

***Moving Beyond Compliance
Toward Safer, Less-Toxic Product
Lines***

**A Call to Action: The Role of
Retailers**



GoodGuide Background

Started in 2007 with leading scientists,
researchers and industry professionals to
better understand

“What really is in the products we buy?”

GoodGuide is a certified B Corporation

Fast growing and innovative startup bringing
together science and technology

GoodGuide Information

Places

GoodGuide.com

the App

the Retailers



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With this product...

 Save to a List

  Share

 Embed

 Like 1

Home » Nature's Path » Nature's Path Products » Nature's Path Organic Kamut Puffs Cereal



Nature's Path Organic Kamut Puffs Cereal

What do you think of this product?

Recommend it

Avoid it

GoodGuide Users Say:

"I thought Kashi was great, but still too sweet. Actually it's also not great, in health, environment, and social. The switch should be easy!"

 31 people recommended this

 1 person avoided this

Personal Care

- Baby Care
- Bath, Shower & Soap
- Deodorants & Antiperspirants
- Diapers
- Eye & Ear Care

More ↓

Food

- Baby Food
- Breads & Baked Goods
- Breakfast
- Canned Foods
- Condiments, Dips, & Salad Dressings

More ↓

ALL ABOUT NATURE'S PATH ORGANIC KAMUT P...
jump to: [company information](#)

Check prices:

thefind

[Check online](#)

amazon.com

[Check online](#)

ALL ABOUT COLD CEREALS

From the [Guide to Cold Cereals](#)

Nature's Path Organic Kamut Puffs Cereal
rating comparison

9.0

GoodGuide's
learn about our rating

10

Health

This product is certified by the United States Department of Agriculture.

8.7

Environment

The company that makes this product has one of the highest scores in **use of resources**.

8.3

Society

Compared to other companies, this company scores well on its commitment to its local community.

[Full rating details for this product](#)



GoodGuide Users

GoodGuide users are mainstream consumers looking for healthier products...

- Millions of GoodGuide.com visitors
- Almost a half million iPhone app users
- 60% female audience
- 35-49 years old is most common age range
- College educated with mid-high incomes

New Dynamics

You've heard "Consumers Care" for 20 years

But now...consumers care, know more, and share it

Sustainability information is one component

"it has fewer scary ingredients than the kind I am using now"

"I want the healthiest products I can find for my child."

"I'm worried about the health risks for my baby"



New Dynamics

Risks for retailers

- In-action, Green-washing, Online alternatives

Significant Opportunities

- Provide credible information on products
- Build authentic relationship and dialogue with customers
- Increase trust and become a source of advice
- Strengthen your brand and increase sales

The New Consumer





Demand for Information

People want to know about the products they consume

Where they were made?

How they were made?

Impacts on their Health? Environment? Workers?

More than Brand & Price

Following List of Concerns:

Ingredients, Contaminants, Health Impacts, etc.

What goes “In, On, Around” our families.

From LOHAS to Mainstream Consumers...

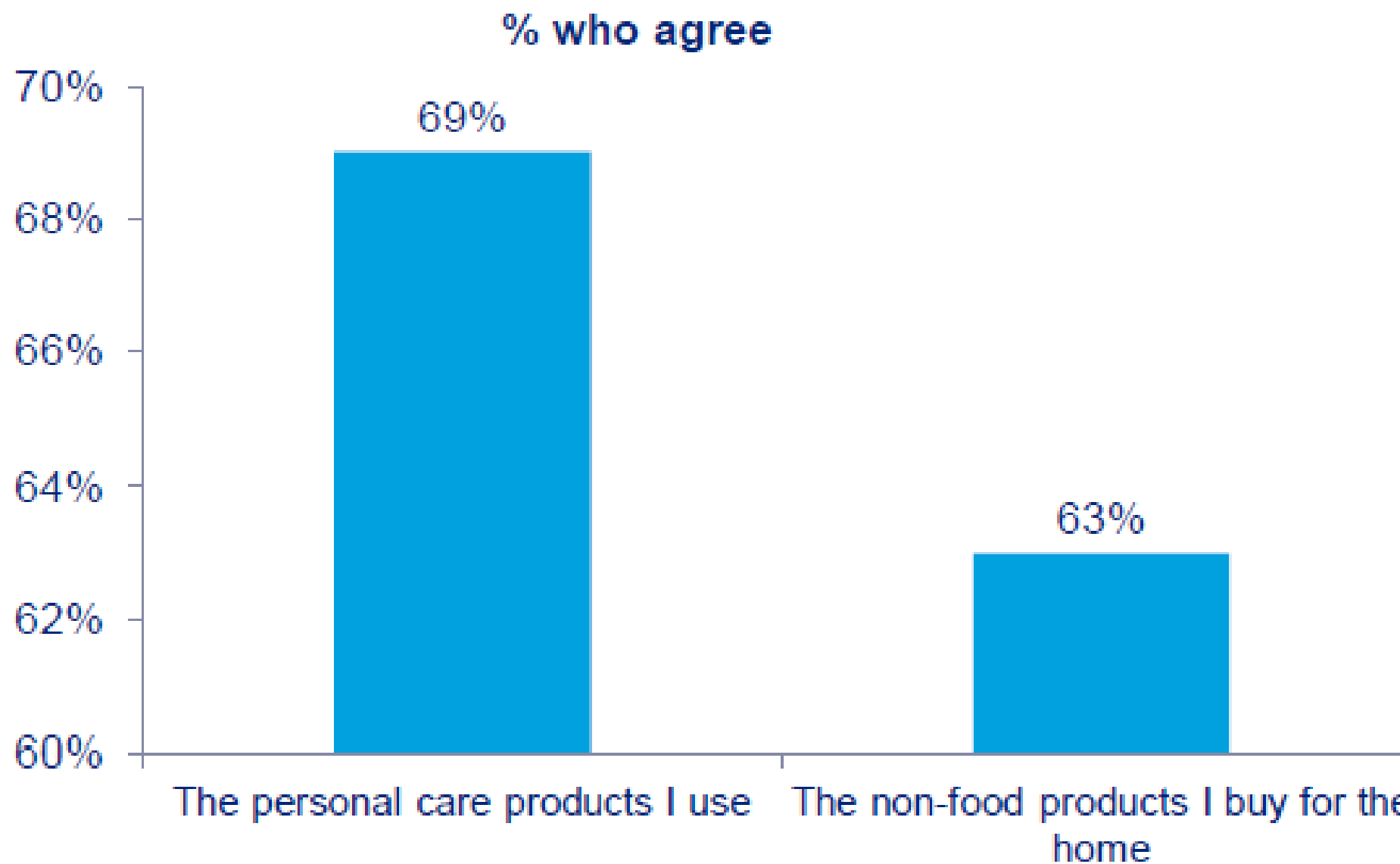
High Ratings Drive Conversion

of Product	“Compare Prices” CTR
Personal Care Product	7%
<i>rating ≥ 8.0</i>	<i>10%</i>
<i>rating ≤ 4.0</i>	<i>5%</i>

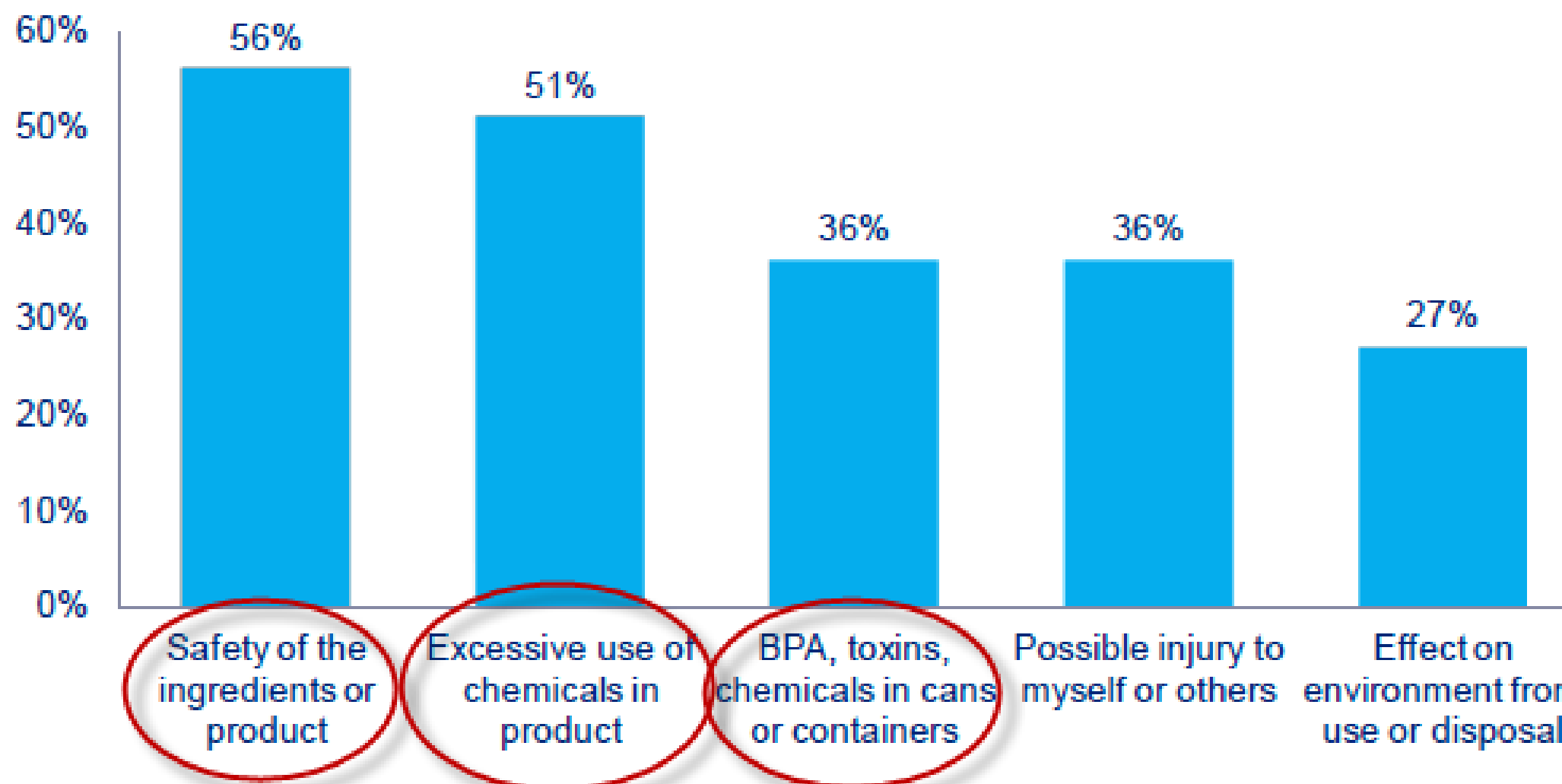
High Ratings Drive Engagement

Type of Product Viewed		Time on Page
g. Product Page		1:11
<i>personal care product ≥ 8.0</i>		<i>1:45</i>
<i>personal care product ≤ 3.0</i>		<i>1:13</i>

I am more concerned than I was five years ago about the safety of:



Top 5 concerns about the non-food products you use in the home



Hazardous Chemicals

Ingredients of health concern

- It exhibits one or more *recognized* health effects; and/or
- It has a relatively high toxic potency for inhalation and ingestion exposures; and
- It is frequently detected in human tissue or fluids

Banned ingredients

- An indication that ingredients may be regulated or subject to consumer control in the future

Controversial Ingredients

- Target of consumer watchdog groups (endocrine disruptors)
- Center of current scientific debate (nano-materials, parabens)

Generic Ingredients

- Without full disclosure, it is impossible to assess the health risks of a product

Ingredients

	# Products	% products with ingredients banned in the EU, Canada or Japan
Personal Care	44,291	13%
Baby Care	1,105	6%
Bath, Shower & Soap	3,138	14%
Deodorants & Antiperspirants	1,217	6%
Eye & Ear Care	323	41%
Feminine Hygiene	442	7%
Foot & Nail Care	3,535	36%
Fragrance & Perfumes	1,250	23%
Hair Care	8,030	28%
Makeup	15,320	4%
Medicine Cabinet	336	9%
Men's Grooming	659	12%
Oral Care	1,118	19%
Skin Care	6,669	6%
Sun Care	1,149	5%

Ingredients

	# Products	% products with Controversial Ingredients
Personal Care	44,291	81
Baby Care	1,105	47
Bath, Shower & Soap	3,138	74
Deodorants & Antiperspirants	1,217	91
Eye & Ear Care	323	6
Feminine Hygiene	442	38
Foot & Nail Care	3,535	71
Fragrance & Perfumes	1,250	96
Hair Care	8,030	91
Makeup	15,320	92
Medicine Cabinet	336	35
Men's Grooming	659	85
Oral Care	1,118	63
Skin Care	6,669	67
Sun Care	1,149	81



Opportunity for a retailer to
establish itself as the market leader
in transparency, safety, and
sustainability



Retailer Opportunities

Integrate sustainability into purchasing decisions

Establish policies and metrics for buyers

Talk to your customers about sustainability

Be the trusted information source your customers rely on

Improve brand reputation and sales



From Confusion to Conversion

Age of controlling information for customers is over.

Information is coming to your stores.

Transparent conversations are the future.

Become a trusted retailer of healthy and sustainable products.

Offer a broad mix of products.

Be honest about environmental and health profile.

Empower your customers to find the best product for them.