

PRESENT THE SOAP AND DETERGENT ASSOCIATION'S

SDA CONVENTION NEWS

A supplement to Chemical Week

Tuesday, January 26, 2010

SDA 2010: TRULY EMBRACING CHANGE FOR BETTER BUSINESS VALUE

By Frank Sherman and Jane Hutterly

Like all other parts of the economy, those of us in the cleaning products industry and its value chain have had to contend with economic, social and political changes that together have made the past 18 months the most challenging in our lifetime. We believe our dynamic and innovative industry is meeting these challenges, supported by one of the most effective business associations, The Soap and Detergent Association (SDA).

However, the Board of Directors realized that for SDA to continue to be successful in representing the cleaning product supply chain, we had to intensify our focus and attention on the members' most critical priorities while building upon the Association's core strengths.

After a comprehensive review of the external environment and surveying member priorities, the Association developed a new set of priority objectives that will allow us to successfully confront the changing environments well into this new decade.

The three objectives at the center of our strategy are:

- The cleaning products industry, as represented by SDA, will be recognized as a leader in sustainability.
- SDA will significantly strengthen its influence on emerging chemical management policies

and regulations to ensure continued innovation.

- SDA will increase public recognition of the industry's contribution to healthier living and workplace environments.

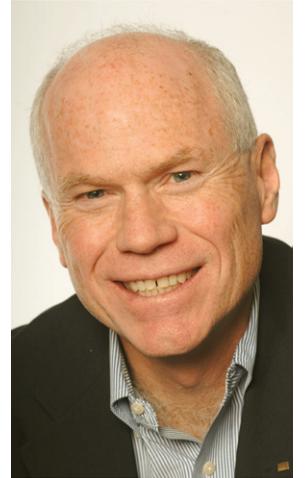
Behind these objectives are specific strategies and performance metrics that the staff and member committees are already working to implement. We believe that this plan will improve our ability to achieve the vision of SDA: to enhance health and quality of life through sustainable cleaning products and practices.

In the months ahead, we will continue to enhance our commitment to sustainability, complemented by sustainability metrics that are specific to cleaning products which will better inform key audiences about our progress – and where we have challenges to address. SDA will strengthen the industry's ability to inform legislators and influence policies that affect the use of chemicals in cleaning product formulations. We want consumers, advocacy groups, lawmakers, regulators and other stakeholders to better understand the responsible product stewardship practices of our industry – so that we can continually deliver products in which there is confidence and that provide benefits to public health and quality of life.

To this end, you will hear how SDA is successfully communicating the benefits of our industry's



Jane Hutterly, Executive Vice President, Worldwide Corporate & Environmental Affairs at S.C. Johnson & Son, Inc., is 2009 SDA Board Vice Chair.



Frank Sherman, President of Akzo Nobel Chemicals Inc., is 2009 Chair of SDA's Board of Directors.

products to consumers and major stakeholder groups in the arenas in which we operate. We will expand our award-winning outreach efforts into digital and social media channels, where much of the conversation about our products and practices is taking place.

The members of SDA – the leaders of cleaning products industry across the supply chain – will truly benefit from the Association's efforts in the months and years ahead. We need your strong participation in SDA committees and work groups to help accomplish this. Make sure your company's voice is heard and represented in driving our key strategic initiatives.

Our renewed strategy and your engagement will enable SDA to successfully meet the challenges ahead.

INGREDIENT CENTRAL

SDA UNVEILS ONLINE STOP FOR CLEANING PRODUCT INGREDIENT INFORMATION

- **Webpage Provides Direct Access to Companies' Information on Cleaning Product Ingredients**
- **More Information for Consumers Than Ever Before Available at www.cleaning101.com/IngredientCentral**

The Soap and Detergent Association (SDA) has launched Ingredient Central, an online gateway to where consumers can find specific cleaning product companies' ingredient information.

SDA *Ingredient Central*

Ingredient Central is available at www.cleaning101.com/IngredientCentral.

The page describes where and how companies will

provide information about the specific ingredients in their cleaning products.

"Checking out SDA Ingredient Central is an easy way for consumers to find out how SDA member companies are sharing information about cleaning product ingredients," says Nancy Bock, SDA Vice President of Education. "This outreach effort is part of our industry's ongoing efforts to provide consumers with more information than ever before about the cleaning products they use safely and effectively every single day."

Ingredient Central evolved from the Consumer Product Ingredient Communication Initiative, developed by SDA, the Consumer Specialty Products Association, and the Canadian Consumer Specialty Products Association. The Initiative, launched January 1, 2010, provides consumers with information about the ingredients in products in four major categories: air care, automotive care, cleaning, and

polishes and floor maintenance products.

Consumers will notice that the Initiative allows companies to use a variety of formats to help them learn about the ingredients in the products they are using. Companies will be sharing ingredient information on the product label; on the company website; through a toll-free telephone number; or through some other non-electronic means.

Ingredient Central also provides more detailed

"This outreach effort is part of our industry's ongoing efforts to provide consumers with more information than ever before about the cleaning products they use safely and effectively every single day."

information about the industry Initiative, as well as SDA's consumer fact sheet on cleaning product ingredient communication.

The site will continue to evolve in the coming year as companies provide additional information about cleaning product ingredients.

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EIGHT BUILDING BLOCKS FOR U.S. CHEMICALS MANAGEMENT POLICY

At an October 2009 conference on modernizing the Toxic Substances Control Act, SDA, the Consumer Specialty Products Association (CSPA) and the Grocery Manufacturers Association (GMA) offered eight building blocks to help guide the development of an updated law for chemicals management in the United States.

“We have a unique opportunity to modernize chemical regulation the right way—protecting the public and the environment while retaining U.S. leadership in chemical innovation. We should seize that moment,” says Ernie Rosenberg, SDA President and CEO. “As we engage with other stakeholders, EPA and the Congress, we should all keep in mind that innovation will be critical to the development of more sustainable products.”

Key building blocks include:

- 1) **Promote Innovation** – TSCA reform should boost confidence in government chemical management and promote even greater innovation by chemical manufacturers and users.
- 2) **Review Priority Chemicals**—EPA should establish a system to quickly identify and review “priority” chemicals based upon both hazard characteristics and exposures, including exposures to children.
- 3) **Provide Adequate Use, Exposure and Toxicity Information**—EPA should work with chemical manufacturers and users to ensure that EPA has timely and adequate information of chemical hazards, exposures and uses, including

uses in children’s products.

4) **Update the Safety Standard**—EPA should establish a risk-based methodology to determine whether a “priority” chemical is reasonably expected to be safe for its intended use. Safety determinations should consider the effects of exposure to children and other sensitive populations.

5) **Clarify Risk Management Tools** – EPA should have clearer risk-based authorities to specify risk management measures that will ensure that chemicals of concern are reasonably expected to be safe for their intended uses.

6) **Leverage and Integrate Chemical Reviews**—Policymakers should take steps to leverage the chemical management programs undertaken by other nations and to integrate the patchwork quilt of laws governing chemical management.

7) **Meet Deadlines** – Policymakers should provide EPA with adequate resources and clear authorities to establish and meet deadlines to carry agency work under TSCA.

8) **Use the Best Available Science** – Policymakers should ensure that EPA relies upon the best available science regardless of its source.



INDUSTRY CALLS ON CONGRESS TO ADOPT LOGICAL AND EFFICIENT CHEMICAL PRIORITIZATION MODEL TO MODERNIZE OUTDATED LAW

SDA, GMA and CSPA provided joint testimony at a November 2009 congressional hearing, “Prioritizing Chemicals for Safety Determination,” before the U.S. House Subcommittee on Commerce, Trade and Consumer Protection. Representing the industry groups was Bill Greggs, who presented a model the U.S. Environmental Protection Agency (EPA) could use to help prioritize existing chemicals in commerce in a logical and efficient manner.

Developing a priority-setting process is a crucial element in achieving the global gold standard for

“Product safety is the foundation of consumer trust and the consumer products industry devotes substantial resources to achieving this goal.”

chemicals management policy through modernization of the Toxic Substances Control Act (TSCA) of 1976, which provides the EPA the regulatory authority over chemicals in commerce. Given the more than three decades of scientific and technological advancements since TSCA was enacted, the industry groups say the statute is in need of a significant makeover.

The industry is proposing a risk-based model that EPA can use to review and assess existing chemicals in commerce and that takes into consideration both a chemical’s hazards and potential exposures. Chemicals

identified as high priorities should be those substances with both the highest hazards and the highest potential exposures.

A single factor, whether based on hazards or potential exposures, is not sufficient for a chemical to be deemed as a high priority chemical. This will result in everything being a priority, and if everything is a priority, then nothing is a priority.

The members of SDA, GMA and CSPA are committed to manufacturing and marketing safe and innovative products that provide essential benefits, including important public health benefits, to consumers while protecting human health and the environment. Product safety is the foundation of consumer trust and the consumer products industry devotes substantial resources to achieving this goal.

We urge Congress to bring together all stakeholders—Congress, regulators, downstream users, raw material suppliers, retailers, environmental, consumer, animal welfare and labor groups—to work together to develop sound public policy on the modernizing of TSCA.

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Aerosol - Air Care - Cleaners - Polishes
Automotive Care - Antimicrobial - Pest Management

SDA PARTNERSHIP WITH NEA, CDC YIELDS MESSAGES ON BENEFITS OF I&I CLEANING

Custodians from five schools across the country were honored with the first-ever National C.L.E.A.N.® Award, the result of SDA's partnership with the National Education Association Health Information Network (NEA HIN) and the Centers for Disease Control and Prevention (CDC).

C.L.E.A.N.® - Custodial Leaders for Environmental Advocacy Nationwide - recognizes the contributions that custodians make to public health in their schools, communities, and their profession.

The awards – presented at an NEA conference in Orlando in March 2009 – and resulting news coverage highlighted messages on the benefits of proper I&I cleaning and underscored the “cleaning for health” message that is prominent in SDA’s external outreach.

For instance, the Award’s top recipient, Pat Nicholson of Washington State’s Brownsville Elementary School, noted that the greatest challenge he sees for school custodians today “is to make the paradigm shift from cleaning for appearance to cleaning for health. Custodians that effectively clean for health create and maintain clean schools, healthier students, and higher rates of student achievement.”

SDA is grateful to those companies who donated cleaning products to the award recipients: The Dial Corporation, A Henkel Company; Reckitt Benckiser; and Ecolab, Inc.

For more information on this program, please contact Nancy Bock at nbock@cleaning101.com.



Pictured from left: SDA's Nancy Bock; C.L.E.A.N. Award winner Pat Nicholson; and NEA President Dennis Van Roekel.

INDUSTRY OUTREACH

SDA, CDC HONOR STUDENTS WHO HIT THE LAB FOR GOOD HYGIENE

THREE NEW JERSEY MIDDLE SCHOOL STUDENTS RECEIVED THE SNAP TOP CLASSROOM AWARD FOR THEIR IN-SCHOOL HYGIENE EDUCATION EFFORTS.

How do you teach hygiene in middle schools? One group of students hit the science lab. A language arts class used the power of music. And students in art and family and consumer science classes designed posters for a clean hands campaign.

These three examples represent the efforts put forth by students honored in 2009 by the Healthy Schools, Healthy People: It's a SNAP Program (www.itsasnap.org). SNAP – the School Network for Absenteeism Prevention – is a joint initiative of SDA and the Centers for Disease Control and Prevention.

A trio of students from All Saints Regional Catholic School in Manahawkin, New Jersey took the Top Classroom Award for their handwashing



Bob Sansone, Arylessence, Inc., and Mary Vihstadt, The Dial Corporation, a Henkel Company, greet the honored students at the 2009 SNAP Awards Reception.



U.S. Sen. Frank Lautenberg (D-NJ) with his SNAP award-winning constituents: Joey Bockin (left), Adam Busch-Arata and Jake Ellis. The students also met their congressman, U.S. Rep. John Adler (D-NJ), and took a tour of the U.S. Capitol.

project in the school’s science lab. They received an all-expenses paid trip to Washington, DC, where they were honored at a ceremony held at National Press Club on September 23.

The students outlined their project before a gathering of SDA members and invited guests. A recording of the student presentation is posted on School Tube.

Runners-up in this year’s program were students from Joseph L. Carwise Middle School in Palm

Harbor, Florida, and Hauppauge (New York) Middle School. They used music and art, respectively, in their classroom campaigns to help spread the word about good hygiene.

Several companies contributed products and/or financial assistance for the SNAP National Award Program, including Arylessence, Inc.; The Dial Corporation, A Henkel Company; GOJO Industries, Inc.; Reckitt Benckiser Inc.; and Water Journey, Ltd.

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Q&A WITH ERNIE ROSENBERG, SDA PRESIDENT & CEO

What have been the accomplishments of SDA's science-based advocacy in 2009?

We've been very active in the inter-industry dialogue on modernizing TSCA, working with both downstream associations in the consumer products area but also with the chemical associations. And because formulators and suppliers are full members of SDA, we're in a really good position to bridge the gap and help move forward with a cohesive industry position on TSCA. We have been preparing for this for the better part of a decade. My background is in chemical regulation, and SDA has been a leader on the assessment and stewardship of cleaning product ingredients for longer than I've been here.

Rich Sedlak (SDA's Sr. VP of Technical & International Affairs) and his team have been leaders on the high production volume chemicals program and we've been doing really original work on exposure assessment and on the safe use of the products. So we're really well-prepared for TSCA. And, because of our international outreach, we have a really good perspective and fair depth of knowledge on things like the European chemical program REACH, so we can bring that information to bear on TSCA.

We have also been working hard on enhancing our relationships with non-governmental organizations (NGOs) and the Obama Administration. We've had very good relationships with the career staffs at agencies like EPA and Consumer Product Safety Commission, so it's not like a change in administration is making us start from scratch. But we've also been meeting with the key new policymakers at EPA. They've met with our Board of Directors, and we've also been meeting with NGOs. We have more meetings upcoming on the outreach side, as well as with the industry allies and educators we've been reaching out to all along.

On January 1, we launched our voluntary ingredient communication initiative, formally named the Consumer Product Ingredient Communication Initiative. The initiative has been picked up in Australia and Canada as well. We've worked with CSPA on it, and our sense is the overwhelming majority of the industry will be disclosing the ingredients in their products.

We also recently unveiled Ingredient Central – www.cleaning101.com/IngredientCentral -- a webpage tied to the SDA website that gives people more information and acts as a gateway to the different companies that are communicating about their products' ingredients.

The SDA was also successful in protecting the oleochemical industry from unfair government biofuel subsidies that divert tallow away from making both cleaning products and other oleochemicals. So instead of getting subsidies locked in place for another five years, Congress is working on a one-year extension in some of the credits. We're still working to make sure that tallow continues to be a viable feedstock for the U.S. oleochemical industry.

We have also enhanced the business to business opportunities at the annual meeting this year, so that both the people here primarily for business to business purposes as well as those that are here for the issues portion of the meeting are going to see a lot more value.

We have had real success getting the SDA's message to the major media. We've been quoted or appeared on everything from Fox to MSN, The Today Show and Good Morning America, the Washington Post, and the Associated Press. We were also featured on WebMD, which is a valuable outlet for sharing information about preventing disease by responsibly using our members' hand hygiene products.

Along the same vein, we have done a lot of work this year on H1N1, which is kind of an uptick in the work we do every year in preventing colds and flu. We have partnerships with the CDC, American Society for Microbiology, and the National Education Association, all of which in one way or another are promoting cleaning to prevent disease. And of course to a large degree this year, we were focused on H1N1.

We have also moved to new offices (1331 L Street NW, Suite 650, Washington, DC) with no discernable disruption in service to our members. The new site has better technical capabilities and better space for working with and for our members.

Why did you pick the theme "Embracing Change"?

The word 'embracing' is very important here. We are not submitting to change; we are taking it on and trying to structure and manage it. With all that has been going on in the world, there are changes in the industry, such as the ascendancy of private label and green products, and continuing consolidation. We can either embrace change, or try to survive it. And the people who just try to survive change generally don't. It's the people that see change as an opportunity that are ultimately successful. So we are embracing change with a new strategic plan that is updating and refocusing our activity, and we intend to make these changes opportunities for advancing the industry and the association, as well as to better serve our members.

What will be SDA's focus in 2010?

We did approve a new strategic plan, and I'm very pleased to say that while many organizations do this and fail to implement any real change, our new plan will really generate top down change. Led by our board members, we have an energized focus on three, equally important areas. We will strengthen our outreach efforts to showcase the important role our companies play in enhancing health and the quality of life. Of all the industries, we really do have a good story to tell. So we are going to be bolder in our outreach and we're going to take advantage of the new communication technologies to a greater degree. You're going to see a new website; you're going to see new communication messages. We're already on Twitter and Facebook, but we're going to be kicking up our utilization of those avenues to get our message directly to our stakeholders, rather than necessarily relying on someone else to carry it.

The second focus will be sustainability. We want to become increasingly recognized as an authority on cleaning industry sustainability. We are working very hard with our members to come up with

metrics and new initiatives that show shared industry efforts at sustainability. We are also engaging with the Sustainability Consortium, a group that is made up of retailers, formulators, and academics. From this, we're trying to get across a message promoting sustainability measurements that are science-based and focused on meaningful lifecycle analysis. Sustainability is broader than just picking one attribute over the other and saying, 'ok, we've achieved sustainability.'

Our third strategic focus will be on chemical management, an issue that has been very hot and is getting hotter. We are probably going to see a more intense focus on TSCA amendments, and probably intensified NGO activity, especially on chemicals in products. The UN commission on sustainability has targeted chemicals for its next two-year cycle of emphasis, and has decided to have a Rio plus 20 summit on sustainable development which will look at chemicals as a priority (The first World Summit on Sustainable Development was in Rio de Janeiro in 1992).



SDA President and CEO Ernie Rosenberg

Another key chemical management program where we will continue to be engaged is SAICM: The Strategic Approach to International Chemicals Management, a global UN/WHO program created in 2006. We'll be paying attention to Canada's implementation of its chemical management plan.. And, of course, the REACH process is continuing. REACH will be entering a more significant phase in 2010 as the first registration deadline is at the end of the year. So it's going to be a huge year for chemicals management. We intend to be at the forefront of those policy developments that affect our members.

We are also going to move on the Globally Harmonized System for the Classification and Labeling of Chemicals (GHS) this year. We will be moving on it, particularly in the Asia Pacific region, encouraging the development of coherent approaches to GHS-consistent labeling for consumer products. We want the label to be meaningful, so we don't want it to distract from the safe use information that is already on the label. We don't want to clutter the label so much that people don't see what they really need to see.

We are also going to remain active on the California Green Chemistry Initiative. Of course we want the program to be risk-based, and we don't want it to lead to unnecessary product or ingredient bans. We will remain diligent about working with lawmakers and regulators in California as their plans move forward.

What are the biggest challenges and opportunities facing the soaps and detergents industry this year?

I think chemicals management is both an opportunity and a challenge. It's an opportunity because we have such good messages to share. Our products have health benefits; we improve quality of life, and we've done much more work than almost any other industry on ensuring that our products are safe by doing the hard science to be able to back that up. So we have a real opportunity there to affect policy from a platform of being good actors.

Beyond that, we are obviously challenged by skepticism about chemical safety and by the fact that we have a new administration. All the work we are doing in chemicals management and sustainability and outreach, they all converge on the idea of demonstrating and ensuring that the products are safe – and that our key stakeholders and the government know that.

Carrying out a new strategic plan is also a challenge and an opportunity. Anytime you want to change an organization, it takes more effort than just business as usual. And we're putting in that extra effort. But we really think these new strategic opportunities are going to enable us to do what we do really well even better.

SDA – NETWORKING – ISSUES – OUTREACH

Throughout the year, SDA brings together experts from across all sectors of the cleaning products industry to network and address the priority issues facing formulators and suppliers.



From left: Bob Lindenschmidt, Procter & Gamble; Marie-Esther Saint Victor, S.C. Johnson; and Bob Hamilton, Amway, at SDA's Strategic Advisory Committee meeting.



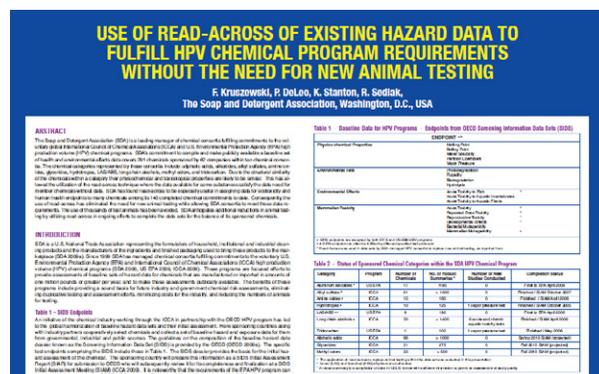
From left: SDA Board members Francine Glick, Water Journey Ltd.; Nancy Vincent, Cognis Corp.; and Jim Jackson, DeSoto LLC, address policy issues at SDA's Board of Directors meeting.

From left: Ernie Rosenberg, SDA President/CEO; 2009 SDA Board Vice Chair Jane Hutterly, S.C. Johnson & Son, Inc.; Steve Owens, EPA Asst. Administrator, Office of Prevention, Pesticides and Toxic Substances; and 2009 SDA Board Chair Frank Sherman, AkzoNobel, at SDA's November Board meeting.

SDA RESEARCH SAVES UNNECESSARY ANIMAL TESTING, COMPANY RESOURCES

Data sharing within High Production Volume (HPV) Chemical consortia facilitates chemical assessments, saves resources, and reduces chemical testing based on both non-animal and animal methods, according to research presented by SDA.

During the 7th World Congress on Alternatives and the Use of Animals in Life Sciences in Rome, SDA described the application of "read-across," in which the data avail-



able for some substances satisfy the data need for member chemicals without data.

This method was put to good use as SDA led a group of chemical consortia fulfilling commitments to the voluntary global International Council of Chemical Associations (ICCA) and U.S. Environmental Protection Agency (EPA) HPV chemical programs.

SDA has found read-across to be especially useful in assigning data for ecotoxicity and human health endpoints to many chemicals among its 142 completed chemical commitments to date. Consequently, the use of read-across has eliminated the need for new animal testing while allowing SDA consortia to meet those data requirements.

The use of thousands of test animals has been avoided, according to Dr. Francis Kruszewski, SDA Director of Human Health & Safety. Overall, the use of read-across for the 142 sponsored chemicals considered in these submissions avoided 924 animal tests involving 112,000 test animals while saving \$86 million in test costs.

You can review SDA's poster by visiting SDAScience.org.

UPDATES ON SUSTAINABILITY FROM CLEANING PRODUCT INDUSTRY LEADERS

In November 2009, SDA chaired "Cleaning Products 2009: Forever Green?" which allowed a number of SDA member companies to highlight how their companies are demonstrating sustainability in their business practices.



Andrew Kaziska, Croda, Inc., discussed "Formulating Green Cleaning Products."



AkzoNobel scientist Klin Rodrigues summarized research on new hybrid polymers based on renewable raw materials.



Mette Johnson, Novozymes, gave a presentation on "Developing sustainability through a value chain approach to innovation and cooperation."



Procter & Gamble's Ross Holthouse talked about his company's efforts on designing to innovate sustainably.



Givaudan's Greg Adamson described "Delivering sustainable fragrances for cleaning products: A holistic and integrated approach."



SC Johnson's Marie-Esther Saint Victor talked about "A Legacy of Environmental Leadership: How Environmental Sustainability Benefits the Entire Company."

In Touch with Nature



Take a look at the green credentials of Croda and give your home care and I & I products **'a natural touch'**.

Use our Green Guide to select from a wide variety of products, based on the green criteria that **you** value most.

Make informed decisions, **make the right choice with Croda.**

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