



Environmental, Health and Safety Policy

Environmental Marketing Claims Policy

Applies To	This policy applies to all 3M operations.
Introduction	An “Environmental Marketing Claims Policy and Review Process” has been established to ensure that 3M has a coordinated, consistent and responsible approach to environmental claims and labeling among operation units worldwide.
Policy Statement	<p>All new and existing product environmental claims, symbols, and slogans including third-party endorsements must be submitted to the Environmental Marketing Claims (EMC) Review committee for approval. Approval will be based on:</p> <ul style="list-style-type: none">• Technical accuracy and substantiation• Clarity; that is, the likelihood not to mislead 3M customers or the general public
Additional Elements	<p>Guidelines</p> <p>When submitting environmental claims to the EMC Review committee for approval, avoid using:</p> <ul style="list-style-type: none">• Slogans or symbols solicited or used by 3M that make broad environmental claims, such as “safe for the environment” or “environmentally friendly.” Such broad claims are ambiguous and impossible to document.• Claims whose meanings have not been clearly defined.
For Further Information	Contact 3M Corporate Toxicology and Regulatory Services, St. Paul, Minnesota, 651-736-4853.
Approved By	- Corporate Issues Management Committee - Corporate Operations Committee