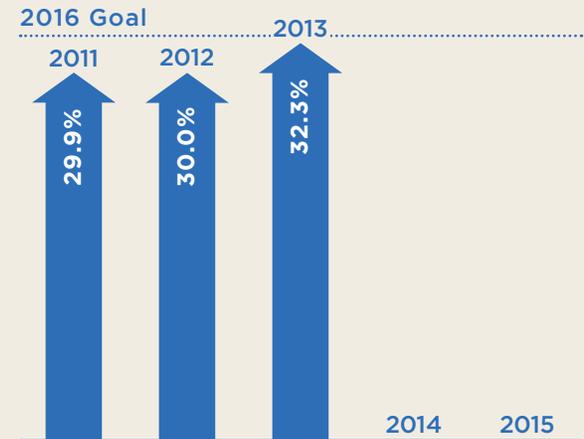


BIG IDEA

SC Johnson's two wind turbines at its largest manufacturing facility produced nearly 8 million kilowatts of electricity in their first year — enough to power 700 homes over the course of a year.

GLOBAL RENEWABLE ENERGY

GOAL: By 2016, use 33% renewable energy globally.



On Track for Global Energy Goal

In December of 2013, SC Johnson celebrated the anniversary of the installation of two wind turbines at our largest manufacturing facility, Waxdale, in Mt. Pleasant, Wisconsin. The turbines successfully cut nearly 6,000 metric tons of greenhouse gases in their first year.

Combined with the Waxdale facility's cogeneration systems already in place, the site, which is the size of 36 football fields, is now able to generate most of its electrical energy onsite.

OTHER WIND POWER AROUND THE WORLD

SC Johnson's first company-owned wind turbine was in Mijdrecht, the Netherlands. It produces 52 percent of the electricity for Europlant, SC Johnson's European manufacturing facility. We also employ purchased wind power in Bay City, Michigan, and in Toluca, Mexico. In Bay City, wind power now supplies about 67 percent of the facility's electricity. In Toluca it supplies about 86 percent.

As a result of all of these initiatives, SC Johnson is on track to reach our 2016 goal of sourcing 33 percent of global energy from renewable sources.

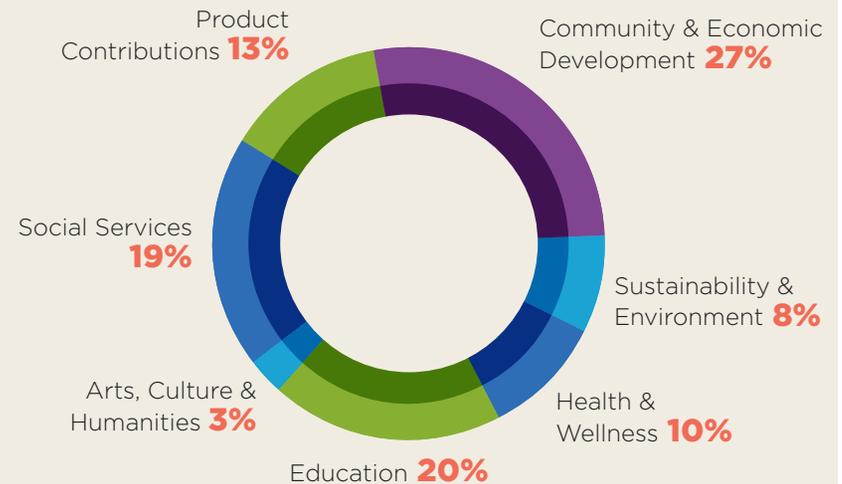


WE'RE WORKING TO MAKE LIFE BETTER WITH PHILANTHROPY, EDUCATION ABOUT MOSQUITO-BORNE DISEASES AND INVESTMENT IN FAMILIES.

Over \$220 Million in the Last 10 Years Alone

Wherever we operate, we believe SC Johnson should help make that place better. That's why both the company and our charitable foundation, SC Johnson Giving, Inc., share a decades-long legacy of contributions and support. In the last 10 years alone, we've made thousands of charitable contributions in the United States and abroad, with contributions exceeding \$220 million. We also donate hundreds of thousands of branded products each year to NGOs and people in need across the United States through a partnership with Feeding America.

2013/14 GLOBAL CONTRIBUTIONS BY CATEGORY



Excludes miscellaneous subsidiary contributions and funding to The Johnson Foundation.

BETTER LIVES

Fighting Dengue for Families

Mosquito-borne diseases such as dengue and malaria affect millions of families globally each year. That's why at SC Johnson we've expanded our disease prevention efforts with new programming being used in India, Malaysia, Indonesia, Brazil, the Philippines, Mexico, Costa Rica and Vietnam.

In 2013, we launched SC Johnson's first global effort on insect-borne disease awareness. While individual SC Johnson operations have enacted successful disease prevention campaigns over the years, this new campaign was unique due to its global scale. The company centrally produced a "program in a box" to drive speed and efficiency in local disease prevention awareness programs.

INSPIRING FAMILIES TO TAKE PRECAUTIONS

The program's theme was "Fight Dengue for Your Family" and aimed to inspire families to take precautionary measures on disease prevention. SC Johnson operations could take part in specially designed tactics such as advertising, special packaging with awareness messaging, partnerships with local NGOs or medical experts, sampling, in-store materials and more.

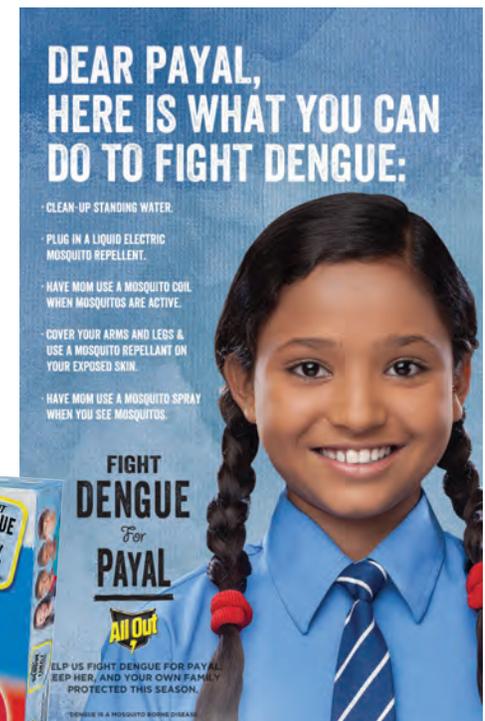


BIG IDEA

Payal Samariya, a 12-year-old who saw her friend suffer with dengue, served as the face of our campaign in India. The campaign ultimately achieved billions of consumer impressions.

SC Johnson India launched its program in partnership with the Voluntary Health Association of India. The effort there included community awareness drives, school programs, workshops with health experts, and a helpline staffed with experts to provide prevention tips and information.

Along with our awareness campaign, SC Johnson is also collaborating with the Bill & Melinda Gates Foundation to sponsor mosquito-borne disease prevention projects.



Driving Economic Growth and Sustainable Crops

In August of 2013, SC Johnson announced an extension of our partnership with the U.S. Agency for International Development (USAID) and The Borlaug Institute for International Agriculture on the Rwanda Pyrethrum Program, a Global Development Alliance public-private partnership to help Rwanda pyrethrum farmers boost incomes and standards of living.

The program continues to focus on increasing production and quality of pyrethrum and expanding the capacity of the cooperative organizations that farmers rely on to market their crops. This includes giving producers access to research and best practices on topics such as soil fertility management and weeding techniques. Empowering female farmers is also an area of focus.

Q&A

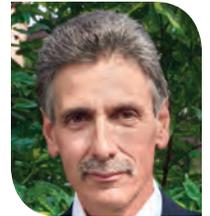
A Q&A ABOUT DOING BUSINESS AT THE BASE OF THE PYRAMID



Tom Putzer, a researcher with SC Johnson's Base of the Pyramid Group, stands with a family he observed in rural Ghana when working to learn more about malaria and its impacts. They're standing in front of the family's home, drying cacao seeds that have just been harvested.

Since C.K. Prahalad wrote *The Fortune at the Bottom of the Pyramid* and argued for multinational companies to help close the gap between rich and poor countries, many companies have looked for ways to profit while meeting the unmet needs of those living at the base of the pyramid (BoP).

In late spring 2014, SC Johnson participated in a Guardian Sustainable Business panel called "Business at the Base of the Pyramid" at the Social Innovation Summit. The session, which featured some of the top academics and business people working in the field, explored the challenges and opportunities of one of the world's largest market segments — the BoP, which represents four billion people living in developing markets on less than \$1,500 per year.



Hosted by Marc Gunther, editor-at-large for Guardian Sustainable Business U.S., the panel explored the latest corporate initiatives and strategies. Below are some of the highlights from that discussion.

Q What should companies consider when looking at BoP business initiatives?



"Companies seeking to enter into the BoP space should first determine their intention around BoP in their organization. Is this a philanthropic, CSR or strictly a business initiative? None are wrong. We've seen long-lasting initiatives on the business side. But it is important to manage expectations within the organization and manage that business objective over a period of time."

Dr. Mark Milstein is Clinical Professor of Management and director of the Center for Sustainable Global Enterprise in the Samuel Curtis Johnson Graduate School of Management at Cornell University

Q Are new economic and cultural infrastructures needed when establishing BoP businesses?



"Not always. In the LatAm region, there are about 780,000 Tiendas (mom and pop shops) and they represent 40 percent of the total sales volume of SABMiller LatAm. Many of these Tiendas are owned by and serve people in vulnerable economic and social situations. In fact, 65 percent of the Tenderos operate their businesses in poverty areas and 49 percent of the total are survival businesses..."

“With the support of the Inter American Development Bank (IDB), we developed and launched ‘4e, Camino al Progreso,’ a special program that will increase the productivity and formalization rate of 40,000 informal and vulnerable Tenderos in the next four years, as well as the well being of their families and communities. On average, each of them supplies food, beverages and services to 50 homes in some of the poorest neighbors in Latin America, thus the program overall has the potential of reaching more than 10 million people in the region in the next four years.”

Andrés Peñate, Senior Vice-President of Corporate Affairs, SABMiller LATAM

Q Are partnerships necessary when pursuing BoP business initiatives?



“Absolutely. As a small venture development firm, one of the challenges we find is that once we develop a concept or innovation for base of the pyramid consumers, getting that product into market can be hard without the right partners. Involving a diverse mix of organizations, with both global reach and local expertise, can make a big difference.”

Rahul Barua, Partner at CleanStar Ventures

Q What have you learned about developing products for BoP consumers?



“We are consistently learning, and we apply those lessons to enhance and grow our projects at the BoP. We know we may not get it right the first time, but we are committed to making a difference in these communities.”

“SCJ employs a ‘user-centered’ approach that has given us better insights into what consumers in BoP



Nina Henning, Manager, Marketing Brand Management, SC Johnson, talks with a group of WOW® customers in Kwaman, Ghana.

markets do and don’t want. We immerse our researchers and scientists in the markets to learn how to best fulfill market needs. For example, in our WOW® program in Ghana, club members pay a fee once a month to receive a bundle of pest control, air care and home cleaning products. The products in this case come in bottles that the club members get refilled once a month during their monthly association meetings. At these meetings they also learn about cleanliness and malaria prevention.

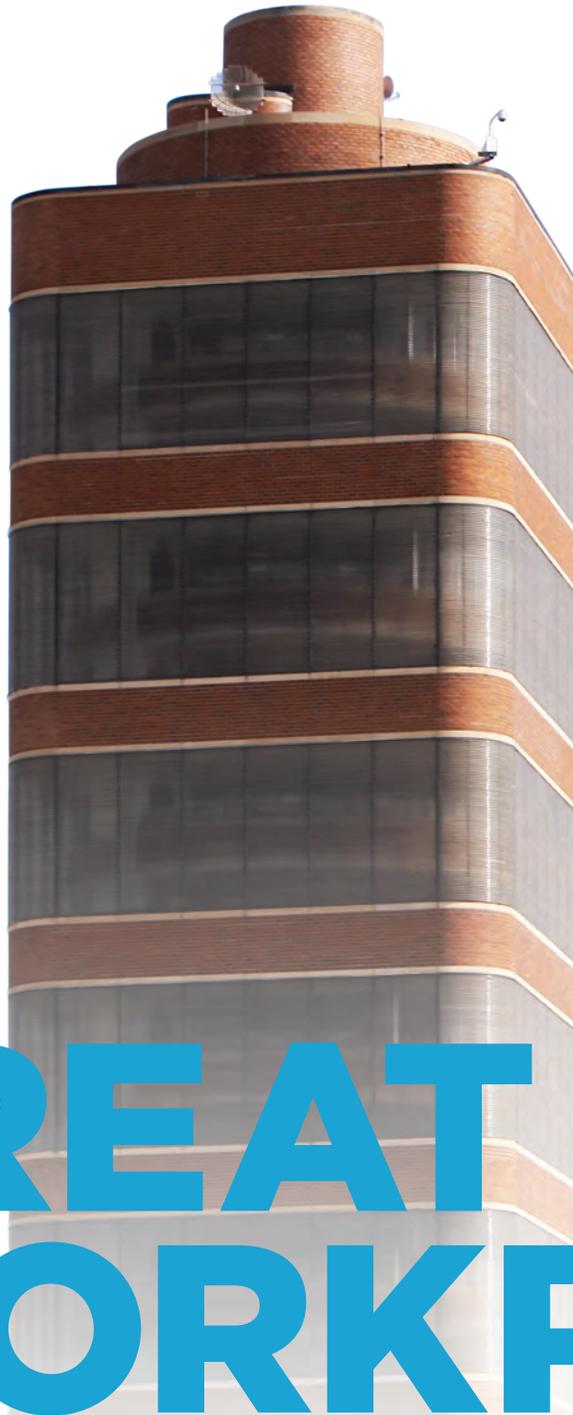
“We do not believe in taking a ‘one-size-fits-all’ approach to entering BoP communities. It is important for us to have a keen understanding of each market’s needs as well as the time it takes to successfully enter these markets.”

Mark Martin, Vice President of International Markets for SC Johnson

In May 2014, SC Johnson launched its Better Lives Blog, in which we’re documenting our journey and sharing our key learnings as we work to make life better for people around the world. The blog has already featured posts from researchers, designers, marketers, entomologists and more. We hope you’ll visit it at www.scjohnson.com/BetterLives.



WE WORK
HARD TO
CREATE A
CULTURE
OF RESPECT
AND FAIRNESS,
AND GIVE
PEOPLE
REASONS TO
BE PROUD TO
WORK HERE.



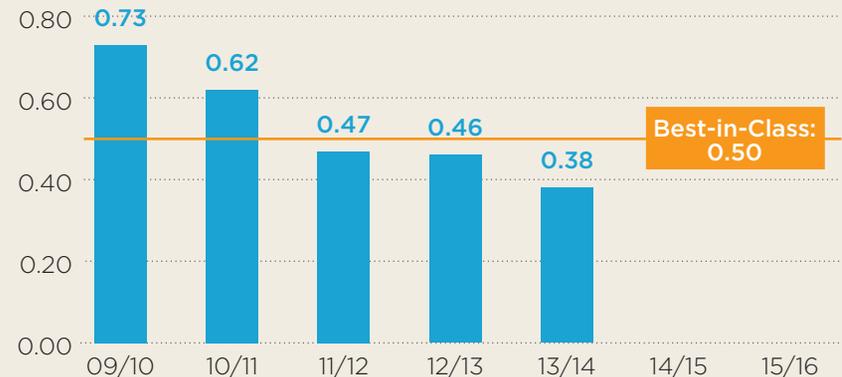
GREAT WORKPLACES

At SC Johnson, Safety Comes First

Safety has always been a priority for SC Johnson, and over the last five years the company has made continual strides toward surpassing the industry-best-practice total incident rate of 0.50. This equates to 0.50 incidents per 200,000 work hours, which is approximately equal to 100 people working over a one-year period.

In 2013/14, our total incident rate again remained below the industry benchmark, at 0.38. The key to this ongoing progress is a robust global safety infrastructure with operating systems, policies, rewards, recognition and employee ownership through a formal Employee Driven Safety program that continues to be rolled out around the globe.

TOTAL INCIDENT RATE



Total Incident Rate measures incidents per 200,000 hours worked in our manufacturing facilities, which is approximately equal to 100 people working over a one-year period.

Difficult Changes Made with Respect

With a need to restructure in order to continue as a leader in our competitive industry, SC Johnson began an organizational redesign project in 2013/14. The company's financials are strong, and this timing allowed us to take action from a position of strength so that changes could be made the right way and those affected could be given support.

Because we wanted to give people time to prepare, the effort was announced in October 2013, with actions taken throughout the following year. Communication has been a top priority, with multiple updates a month on progress and numerous town hall meetings held around the world to provide a forum for questions and open dialogue with employees. Change like this is never easy, but our intention at every step has been to treat those affected with dignity and respect.

BIG IDEA

No company is perfect, nor can organizations always give every employee exactly what they want. But we work hard to treat people fairly and with respect. In the past year, SC Johnson was recognized as one of the World's Best Multinational Workplaces by the Great Place to Work® Institute and named among the *Working Mother* 100 Best Companies.

A Source of Inspiration and Pride

SC Johnson has a long history of building and preserving great architecture, including the Frank Lloyd Wright-designed Administration Building (1939) and Research Tower (1950) that are on the company's global headquarters campus in Racine, Wisconsin. They have been a source of inspiration for SC Johnson people for decades.

BRINGING VISITORS TO OUR COMMUNITY

In 2014, we opened the Research Tower (pictured, right) to the public for the first time ever. The tower, which served as a hub of innovation and the birthplace of brands including **Raid®**, **Glade®**, **OFF!®** and **Pledge®**,

had been closed since 1982. An extensive 12-month project restored the building's 21,170 bricks, replaced more than 5,800 Pyrex glass tubes that were used to construct the building's numerous windows, and restored the original lighting scheme with more energy-efficient features.

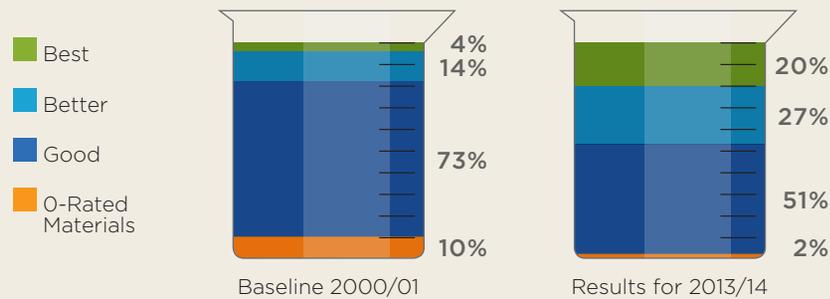
In May 2014, we also unveiled the newest installation at *The SC Johnson Gallery: At Home with Frank Lloyd Wright*, which showcases a rotating selection of Wright's designs and artifacts to explore his influence on families and the American home. The new exhibit features Wright's homes in Wisconsin and Arizona, which he used as laboratories to develop and test his architectural ideas.



Photo: Mark Hertzberg for SC Johnson.

Since 2001, we have increased our percentage of Better/Best chemistry, as rated by the SC Johnson Greenlist™ process, from 18 percent to 47 percent. Pages 27 and 28.

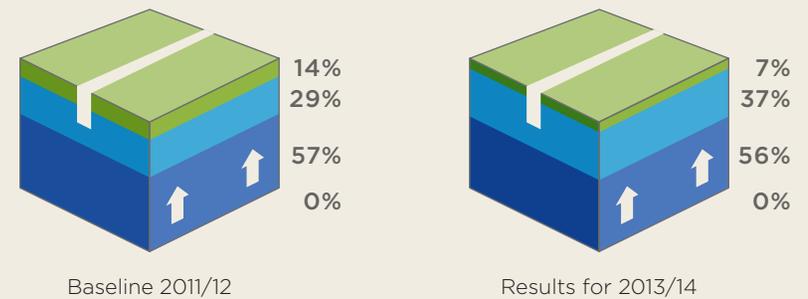
OVERALL IMPROVEMENT SINCE 2001*



Rounded totals.

*As rated by the SC Johnson Greenlist™ process. 2013/14 results include chemical raw materials and packaging materials. The baseline year (2000/01) included only chemical raw materials.

PACKAGING IMPROVEMENT SINCE 2012*

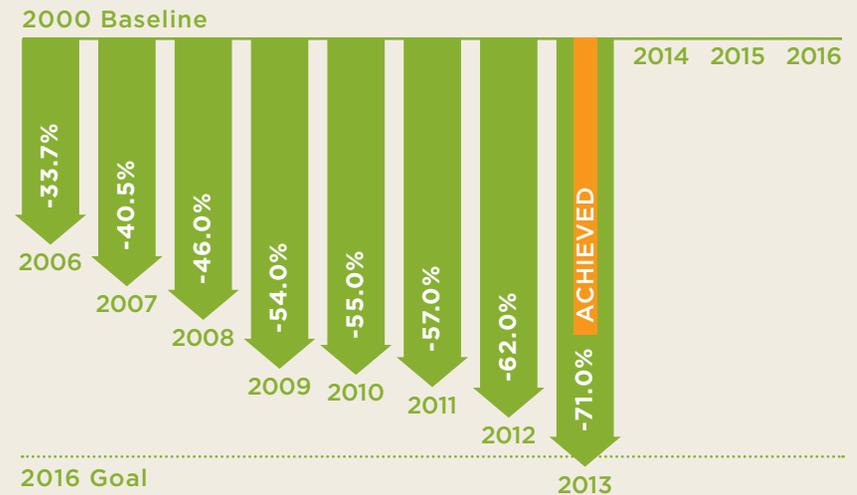


THIS QUICK REFERENCE MEDIA GUIDE OFFERS AN OVERVIEW OF KEY RESULTS THAT SC JOHNSON SHARES IN THE 2014 SUSTAINABILITY REPORT. TO LEARN MORE ABOUT SC JOHNSON, VISIT WWW.SCJOHNSON.COM

MEDIA GUIDE

We've cut our waste and emissions 71% since 2000. Page 30.

GLOBAL MANUFACTURING WASTE REDUCTION**

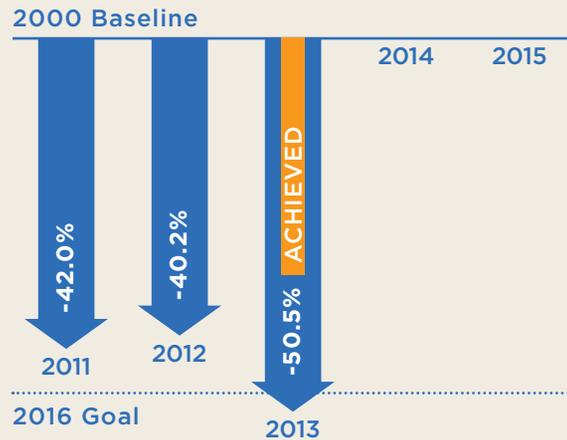


** Percent reduction in global manufacturing combined air emissions, water effluents and solid waste. Progress versus 2000 baseline as a ratio to production.

We surpassed our 2016 goal of reducing GHG emissions from global manufacturing sites 48% versus our 2000 baseline, and have nearly reached our goal of 33% of total energy globally coming from renewable sources. [Pages 32 and 33.](#)

GLOBAL GREENHOUSE GAS REDUCTION

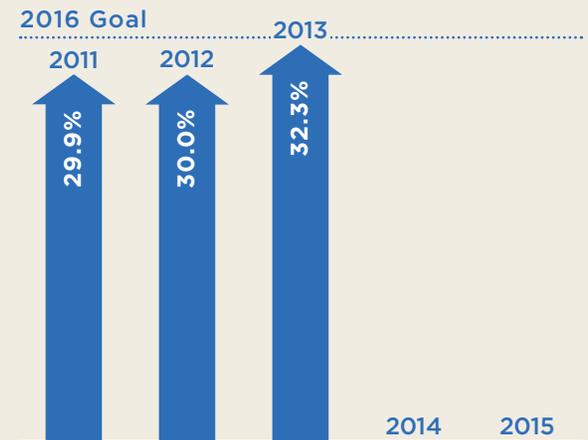
GOAL: By 2016, reduce greenhouse gas emissions from global manufacturing sites 48% versus our 2000 baseline.*



* Indexed to production.

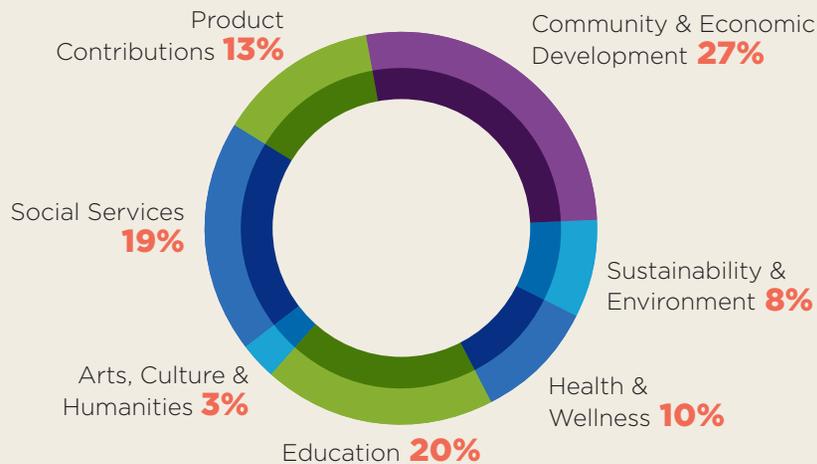
GLOBAL RENEWABLE ENERGY

GOAL: By 2016, use 33% renewable energy globally.



In the last 10 years alone, our charitable contributions have exceeded \$220 million. [Page 34.](#)

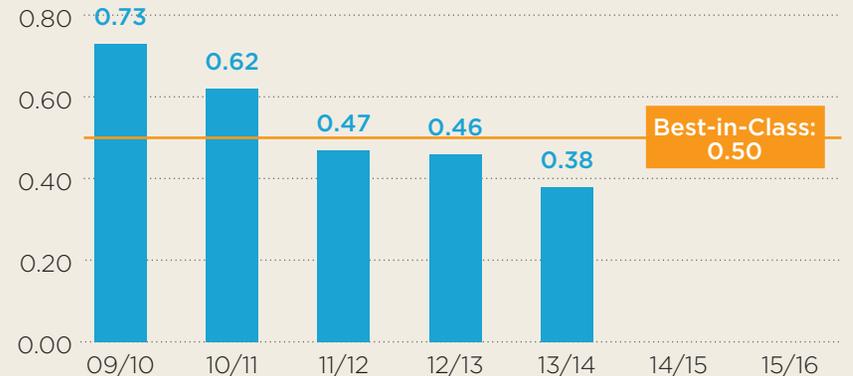
2013/14 GLOBAL CONTRIBUTIONS BY CATEGORY



Excludes miscellaneous subsidiary contributions and funding to The Johnson Foundation.

Our global total incident rate of 0.38 is better than the industry best-in-class benchmark of 0.50. [Page 38.](#)

TOTAL INCIDENT RATE



Total Incident Rate measures incidents per 200,000 hours worked in our manufacturing facilities, which is approximately equal to 100 people working over a one-year period.

ENGAGING WITH GREENGRAMS

SC Johnson's consumer dialogue on sustainability topics continued in 2013/14, including our GreenGrams social media campaign. GreenGrams is a series of tips, reflections and brainteasers about ways we can all be a little greener. See more at www.scjohnson.com/GreenGrams, www.twitter.com/SCJGreenChoices or www.pinterest.com/SCJGreenChoices

green CHOICES GREEN TIP | NUMBER 164



POWER DOWN BEFORE YOU POWER DOWN.
TURN OFF YOUR COMPUTER AND MONITOR AT NIGHT TO SAVE ENERGY.
#GREENCHOICES

MAKE SAVING ENERGY PART OF YOUR #GREENGRAMS. LEARN MORE: scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 163



NEVER TOSS WHAT SOMEONE ELSE MIGHT LOVE.
REUSE IS AN EASY GREEN CHOICE YOU CAN MAKE EVERY DAY.
#GREENCHOICES

MAKE REUSE PART OF YOUR #GREENGRAMS. LEARN MORE: scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 168



SOMEONE WILL WANT IT. FOR HALLOWEEN.
DON'T TOSS ITEMS YOU NO LONGER NEED. DONATE INSTEAD!
#GREENCHOICES

MAKE REUSE PART OF YOUR #GREENGRAMS. LEARN MORE: scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 169



LIFE IS ALL ABOUT CHOICES.
WHY NOT PICK THE ONE THAT LETS YOU WALK TO WORK?
#GREENYOURCOMMUTE

TRY WALKING OR BIKING TO WORK AS PART OF YOUR #GREENGRAMS. scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 162

USE USE B U U U RECYCLE

MANY ITEMS CAN BE REUSED BEFORE THEY'RE READY FOR DISPOSAL.
#GREENCHOICES

ARE YOU FRUSTRATED? DON'T ANGRY. REUSE BEFORE YOU RECYCLE.
MAKE REUSE PART OF YOUR #GREENGRAMS. LEARN MORE: scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 161



KNOW WHAT YOU WANT BEFORE YOU OPEN THE DOOR.
BROWSING WITH THE FRIDGE DOOR OPEN WASTES ENERGY.
#GREENCHOICES

MAKE SAVING ENERGY PART OF YOUR #GREENGRAMS. LEARN MORE: scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 177



YOU DON'T USE A NEW TOWEL EVERY DAY AT HOME.
WHY WOULD YOU AT A HOTEL?
#GREENCHOICES

TOUR SAVING ENERGY A TASTE. MAKE IT PART OF YOUR #GREENGRAMS. scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams

green CHOICES GREEN TIP | NUMBER 165

BUBUYLK & USESPOILING

PLAN WISELY AND WORK TO REDUCE FOOD WASTE.
#GREENCHOICES

ARE YOU FRUSTRATED? DON'T ANGRY. BUY IN bulk & USE BEFORE SPOILING.
MAKE ANOTHER FOOD WASTE PART OF YOUR #GREENGRAMS. scjohnson.com/GreenDays
@SCJGreenChoices | pinterest.com/SCJGreenChoices | scjohnson.com/GreenGrams



**Please help us encourage
dialogue and spread the
word about green choices.**

Share this report:
www.scjohnson.com/report

Follow us on Twitter:
[@SCJGreenChoices](https://twitter.com/SCJGreenChoices)

©2014 S. C. Johnson & Son, Inc.
Updated and printed April 2015.