

# Products To Protect The Environment Are Popular

## America's CONCERN With TOXINS

Concern For Specific Product Categories:

Personal Care

Laundry



Household Cleaning

Baby Care

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AMERICANS ARE CONCERNED WITH TOXINS FOUND IN COMMON HOUSEHOLD PRODUCTS.



### Americans Changing Buying Habits

Nearly two-thirds (60%) reported that they are "likely" or "very likely" to seek biobased products the next time they shop.

58% 58%

of respondents indicated that they "feel personally responsible to change daily habits and purchase practices to positively impact the environment"

of respondents indicated that they are "actively searching for greener (more energy-efficient, natural, sustainable, etc.) products these days"

### Americans Demand Transparency

54%

Would like to see "Petroleum-free" label on products that don't contain petroleum-based products

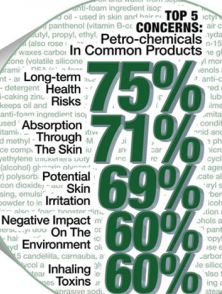
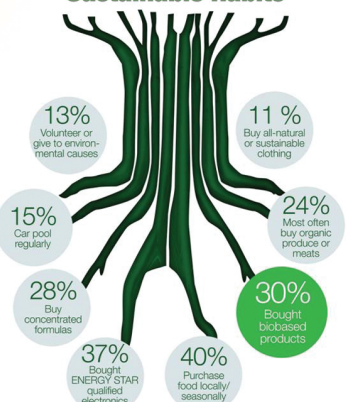
Feel products with petrochemicals should have a warning label

53%

39%

Believe petrochemicals should be better regulated in consumer products

### Biobased Products on the Rise: Comparing America's Sustainable Habits



Source: Seventh Generation Consumer Study, 2012

[www.seventhgeneration.com](http://www.seventhgeneration.com)

"In every deliberation, we must consider the impact of our decisions on the next seven generations."

- From the Great Law of the Iroquois Confederacy



(NAPSA)—According to a recent survey, most Americans are concerned about potentially harmful chemicals and petroleum-based ingredients in everyday products and believe "brands should be required to post warning labels on their packages if their products contain petrochemicals."

Today, concerned consumers should look for products that carry the new USDA BioPreferred label

to help them understand the percent of plant-based ingredients versus petroleum. One brand of eco-friendly household and personal care products, Seventh Generation is one of the first to carry the label, enabling consumers to see the amount of plant- and petroleum-based ingredients in all their products.

Learn more at [www.seventhgeneration.com](http://www.seventhgeneration.com).

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