



**earth
mother
approved**

**Seventh
Generation
Household & Baby
Care Products**
Safe & Effective
for the earth mother
in every mother



🌱 **“In our every deliberation, we must consider the impact of our decisions on the next seven generations.”**

From the Great Law of the Iroquois Confederacy



The next seven generations begin with her

We create safe and effective household and baby care products for the earth mother in every mother. Products that are healthy and safe for the air, the surfaces, the fabrics, the pets, and the people in her life, and for the community and environment around her.

With the launch of the exclusively Canadian Earth Mother campaign, Seventh Generation is committed to engaging green moms with a uniquely Canadian call to action.



Seventh Generation Household & Baby Care Products.
Safe & Effective for the earth mother in every mother.

Baby Care
Moms and dads want the best for their babies and the world they'll someday call their own. That's why we make Seventh Generation Diapers & Wipes. Delivering premium performance and soft, cloth-like comfort, our Baby Products are free of chlorine processing, fragrances & latex, and petroleum-based lotions—so you get to decide what touches your baby's sensitive skin. Our hypoallergenic products are a great choice for your baby, not just because of what we put in them, but because of what we leave out.



Laundry
Created with care, our unique laundry detergents contain plant-derived cleaning agents and enzymes to effectively lift & remove tough stains without the use of optical brighteners. Soften your clothes and reduce static cling with our hypoallergenic, plant derived Natural Fabric Softeners that do not contain tallow or other animal ingredients.

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Paper
Buying products made from recycled paper helps reduce the need for virgin wood pulp, which means more trees are left standing. Plus, you still get great product performance while protecting our planet. Seventh Generation uses 100% recycled paper, minimum 50% post-consumer recycled content, and we never add dyes, fragrances or inks to our paper products. When you buy recycled, your choice has a meaningful and lasting impact on the environment.



* Seventh Generation Paper products packaging is not fully bi-lingual.

Dish
Effectively remove grease & stubborn food residue with Seventh Generation Dishwashing products. Available Free & Clear of fragrances & dyes, or scented with whole essential oils, our Dishwashing products are a natural choice for cleaner dishes and happy hands.



Household Cleaners
Breathe easy when cleaning! Help preserve the air quality in your home by choosing products, like Seventh Generation's Free & Clear cleaners, that are VOC free. Our household cleaners are formulated with plant-derived cleaning agents to effectively clean tough, everyday messes from the many surfaces in your home.



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Share Tips in our Forums • Participate in research panels
Visit ca.seventhgeneration.com

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