



Steve French
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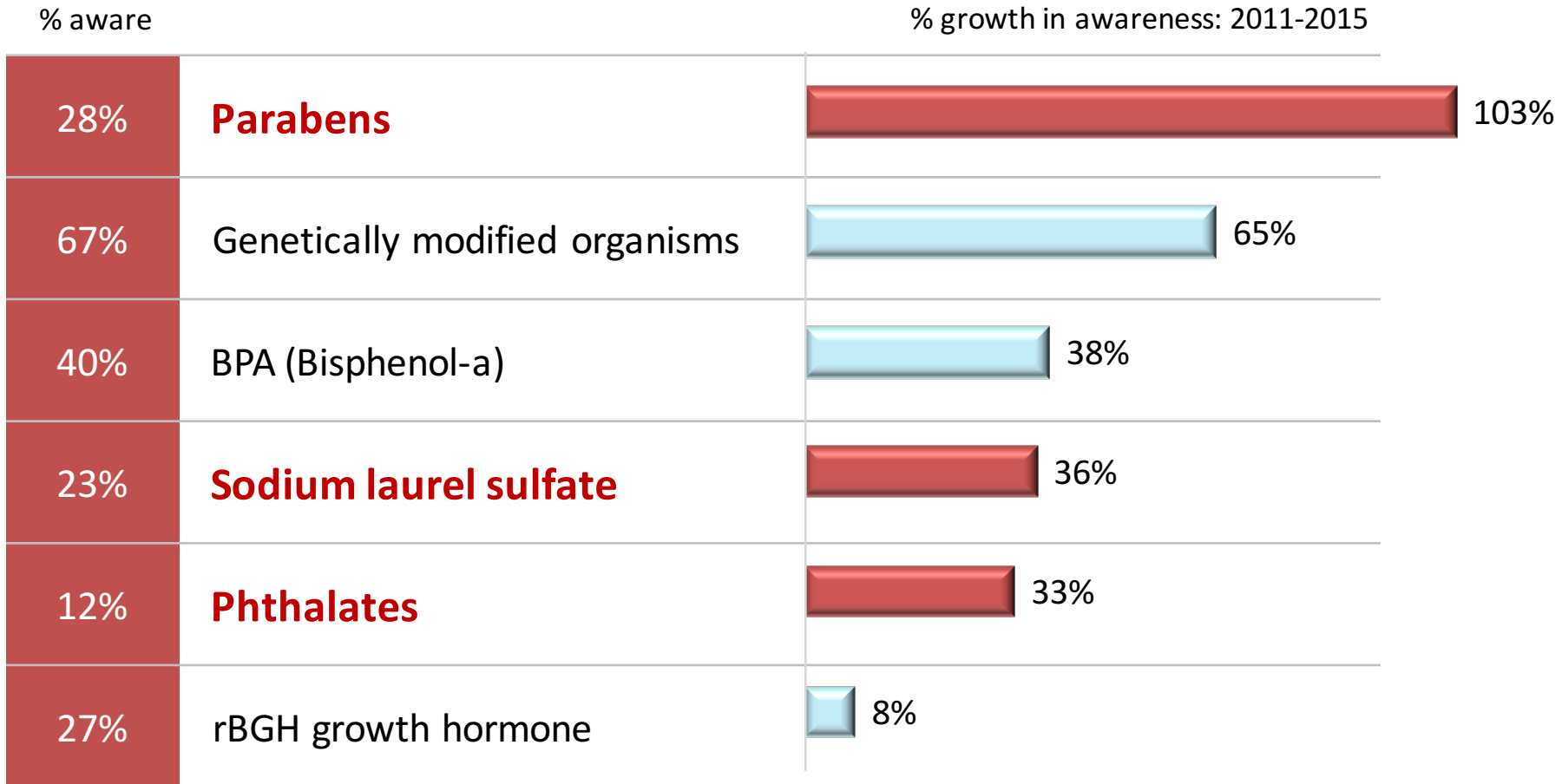


Regardless of any topic or situation, it's all about communication.



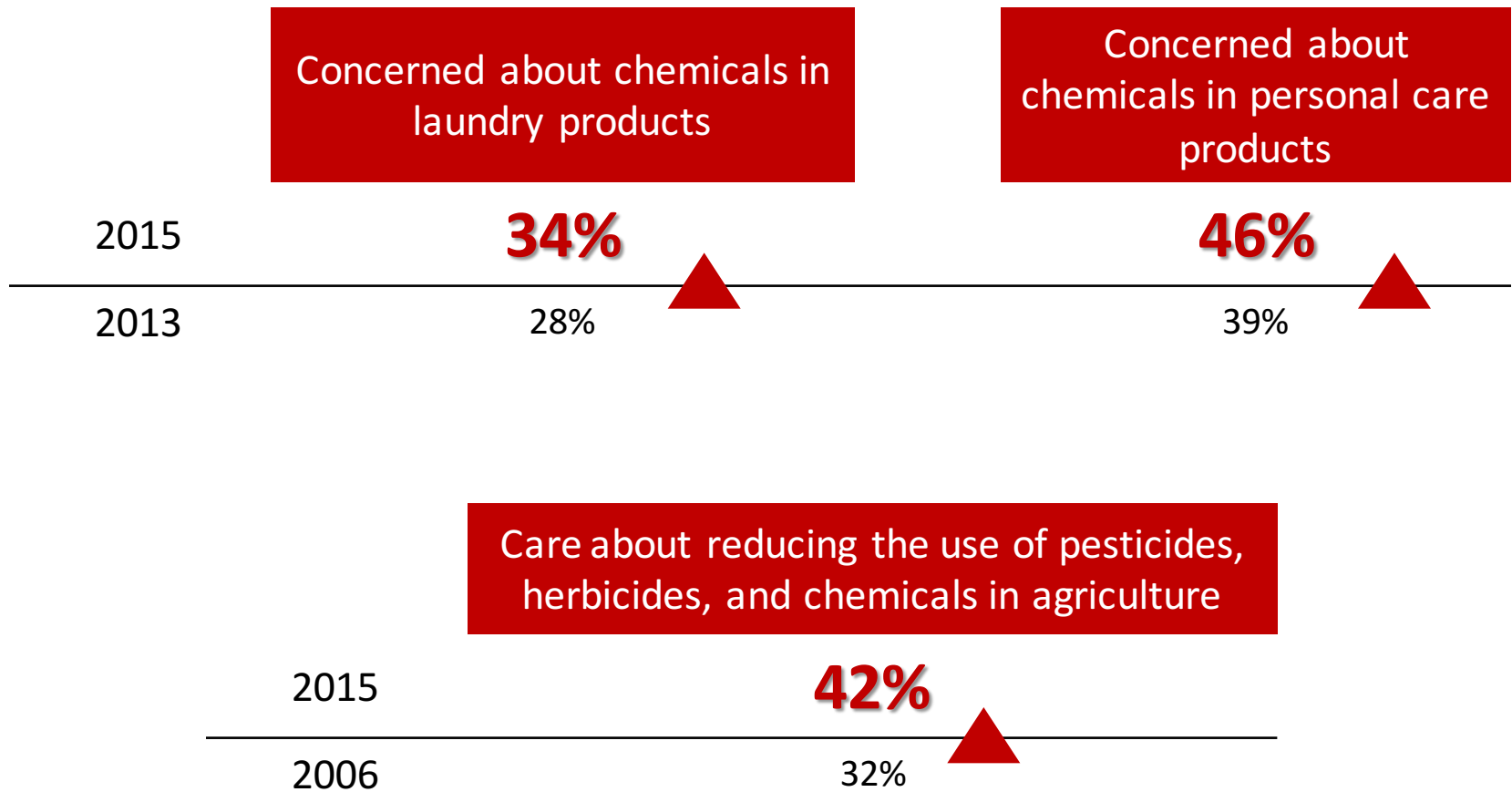
Consumers are increasingly aware of “items” they’re trying to avoid.

% U.S. General Public



And consumer concern about chemicals is gaining momentum.

% U.S. General Public indicating...



Even further, consumers believe there is a link between chemicals in consumer products and a rise in childhood diseases.

13%

Aware of endocrine disruptors

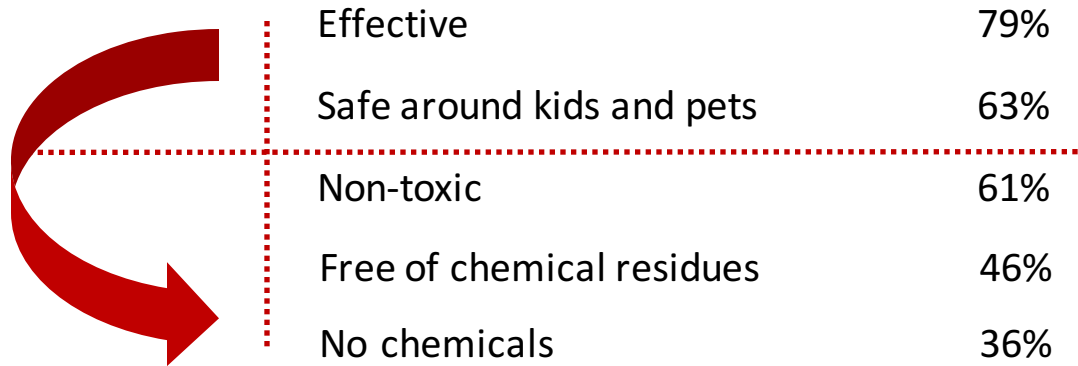
57%

Concerned about the link between chemicals in consumer products and rise in childhood diseases



While efficacy and safety are top drivers, chemical-free also affects consumer behavior.

% General Public indicating the following attributes are VERY important in their purchase of household cleaning products

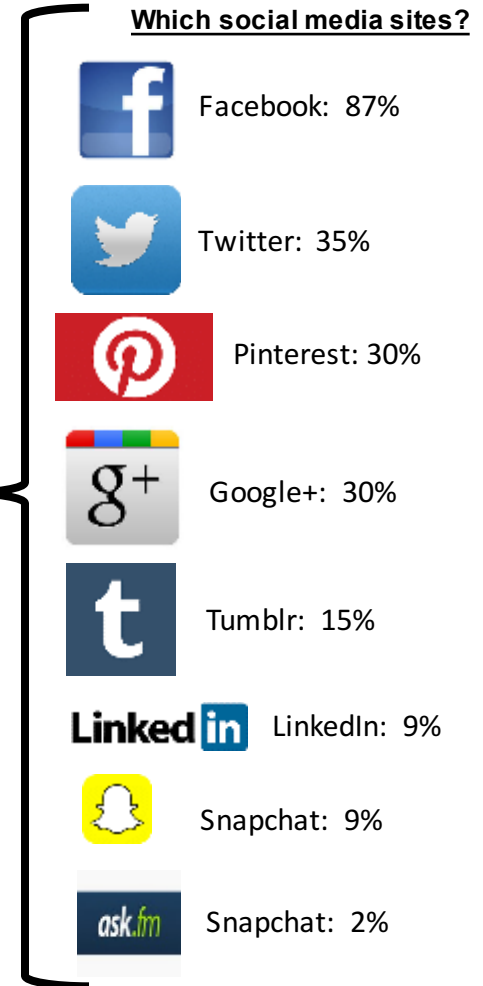
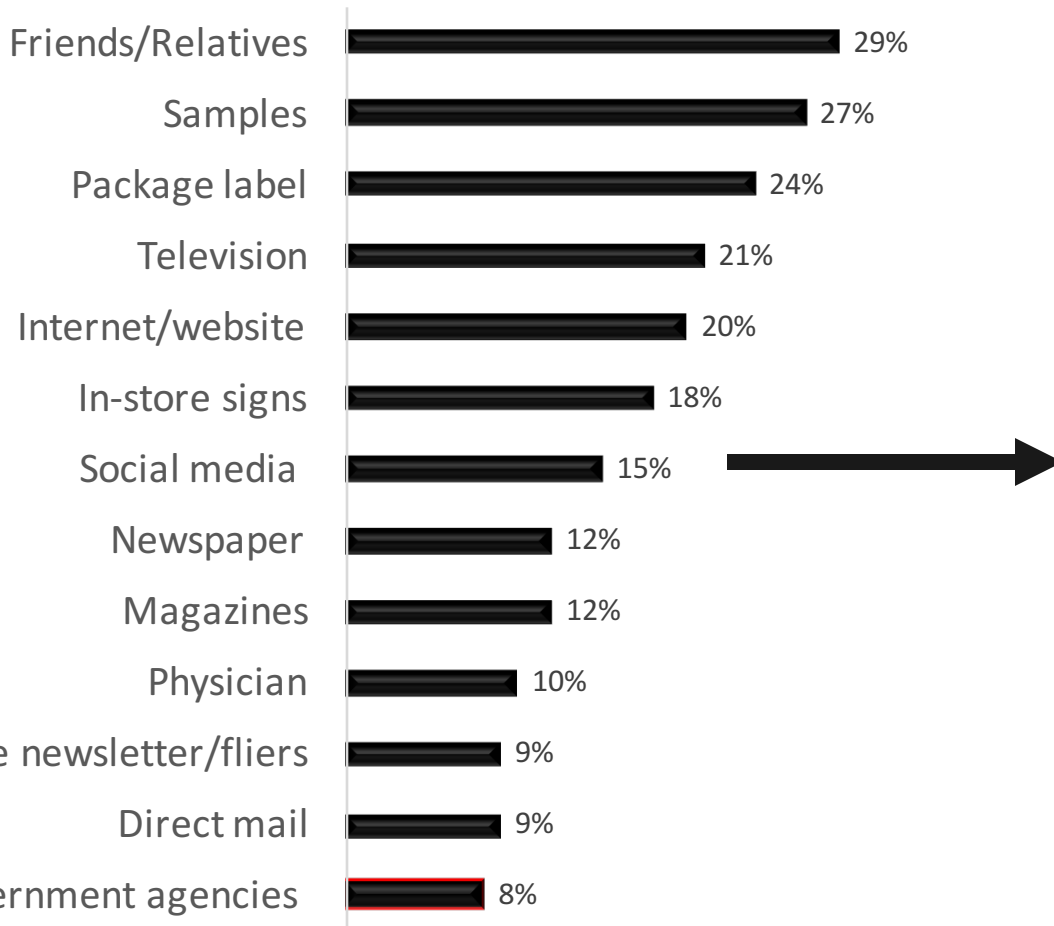


31%

“no artificial ingredients” are VERY important in consumers’ purchase of personal care products

Consumer sources of influence are multifaceted.

% general population indicating the following influence their decision to purchase more sustainable products



And sustainability has workplace relevance.

% General Public (currently employed) indicating they...

41%

want to know more about what their employer is doing to be more sustainable, environmentally-friendly, and socially conscious



But not all people are created equal, regardless of their role in the value chain.



LOHAS
22%

Proactively environmental – they set the bar



NATURALITES
21%

Environmental strivers with some price sensitivity



DRIFTERS
22%

Want to be sustainable but need easy solutions



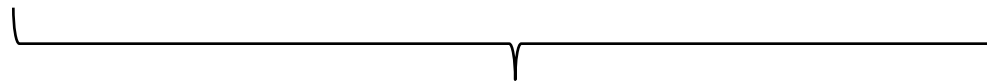
CONVENTIONALS
17%

Practical and conventional – looking for cost and environmental savings



UNCONCERNEDS
18%

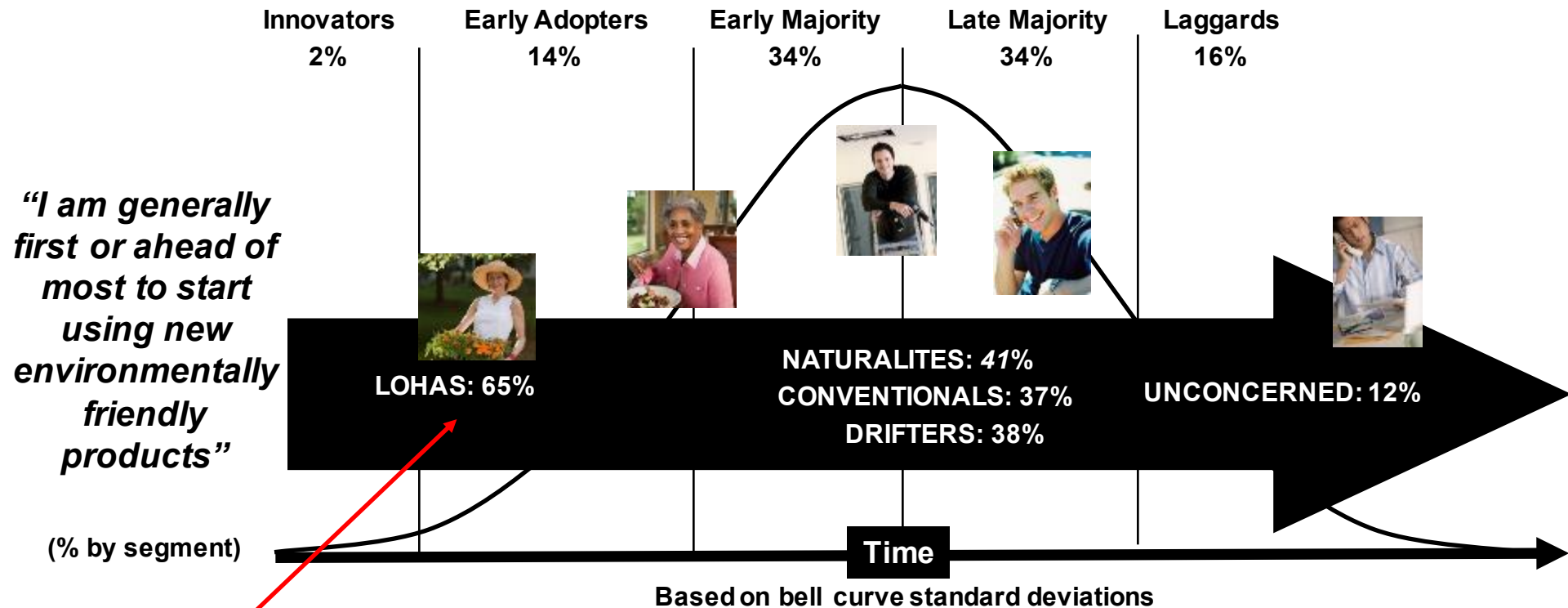
Not involved with environmental issues



Collectively referred to as “Sustainable Mainstream” (SM)

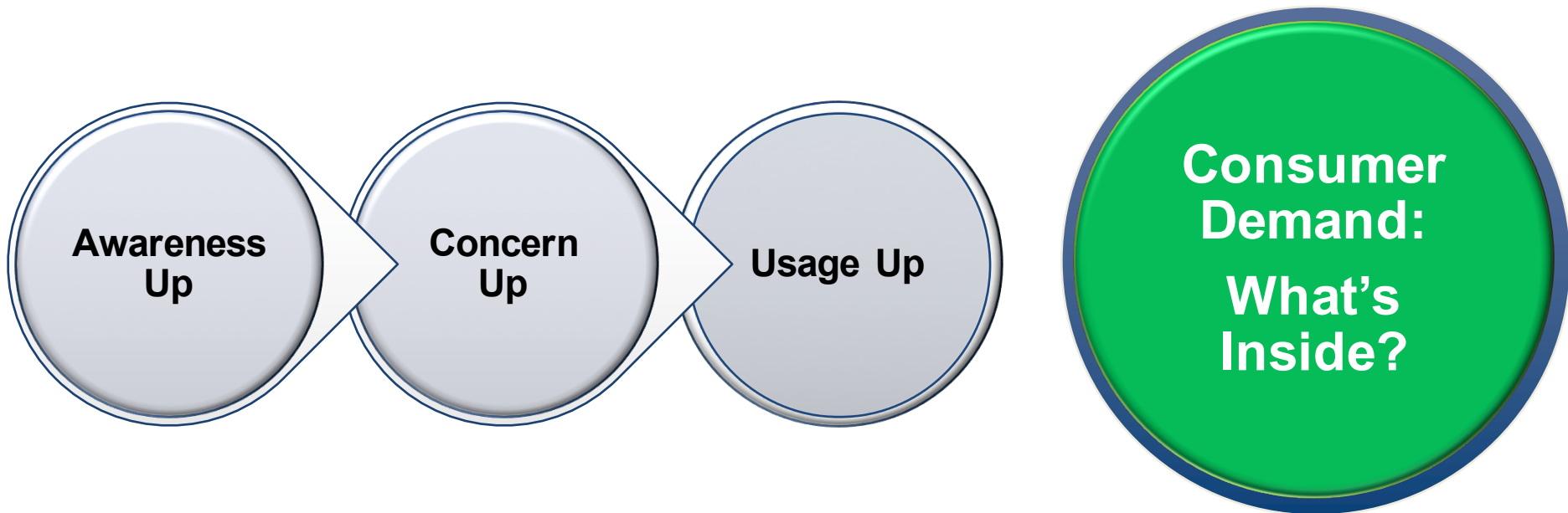
The Sustainable Mainstream wants to be more involved in sustainability but there also needs to be something in it for them; they are striving behaviorally to do more for the environment and feel somewhat empowered that they can make a difference

LOHAS consumers are early adopters and influence others.



The LOHAS segment is most concerned about specific chemicals and actively seeks products without them. They are the early adopters and drive issues into the mainstream – across the value chain.

In the end, chemistry plays a role in everyone's lives –
it's all about transparency.



Panel framework

