

ECO-CLEANERS

PRODUCT COMPARISON

Judah Press

November 25, 2008

Sustainable Design

PRODUCT	PRICE	
Arm&Hammer ESSENTIALS	\$2.74 (\$1.89 thereafter.)	
Clorox GREENWORKS	\$2.84	
SC Johnson GREENLIST	\$2.84	
SEVENTH GENERATION	\$3.59	
METHOD	\$3.29 -28oz.	
BEGLEY'S BEST	\$5.99 -24oz.	

PRODUCT	<i>INGREDIENTS</i>
Arm&Hammer ESSENTIALS	coconuts and palm kernel oil. 'other' biodegradable cleaners.
Clorox GREENWORKS	lemon oil, no bleach, glycerine, alkylpolyglucoside. corn-based ethanol, filtered water, blue-yellow colorant, biodegradable preservative
SC Johnson GREENLIST	replaced '0'-rated solvent with a more environmentally responsible material and reduced the levels of volatile organic compounds.
SEVENTH GENERATION	water, polyglucose, sodium lauriminodipropionate - coceth-7, sodium carbonate/citrate, essential oils and botanical extracts, hexahydro-1,3,5-Tris (2-hydroxyethyl)-s-triazine
METHOD	corn-coconut derived surfactant, soda ash, potassium hydrate, fragrance oil blend, color, water
BEGLEY'S BEST	citrus fruit, pine extract, olive seeds, maize root, fermented sugar cane, palm

PRODUCT	<i>Credentials</i>
Arm&Hammer ESSENTIALS	60-80% less packaging. Save 25% with buying only refills. ‘plant-based w/ other ingredients that are ‘biodegradable’
Clorox GREENWORKS	Endorsed by Sierra Club. Bought ‘Burt’s Bees’ “99% Natural.” Recyclable (1)
SC Johnson GREENLIST	Awards. Design for the Environment. Licenses its ‘ingredient list’ to other companies. Working on and improving since 2001. Recyclable (1)
SEVENTH GENERATION	Reputation. Recycable (2)
METHOD	Aesthetics. 100% recycled plastic, and recyclable (1)
BEGLEY’S BEST	Celebrity. Really natural, really biodegradable (3-7 days).

PRODUCT	<i>Downsides</i>
Arm&Hammer ESSENTIALS	Change Behavior. Commitment. Doesn't reveal exact ingredients.
Clorox GREENWORKS	Questioned by NAD (and SCJ). No recycling program for Brita filters. Bleach.
SC Johnson GREENLIST	Doesn't reveal exact ingredients.
SEVENTH GENERATION	Ingredients don't appear as natural.
METHOD	Fragrance and color don't seem to be 'necessary'.
BEGLEY'S BEST	Annoying celebrity.