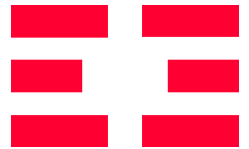




S.C. Johnson

Subsidiaries: Glade, Shout, Windex, Off!, Raid, Ziploc, Kiwi, Mrs. Meyers
Locations: Wisconsin (HQ)
Industries: Household and Personal Products

RISK LEVEL:



High Risk

DESCRIPTION:

S.C. Johnson is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. S.C. Johnson embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

S.C. Johnson received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). S.C. Johnson was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (3)(4)(5). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (6).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

S.C. Johnson's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). S.C. Johnson will not consider "religious organizations" for their grant program (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

S.C. Johnson's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). S.C. Johnson does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Medium Risk

S.C. Johnson's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Otherwise, there are no publicly known cases of S.C. Johnson using its reputation to advance ideological causes or policies (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. **High Risk**

S.C. Johnson's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). S.C. Johnson is a corporate partner of the National LGBT Chamber of Commerce and a copper sponsor of Out & Equal (3)(4). S.C. Johnson has partnered with the Milwaukee Urban League, though the funding has been for local community-building activities rather than ideological advocacy (5). The company was a member of the Global Alliance for Responsible Media (6)(7)(8). Otherwise, there are no publicly known cases of S.C. Johnson using corporate funds to advance ideological causes, organizations, or policies (9).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

S.C. Johnson's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). S.C. Johnson does not use its PAC donations or lobbying for ideological purposes (3)(4)(5).

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