



2nd International Symposium on Alternatives Assessment

Session 4: Thursday November 1, 2018

Lessons Learned and Future Challenges from Alternatives
Assessment and Adoption

Linda Gallegos - Design Innovation

LEVI STRAUSS & CO

Levi Strauss & Co.

Originality

Empathy

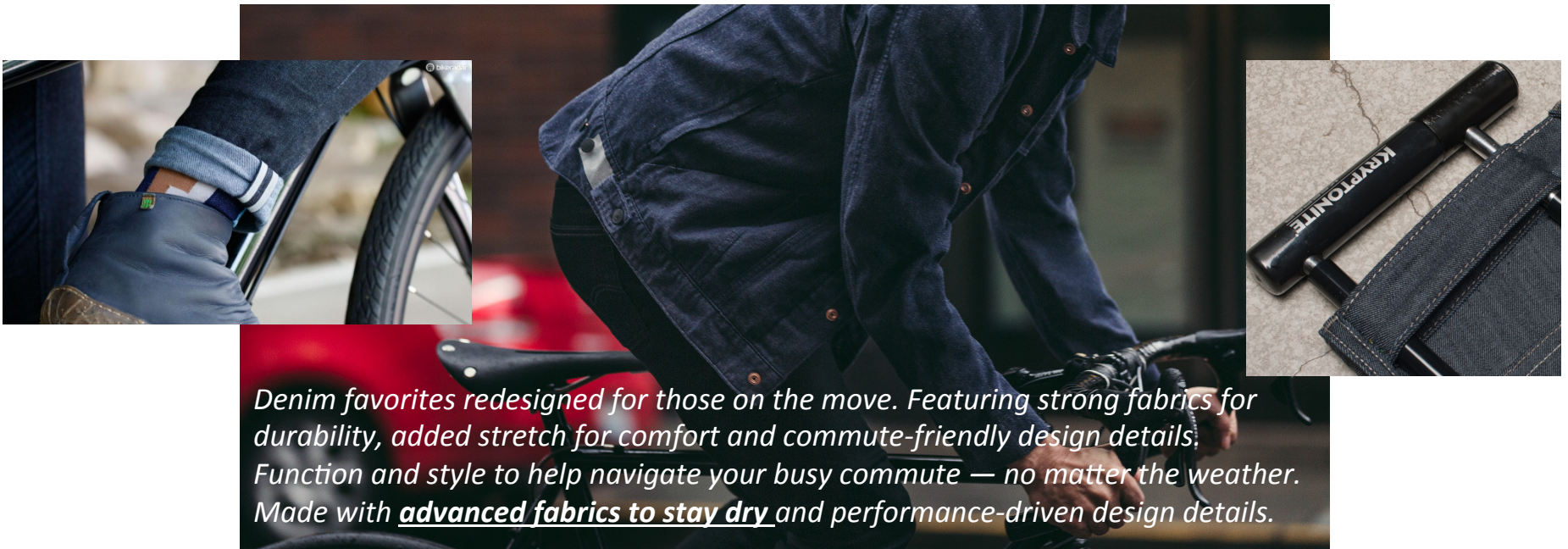
Courage

Integrity



LEVI STRAUSS & CO.

Levi's® Commuter™



Denim favorites redesigned for those on the move. Featuring strong fabrics for durability, added stretch for comfort and commute-friendly design details. Function and style to help navigate your busy commute — no matter the weather. Made with advanced fabrics to stay dry and performance-driven design details.

Levi's® Commuter™ products featured many performance benefits include Durable Water Repellency with PFC C6 chemistry – which ultimately had to be redesigned with PFC Free technology

Screened Chemistry

The Screened Chemistry Program is based on the following existing chemical hazard assessment methodologies that assess human health and environmental hazards posed by individual ingredients within a chemical formulation:

- U.S. EPA Safer Choice Program
- GreenScreen® for Safer Chemicals
- SciveraLENS Rapid Screen



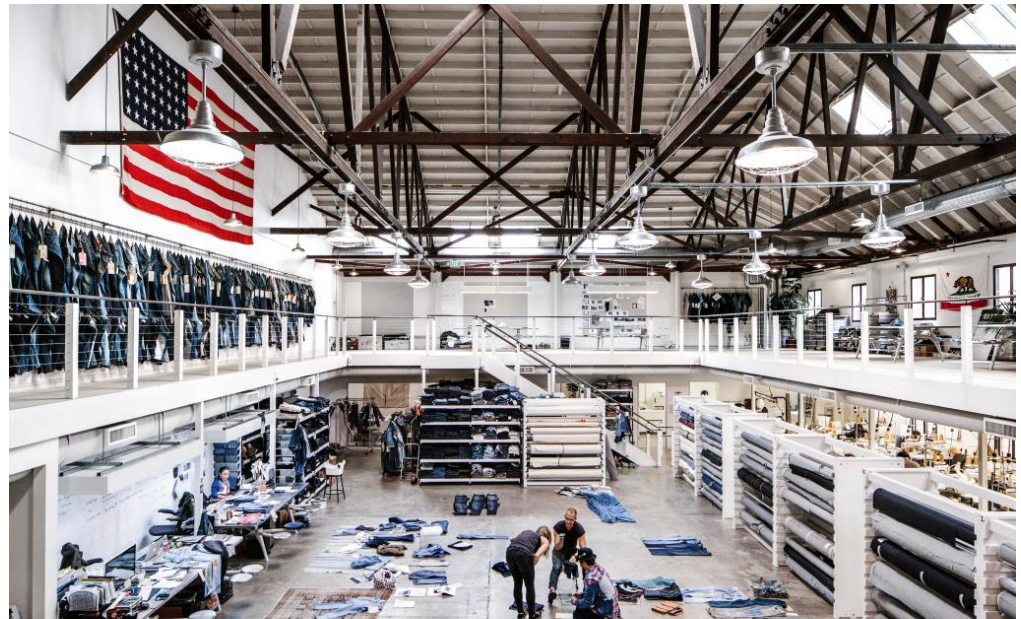
Lessons Learned

- Disclosure and transparency of information is essential (via 3rd party)
- Hazard assessment is a critical component to avoid regrettable substitutions
- All parameters need to be considered including aesthetic, cost and performance



Challenges

- Alternative Assessment is complex and resources are not all in-house
- Communication and education is important – internally with the business and externally with consumers
- Not all things are equal –the process identifies where innovation is needed



Benefits Gained

- Informed decision making for all stakeholders
- Greater understanding of all tradeoffs that exist
- Avoids regrettable substitution through hazard assessment approach
- Reduces Brand risk





THANK YOU