people against dirty.™


Pine-Sol
Windex
409
Fantastik
Glass Plus
Swiffer
Swiffer Max
Soft Scrub
Ajax
Resolve
Armstrong
NEW ITEM

method.

method

Rift 1: the designer’s eye was on everything else inside the home

Rift 2: cleaning products are made from hazardous waste

(so be careful what you put up your nose)

method

Rift 3: green products implied sacrifice

method

method revolution

creating sudden and dramatic change in how people take care of their homes

CHURCH & DWIGHT CO., INC.

SC Johnson
A FAMILY COMPANY

COLGATE-PALMOLIVE

P&G

Unilever

method

not just gorgeous. disruptive + smart too.

it works. and we've got the science chops to back it.

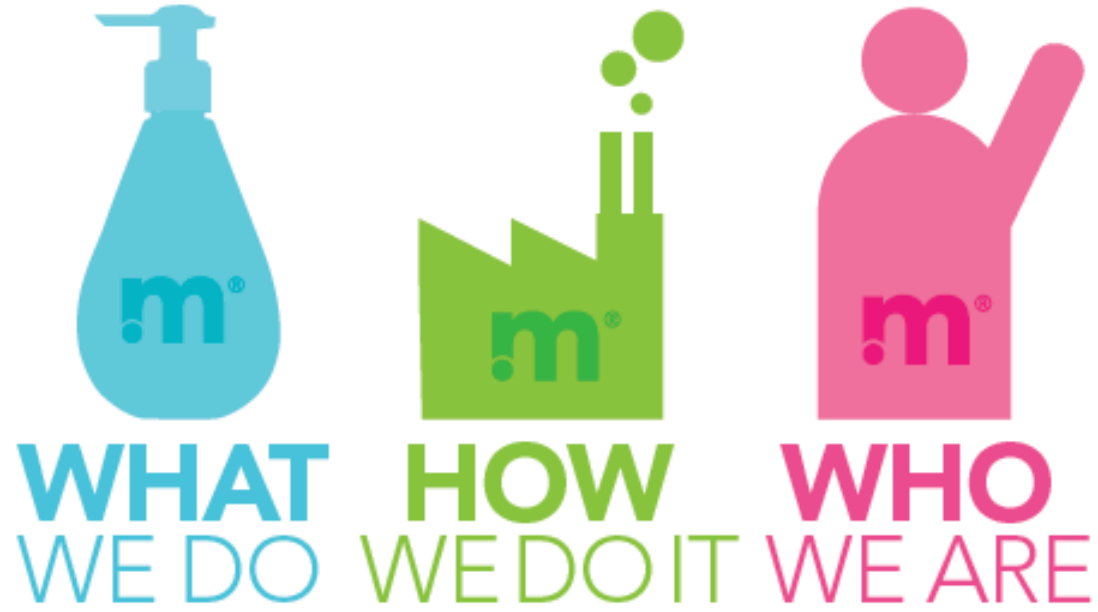
not just any fragrance will do. we have a deeply differentiated pov + experience.

the choices we make are healthy for people, animals + the planet.

Brand ROI over the Past Seven Years

method ranked #11 out of 25,000 global brands that drove the most ROI over the past seven years

method.



GREENSKEEPING

method

planned obsolescence
of sustainability

method
GREENSKEEPING

WHAT WE DO

CERTIFIED cradletocradle

ingredients

transparency
material assessment
ingredient safety

packaging

bottles from bottles
recycled plastic
recycling plastic codes
compaction
green packaging design

formulation

health + eco screening
dirty ingredient list
phosphates
triclosan
3rd party assessment
the highest standard
smart science
external validation

fragrance

color

preservatives

terminology

natural
naturally derived
biodegradable
c2c certified
non-toxic

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WHO WE ARE

CERTIFIED cradle to cradle

planet+climate change	transparency	animals	healthy home	community
climate-conscious LEED headquarters	a founding B corp	radical transparency	no animal testing no animal by-products pet friendly	safe ingredients	methodcares

GREENSKEEPING

HOW WE DO IT CRADLE TO CRADLE

Cradle to Cradle® concept

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

GREENSKEEPING

WHAT WE DO OUR FORMULATION

our formulation

health + eco screening

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

the dirty ingredient list

conventional cleaning ingredients like phosphates and bleach that method chooses to never use in our formulas.

3rd party assessment

all method ingredients are rigorously evaluated by an independent material research agency.

the highest standard

Cradle to Cradle® is our mantra for the design of safe, green products.

smart science

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

external validation

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

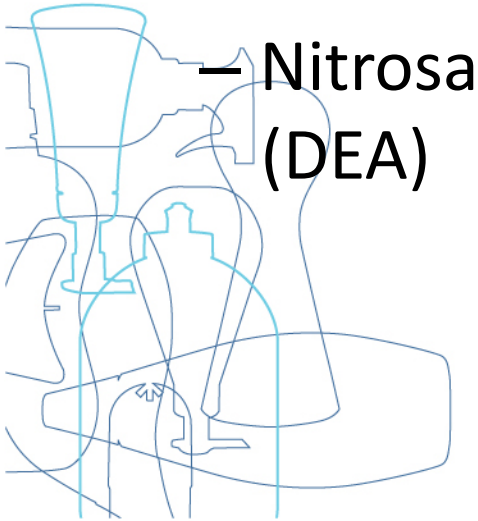
EPEA – external material assessment partner

Environmental Protection Encouragement Agency EPEA Internationale Umweltforschung GmbH

Criterion	Solvent 112-34-5	
Eye irritation potential	Irritating (Risk phrase: R36)	
Sensitization potential	Not sensitizing	
Mutagenicity	Weak hint for mutagenicity	
Mutagenicity	Weak hint for mutagenicity	
Carcinogenicity	No data available	
Developmental toxicity	Foetotoxic effects at high concentrations	
Biodegradability	Moderate to good biodegradability	
Bioaccumulation potential	Low bioaccumulation	
Fish toxicity	Not toxic	
Daphnia toxicity	Not toxic	
Bacterial inhibition test	Not toxic	

Basis for seeking alternatives

- Failure on key endpoint
  - eg acrylic acid + biodeg
  - eg. fragrance solvents + emulsifiers
- Detection in WWTP effluent or downstream
- Absence of proof of safety – precautionary mentality
  - Nitrosamine formation from secondary amines (DEA)



2 Overview of Eco-/Toxicological Properties

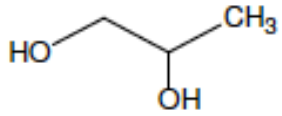
		Toxicological Criterion												EPEA Evaluation	Comment
		Acute toxicity	Delayed toxicity	Sensitization potential	Skin penetration potential	Irritation potential	Carcinogenicity	Mutagenicity	Developmental toxicity	Degradation	Bioaccumulation potential	Aquatic toxicity	Bacteria toxicity		
Propylene Glycol and Propylene Glycol Ethers	PG CAS # 57-55-6														
	2PG1ME CAS # 107-98-2														Developmental Toxicity: MAK-List Group C
	2PG1MEA CAS # 108-65-6														Delayed Toxicity (mice) LOAEL = 1.62 g/m³
	2PG1EE CAS # 1569-02-4														Delayed Toxicity LOAEL = 5.1 g/m³
	2PG1EEA CAS # 54839-24-6														Developmental Toxicity: MAK-List Group C
	2PG1BE CAS # 5131-66-8														R36 / 38: Irritating to eyes and skin (at concentration >= 20%)
	2PG1PhE CAS # 770-35-4														Developmental Toxicity NOAEL = 180 mg/kg·d
	1PG2ME CAS # 1589-47-5														R61: May cause harm to unborn child
	1PG2MEA CAS # 70657-70-4														R61: May cause harm to unborn child
	DPGME CAS # 34590-94-8														
	DPGEE CAS # 300025-38-8														Delayed Toxicity (rats) LOAEL = 225 mg/kg·d
	TPGME CAS # 25498-49-1														Delayed Toxicity (mice, inhalation) LOAEL = 0.15 mg/L

- low or no hazard identified
- medium hazard identified
- severe hazard identified
- hazard not evaluated due to lack of data

DRAFT Comparison of Glycol Ethers

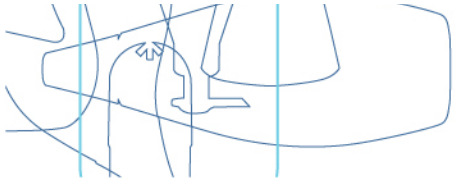
Criterion	Dipropylene Glycol Monomethyl Ether (DPGME *or* DPM)		Tripropylene Glycol Monomethyl Ether (TPGME *or* TPM)		Methoxy Methyl Butanol (MMB)	
Systematic name	1-(2-methoxy-1-methylethoxy)-2-propanol (mixture of isomers)		1-[2-(2-methoxy-1-methylethoxy)-1-methylethoxy]-2-propanol (mixture of isomers)		3-Methoxy-3-methyl-1-butanol	
CAS #	34590-94-8		25498-49-1		56539-66-3	
Boiling point [°C]	190		242		173	
Vapor pressure [mm Hg at 20 °C]	0.28 (other source: 1 mbar)		0.01 (other source: 0.03 mbar)		0.9	
Water solubility	completely soluble		completely soluble		100g/l at 25°C	
Function	solvent		solvent		solvent	
Application	mobile fragrance diffuser		plug-in fragrance diffuser		(to be determined by method)	
Volume	low (2)		medium (3)		(to be determined by method)	
Acute oral toxicity	LD_{50}[rat] = 5,500 mg/kg		LD_{50}[rat] = 3,300 mg/kg		LD_{50}[rat] = 4,300 mg/kg	
Acute dermal toxicity	LD_{50}[rabbit] > 10,000 mg/kg		LD_{50}[rabbit] > 19,220 mg/kg		LD_{50}[rabbit] > 2,000 mg/kg	
Repeated dose oral toxicity	very low		weak		weak	
Skin irritation potential	very slightly irritating (rabbit)		mildly irritating (rabbit)		mildly irritating (rabbit)	
Eye irritation potential	irritating (rabbit)		not irritating (rabbit)		irritating (rabbit)	
Sensitization potential	not sensitizing		no data available, but no sensitization expected		not sensitizing	
Mutagenicity	negative		negative		negative	
Carcinogenicity	no data available, but no carcinogenicity expected		no data available, but no carcinogenicity expected		no data available, but no carcinogenicity expected	
Developmental toxicity	negative		negative		negative	
Biodegradability	readily biodegradable		readily biodegradable (calculated)		moderately biodegradable	
Bioaccumulation potential	BCF = 3 (calculated)		BCF = 3 (calculated)		BCF = 3 (calculated)	
Fish toxicity	LC_{50} [fish] > 150 mg/l		LC_{50} [fish] > 100 mg/l (calculated)		LC_{50} [fish] > 100 mg/l	
Daphnia toxicity	LC_{50} [daphniae] > 1,000 mg/l		no data available		EC_{50} [daphniae] > 1,000 mg/l	
Bacterial inhibition test	EC_{10}[bacteriae] = 4,168 mg/l		no data available		$EC5_0$[bacteriae] > 1,000 mg/l	

Method / Screening of Propylene Glycol

EPEA#	CAS#	Substance	Structure	EPEA classification	Identified issues
116	57-55-6	Propylene Glycol			low acute toxicity and low sensitisation potential; hints for weak mutagenicity but no risks expected, low aquatic toxicity, low bioaccumulation potential, readily biodegradable

Method / Assessment of 1,3-Propanediol

EPEA#	CAS#	Substance	Structure	EPEA classification	Identified issues
39610	504-63-2	1,3- propanediol			low acute toxicity, low delayed toxicity, low skin sensitisation and penetration potential, low developmental toxicity, low aquatic toxicity, low bioaccumulation potential, readily biodegradable



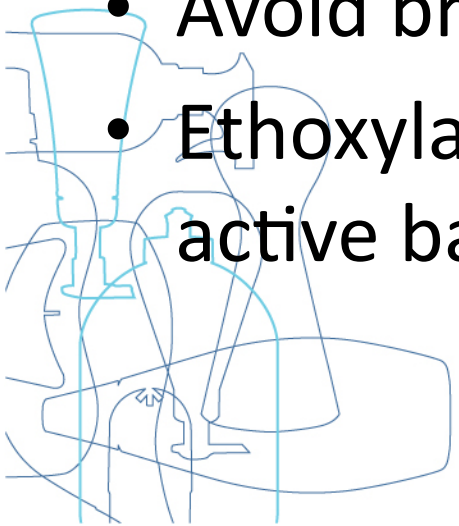
Assessment of SEGETIS SG0115X and SG0125X

Product name	SG0115X		SG0125X	
Acute oral toxicity	LD_{50} > 5,000 mg/kg (calculated)		LD_{50} > 5,000 mg/kg (calculated)	
Acute dermal toxicity	no data available		no data available	
Skin irritation potential	moderate to mild		moderate	
Eye irritation potential	mild irritant		mild irritant	
Sensitization potential	no data available		no data available	
Mutagenicity	not expected (calculated)		not expected (calculated)	
Carcinogenicity	no data available		no data available	
Developmental toxicity	no data available		no data available	
Biodegradation, aerobic	readily biodegradable (calculated)		readily biodegradable (calculated)	
Biodegradation, anaerobic	no data available		no data available	
Bioaccumulation potential	not bioaccumulative , soluble in water, BCF=5.2 (calculated)		not bioaccumulative, soluble in water, BCF=13 (calculated)	
Fish toxicity	moderate (calculated)		moderate (calculated)	
Daphnia toxicity	EC50 (48h) = 386 mg/l		EC50 (48h) = 447 mg/l	
Algae toxicity	IC50 (96h) > 1,000 mg/l		IC50 (96h) > 1,000 mg/l	
EPEA assessment	recommended for use		recommended for use	

surfactant alternatives criteria

some preferences

- Prefer aquatic toxicity LC50 over 10mg/L
- Readily aerobically biodegradable per OECD 301
- Prefer indication of anaerobic biodeg
- Avoid combination of high aquatox + slow biodeg
- Avoid C-S bonds
- Avoid branching
- Ethoxylates: 1,4-dioxane under 20ppm on per active basis

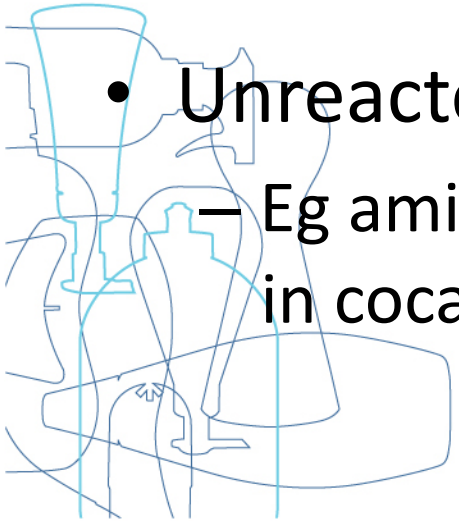


Process challenges

What's not on the MSDS

- Preservation: formaldehyde, glutaraldehyde
  - Move to UP, MCIT, citric acid

- Process aids:
  - EDTA (clarifying)



- Unreacted raw materials, derivatives, byproducts
  - Eg amidoamine as driver of contact dermatitis allergy in cocamidopropyl betaine

method

September 15th, 2009

Material Information Disclosure

Material Name (INCI format):

CAS RN:

Trade Name:

Producing Company:

Location of Manufacture:

Full Material Composition

1: % active:

2: Diluent(s):

3: Preservative used? (Y / N):

Name of preservative (INCI or equivalent):

Preservative CAS RN:

Preservative Use Level:

Alternate preservatives (name, CAS and use level if applicable):

4: Feedstock Origin

Primary (alkyl) feedstock used for material manufacture:

Country of feedstock cultivation:

If alternate (alkyl) feedstock and/or countries of origin may be used please identify these as well:

5: Trace Materials

Identify all unreacted raw materials, reaction byproducts, residual catalysts, or additives that may be present in the final product.

Name:

Expected and maximum concentration:

Note: if any of the above details change, it is imperative that method be notified at: material.info@methodhome.com

Material Procurement Requirements

Material Name (INCI format): Sodium Lauryl Sulfate

Material CAS RN: 151-21-3

Products containing this material: handwash, foaming handwash, dish soap,

Material Requirements:

1- Preservatives:

i. Formaldehyde must not be used as a preservative in any method material.
ii. Unpreserved materials are often preferred
iii. Organic acids (eg citric acid) is a preferred preservative
iv. Kathon CG is an approved preservative in most cases

2- Plant Oil Feedstock preference, in descending order

i. Coconut oil (from central/south America)
ii. Certified sustainably produced palm/kernel oil (or credited as such)
iii. Soy oil or Palm/Palm Kernel Oils from north, central or south America
iv. RSPO-approved palm/ palm kernel oil
v. Last resort is commodity palm / palm kernel oil

Note: petroleum feedstocks must not be used for the alkyl chain component of the ingredient.

3- processing aids:

i. EDTA must not be added to the material
ii. All additives must be disclosed

Approved materials:

1- Stepanol WA-extra-K

Introducing the world's smartest greenest smallest easiest laundry detergent

2009

smarter, easier, greener

no mess precision dosing pump,
you only need one hand!

patent pending formula seeks
out dirt and stains

95% plant-based formula
ultra concentrated for no excess water

35% lower overall carbon footprint…

If the entire category switched to 8X concentrated we would save:

2.18 Million Barrels of Oil

24,000 Tons of Plastic

66 Million Gallons of Water

Product carbon footprints calculated using Planet Metrics Rapid Carbon Modeling™ software

say no to jugs.

say no to spilling. say no to leaving messy and annoying blue stains. say see ya to straining your arm just because you want to do a load of laundry. say no to messy, heavy, wasteful jugs.

say yes to method laundry detergent. it finds stains in a whole new way to get your clothes amazingly clean. the secret is our patent-pending formula that's so frickin' concentrated, 50 loads fits in a teeny bottle. and if that's not enough, we ditched that messy cap for an easy-dose pump. oh yeah.

it's time to say yes, america. learn more at **methodlaundry.com**

method
people against dirty™

method

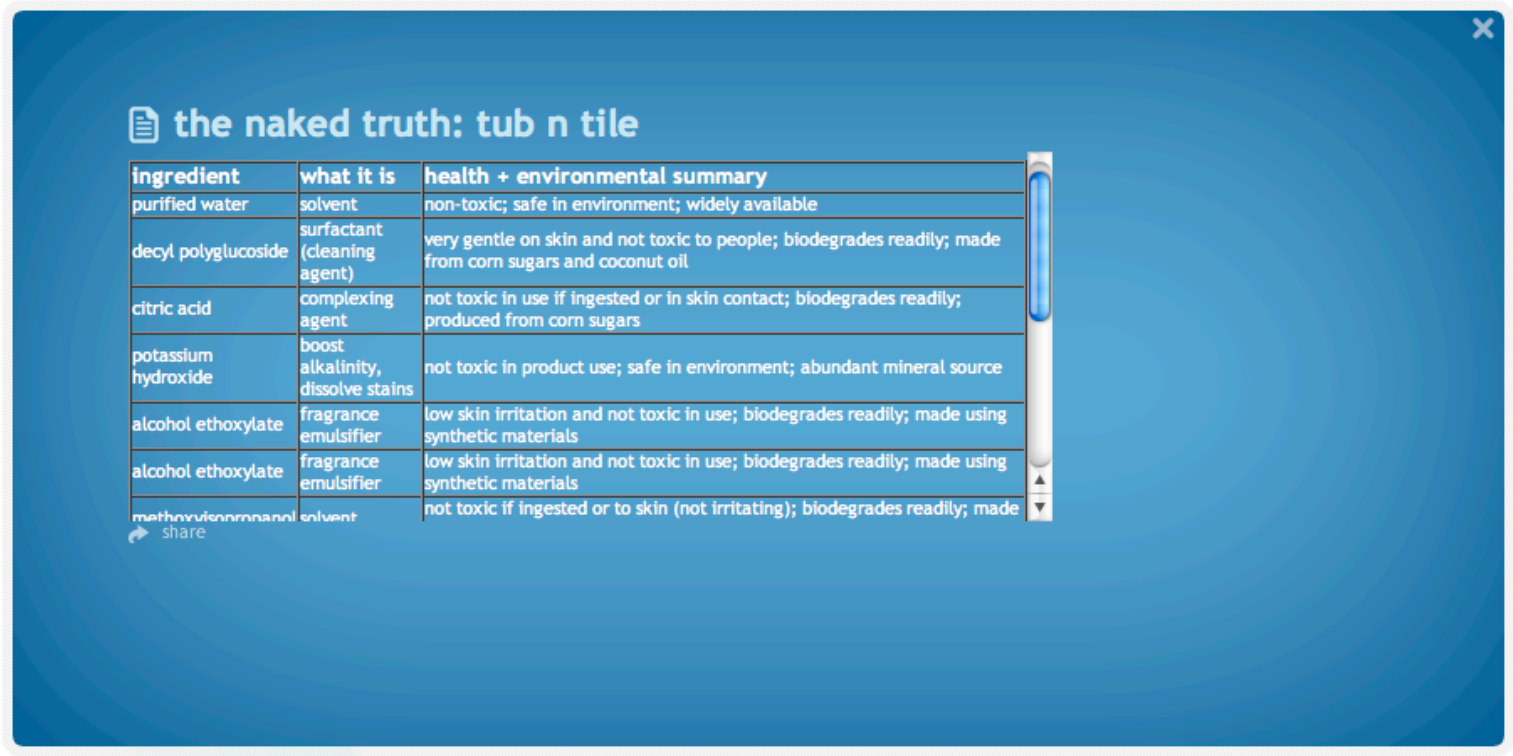
Trust through transparency

Building a brand in the social media era requires an uncomfortable level of transparency and lack of control

method. creates products for people against dirty.®

where to buy | shopping tote

go naked



the naked truth: tub n tile

ingredient	what it is	health + environmental summary
purified water	solvent	non-toxic; safe in environment; widely available
decyl polyglucoside	surfactant (cleaning agent)	very gentle on skin and not toxic to people; biodegrades readily; made from corn sugars and coconut oil
citric acid	complexing agent	not toxic in use if ingested or in skin contact; biodegrades readily; produced from corn sugars
potassium hydroxide	boost alkalinity, dissolve stains	not toxic in product use; safe in environment; abundant mineral source
alcohol ethoxylate	fragrance emulsifier	low skin irritation and not toxic in use; biodegrades readily; made using synthetic materials
alcohol ethoxylate	fragrance emulsifier	low skin irritation and not toxic in use; biodegrades readily; made using synthetic materials
methoxyisopropanol	solvent	not toxic if ingested or to skin (not irritating); biodegrades readily; made

share

don’t try to convince.
instead, empower and equip.

www.methodhome.com

method.
LAUNDRY DETERGENT
WITH SMARTCLEAN TECHNOLOGY™

method.
a cleaner clean™

buh bye jug.
hello method laundry.

nobody loves doing laundry. except us. to help everybody else, we found a smarter way.

smarter: a powerfful patent-pending formula made from nature's most effective cleaners that we're calling smartclean technology.™

easier: the custom pump design means no-mess dosing directly into the machine.

greener: super compacted, ultra concentrated detergent means way less plastic, water and energy used to make it.

LOW CARBON FOOTPRINT innovative design, formula and materials reduce the carbon footprint of this detergent by 35% compared to standard 2x detergent

ULTRA COMPACTION results in 35% less energy used to make and ship the product, and 36% less plastic in the packaging

PLANT-BASED INGREDIENTS over 95% of the formula comes from renewable sources

you've got laundry, we've got options.
available in 25 and 50 load counts in fresh air, peony blossom and free+clear

50 LOADS

NO OVERDOSING
the unique and easy-to-use precision-dosing pump means no drips and no uneeded detergent dosed into the machine. it's a dirty little secret of laundry that those jug caps often lead you to use more detergent than anyone ever needs. with our custom-designed precision pump system, you use exactly as much detergent as you need to get your clothes amazingly clean, with no messy drips.

23,600 metric tons plastic saved
if the category changed to ultra compaction

methodhome.com

method. LAUNDRY DETERGENT WITH SMARTCLEAN TECHNOLOGY™

method. a cleaner clean™

ingredient	what it is	health + environment
natural alcohol ethoxylates	surfactant (cleaning agent)	non-toxic in use and not irritating to skin; readily biodegradable; made from coconut + other natural oils
coco methyl ester + sulfonate	surfactant (cleaning agent)	non-toxic in use and not irritating to skin; readily biodegradable; made from coconut oil
secondary alkane sulfonate	surfactant (cleaning agent)	non-toxic in use and not irritating to skine; readily biodegradable; made using synthetic materials
bio 1,3-propanediol	solvent	non-toxic in use and not irritating to skin; readily biodegradable; fermented from corn sugars
alcohol	solvent	non-toxic in use and not irritating to skin; readily biodegradable; fermented from corn sugars
vegetable glycerin	solvent	non-toxic in use and not irritating to skin; readily biodegradable; made from vegetable sources
purified water	diluent	purified by reverse osmosis; drawn from abundant source
calcium chloride	enzyme stabilizer	non-toxic in use and not irritating to skin; safely disperses in environment; comes from abundant mineral source
dipropylene glycol monomethyl ether	solvent	non-toxic in use and not irritating to skin; readily biodegradable; made using synthetic materials
glycerine carbonate	emulsifier	non-toxic in use and not irritating to skin); readily biodegradable; made from vegetable glycerin and minerals
protease, amylase, cellulase	cleaning enzymes	non-toxic in use and not irritating to skin; safely dispersed in environment; made using natural substrates
carboxylate polyester	builder / anti-redeposition	non-toxic in use and not irritating to skin; inherently biodegradable; made using synthetic materials
phenoxyethanol	antioxidant	non-toxic in use and not irritating to skin; readily biodegradable; made using synthetic materials
phenoxyethanol	antioxidant	non-toxic in use and not irritating to skin; readily biodegradable; made using synthetic materials
phenoxyethanol	antioxidant	non-toxic in use and not irritating to skin; readily biodegradable; made using synthetic materials

FAQ'S

Q is this product HE compatible?

A **yes. method laundry detergent is compatible both with H.E. and standard washing machines.**

Q what does "plant-based" mean?

A **it means that the cleaning ingredients in the detergent, the surfactants, are made from vegetable-based materials. specifically, they are made using coconut, soy and palm oils.**

Q is this a natural detergent?

A **over 95% of the ingredients in the detergent are made from natural materials. however, since a small portion of the formula is made of safe ingredients that are not from natural sources, we choose to not describe the detergent as natural. this is a reflection of method's very high bar for the term 'natural'.**

Q does this detergent contain dyes?

A **nope.**

"oh. holy. wow. I think I am in love with a laundry detergent. it's convenient, compact and it smells heavenly!!! thanks to the pump, I finally know how much detergent to use and since it's so concentrated, no more messy huge jugs! I don't know what kind of feedback y'all are getting about this but i would buy this product over the detergent I have used all my adult life."

-rebecca, person against dirty

PACKAGING DETAILS

DIP TUBE + PUMP

- mixed virgin sources, primarily polypropylene (PP) 5
- mostly recyclable

BOTTLE

- HDPE bottle 2
- recyclable

methodhome.com

S.1697 & H.R.3057 Household Product Labeling Act of 2009

Requires household cleaning products to bear labels that state completely and accurately all ingredients

GREENSKEEPING

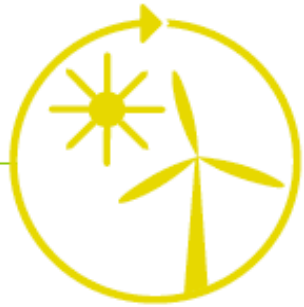
HOW WE DO IT MANUFACTURING GREENSOURCING PROGRAM

method. greensourcing

under this program, we monitor and audit our suppliers to find ways to reduce waste, to save energy, to eliminate water use, and to use closed-loop manufacturing practices wherever we can.

water

we have factories that put nothing down the drain and recycle 100% of the water we use to make **method** products, but we have some that don't. we're working on making every factory waste-free.



energy

we are carbon neutral in 100% of our manufacturing, office operations and employee commuting in travel. we achieve this through a combination of energy reduction, alternative fuels, generating our own solar energy, and alternative fuels, offsetting everything else.

materials

our goal is to eliminate it all together. have factories that recycle 100% of their cardboard and 100% of their shrink-wrap, so that nothing goes to the landfill. we are constantly looking for ways to design out waste, and we're sharing best practices across our company.

method

process water recovery at filling plant

method

people against dirty
methodhome.com