

The Principles of Conscious Chemistry™

The accomplishments of human science and technology continually amaze us. Yet we know we can do better. Through the science of chemistry, we create new molecules, compounds and formulas which are incorporated into products used to provide solutions to human needs, wants, and challenges. But use of chemical products can have both desirable and undesirable effects, in both the short and long term. While the undesirable effects are often unintended, that does not make them acceptable.

We believe we should be mindful when we create new products, consciously researching and designing with a joint focus on solving problems while protecting people and our planet. In other words, we should focus on both performance and sustainability. Pantheon Enterprises has decided—that in the best interest of humanity—we must establish and rigorously apply a set of standards for the responsible design, development and deployment of chemical products. We call our standards The Principles of Conscious Chemistry™.

1 Lead With Awareness

Research, assess, and observe all possible and potential effects a product may have on people, environments, and ecosystems, not just the primary intended outcomes. Seek to eliminate or minimize unintended negative effects by considering:

- Human health and safety risks.
- Impacts on ecosystems.
- Total product life cycle costs (*costs and environmental impacts associated with product creation, production, packaging, usage, disposal, and clean-up*).

2 Think Systematically

Recognizing that all life is interconnected, consider the implications and effects of the chemical product on the people, ecosystems, and environments touched by the product during its life cycle.

3 Cause No Harm

Design products to create the desired effects without causing harm to people or natural systems.

4 Use Nature As A Design Template

Natural systems, including human beings, have evolved over 3.8 billion years, teaching us many lessons along the way. As reflected by the rapidly growing field of Biomimicry, nature holds infinite keys to designing solutions to address human needs, wants and challenges. For better chemical design, we should observe the patterns, structures, and systems in nature as a foundation for creating safer, more effective products and solutions.

5 Design For Efficiency

Use the least amount of energy and materials to generate the greatest return. When possible, use renewable raw materials.

6 Design For Specificity

Design for specific, limited effects, minimizing potential for unintended negative side effects.

7 Design For Disintegration

Design products that work quickly and efficiently then disintegrate without leaving toxic residues.

8 Produce Superior Results

Conscious Chemistry must be effective chemistry. Conscious products should yield superior results in addition to lowering the risk of negative consequences associated with more toxic alternatives.

9 Create Commercially Sustainable Solutions

Conscious Chemistry must be coupled with Conscious Capitalism™. Our products must be beneficial to all stakeholders, economically sustainable, and profitable.

10 Commit To Continual Improvement

We will not let perfection be the enemy of progress—we will continue to create solutions that are better than existing options, even if they are not perfect. We will continue to forge ahead, creating new products and improving existing ones in effort to create a safer, healthier planet.