

American Cleaning Institute Guidance for Labeling and Packaging of Liquid Laundry Detergent Packets

Purpose

- To provide guidance for household laundry products industry on appropriate labeling, packaging and design measures to help reduce the likelihood of child exposure to the contents of liquid laundry detergent packets.

Background:

In November 2012 the U.S. Consumer Product Safety Commission (CPSC) issued a Safety Alert to inform parents and caregivers that liquid laundry detergent packets need to be kept away from children as those who are exposed to packet contents are at risk of serious injury due to the highly concentrated nature of the product. Children who have accidentally ingested liquid laundry detergent packets have experienced respiratory distress, vomiting, coughing, choking and drowsiness, and in cases where there has been contact with the eyes, painful irritation of the eyes and corneal burns have occurred.

In January 2013, the American Cleaning Institute initiated a multi-year consumer safety program to educate consumers about safe storage and handling of liquid laundry packets. In consultation with the Consumer Product Safety Commission, consumer groups, manufacturers, and retailers, ACI and a nationally-known public relations firm have broadly disseminated safety alert information to consumers, poison control centers, pediatricians and other medical professionals, educators and social service providers.

Guiding Principles:

The American Cleaning Institute's Industry Guidance is:

- **targeted at measures likely to be most effective** for reducing child exposure incidents relating to the consumers' use of liquid laundry detergent packets in the United States,
- **voluntary**, but supported by leading laundry detergent companies in the US market and open to all companies including *non-members of the American Cleaning Institute*,
- **consistent with similar initiatives or actions in other leading markets** (such as the European Union and Australia),
- **flexible and outcomes-based** rather than inflexible and prescriptive, but acting as an industry 'benchmark' for safety purposes; and
- **not intended to preclude companies from adopting additional safety measures**, should they wish to do so.

The American Cleaning Institute is the home of the U.S. Cleaning Products Industry, and promotes the safe, effective and responsible use of household cleaning products.

Liquid laundry detergent packets...

...are a relatively recent innovation in household laundry products. The detergent ingredients are concentrated and enclosed in single-dose water soluble packets.

This offers the advantages of:

- simple, convenient, no-mess dispensing into the laundry machine;
- environmental benefits of not overdosing the wash plus a reduced environmental footprint in transport due to concentration of the product; and,
- benefits of ease of use for individuals who may have difficulty with measuring powder or liquid products, including the elderly and disabled.

These Packaging and Labeling Guidelines aim to reduce the incidence of child exposure by:

- reducing *visibility* of liquid laundry detergent packets to young children
- reducing the *accessibility* of liquid laundry detergent packets for young children
- ensuring all containers of these products provide appropriate label warnings and other advice
- educating parents and caregivers about the safe use and storage of these products.

Industry Guidelines for Liquid Laundry Detergent Packets:

Companies following these guidelines commit to progressive implementation of the following measures, to the extent not already taken:

- Reducing the visibility of liquid laundry detergent packets via obscure or opaque packaging or any equivalent measure.
- Making access to liquid laundry detergent packets difficult by a package closure design which discourages, delays, or otherwise impedes the ability of young children to open the package, and does not discourage the intended behavior of securing the package.
- On-package communication in a prominent place on the package and label which reinforces the need to:
 - *Not let children handle liquid laundry detergent packets.*
 - *Keep liquid laundry detergent packets closed in their original container when not in use.*
 - *Keep liquid laundry detergent packets out of the reach and sight of children.*
 - *Keep liquid laundry detergent packets, when not in use, away from moisture and avoid handling them with wet hands.*
 - *Call the Poison Control Center immediately at the number found on the package or +1 (800) 222-1222 if the liquid laundry packet is swallowed or gets in the eye.*
- While these measures are being progressively implemented, participating companies commit to promoting the safe consumer storage, handling and use of the liquid laundry detergent packets.

- The American Cleaning Institute will assist in educating consumers about the safe storage, handling and use of for liquid laundry detergent packets and other household cleaning products.
- Participating companies also commit to ongoing cooperation with relevant agencies, including the U.S. Consumer Product Safety Commission, in addressing liquid laundry detergent packets safety.

Other information sources relating to the safety of liquid laundry detergent packets:

ACCC: <http://www.productsafety.gov.au/content/index.phtml/itemId/999447> &

<http://www.productsafety.gov.au/content/index.phtml/itemId/998653/fromItemId/999447>

Accord: http://www.accord.asn.au/public_information_submission/children_and_safe_storage

ACI (USA): http://www.cleaninginstitute.org/clean_living/singleload_liquid_laundry_packets.aspx

AISE (Europe): <http://www.aise.eu/go.php?pid=44122&topics=1>

CPSC (USA): <http://www.cpsc.gov/PageFiles/132488/390%20Laundry%20Packets.pdf>

Safety Advice to Parents and Caregivers

To prevent children's exposure to the contents of liquid laundry detergent packets, please practice safe laundry habits.

- Store out of sight of children and out of their reach.
- Do not let children handle the liquid laundry detergent packets.
- Keep liquid laundry detergent packets in their original package with product labels intact.
- Always ensure the product's re-closable bag or container is tightly sealed after use and during storage.
- Keep the package containing the liquid laundry detergent packets closed and dry because liquid laundry detergent packets quickly dissolve upon contact with water, wet hands, or saliva.
- Ensure your hands are dry before using liquid laundry detergent packets, and wash and dry your hands after each use.
- If a liquid laundry detergent packet or its contents are swallowed or gets in the eye:
 - Immediately call your local Poison Control Center at the number found on the package or +1 (800) 222-1222.
 - If swallowed, rinse as much of the liquid laundry detergent packet as possible from the mouth and face.
 - If the liquid laundry detergent packet gets in the eye, flush the eye with clean water for at least 15 minutes.

Liquid Laundry Detergent Packets Safety Alerts and Icons

SAFETY ALERT

SINGLE-LOAD LIQUID LAUNDRY PACKETS



KEEP OUT OF REACH OF CHILDREN

*Contains concentrated liquid laundry detergent and
is harmful if swallowed or exposed to the eye*

Do not let children handle laundry packets

Do not puncture or pull packets apart

Store out of child's sight and reach

Keep container closed and dry

Packets quickly dissolve upon contact with water, wet hands, or saliva

Packets can rupture, releasing contents into eyes

In cooperation with the US Consumer Product Safety Commission.