

A hand holding a white cloth, wiping a surface of brown, textured material. The background is a close-up of a rough, brown, textured surface, possibly a wall or a piece of wood, with a white horizontal band across the middle. The hand is on the right side, holding a white cloth that is being used to wipe the surface.

2006-2007

REPORT TO THE MEMBERSHIP
THE SOAP AND DETERGENT ASSOCIATION

THE HOME OF THE U.S. CLEANING PRODUCT AND OLEOCHEMICAL INDUSTRIES





“... with the change of circumstances, institutions must advance also to keep pace with the times.”

— Thomas Jefferson (1816)

“... In a progressive country change is constant ... change ... is inevitable.”

— Benjamin Disraeli (1867)

LETTER FROM THE PRESIDENT

You can often define success for an organization by how it deals with change, especially with changes in external forces over which it has little or no control. The changes we have experienced in 2006—in the United States, Europe and Canada—have put in play forces with which you and your association will be dealing for years to come.

- The U.S. elections brought about a monumental shift in control of the U.S. Congress for at least the next two years. There were similar changes in a number of state capitals across the country.
- In the European Union, a massive new chemical management regulation was made final, which will make product innovation more difficult, increase the cost of doing business and, for some, make staying in business a challenge.
- Canada completed the first phase of review of all of the chemicals in use there, and it will be moving forward to tighten controls on many of them.

Fortunately, The Soap and Detergent Association (SDA) has been supporting its members for years in carrying out programs that provide data and credibility that will give us a leg up in meeting these challenges. We have remained engaged with lawmakers, regulators, non-governmental organizations, the media and other stakeholders who are affecting changes in policies governing our industries. We have earned a place at the table as new controls on chemical use emerge in the coming years.

Similarly, our teamwork and communication with allied organizations, domestically and globally, on issues of mutual importance allow us to target SDA's resources more strategically on your priority issues.

Within SDA, we have better aligned our resources and skill sets to maximize the value of membership in the Association. While surveys show high member satisfaction with our Convention and overall member services, we are striving to improve how we deliver these services to achieve an even higher level of satisfaction.

We have a fully engaged Board of Directors and Strategic Advisory Committee, which have helped us better focus on strategic priorities for SDA. More of our companies are realizing that active engagement in our standing committees and work groups is enhancing the value of their membership in SDA.

SDA's membership is growing. We continue to demonstrate successful advocacy, innovative technical work, and effective communication and outreach—all on behalf of our members.

Changes around the world increase the challenges SDA must help its members meet—but as we have for 80 years, SDA is adapting, moving forward, delivering value and achieving the vision our members have set: enhancing health and the quality of life through cleaning products and practices.

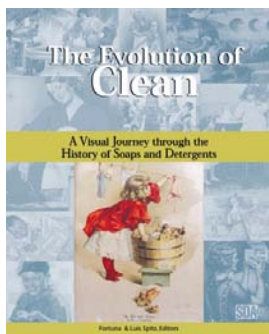


A handwritten signature in black ink, appearing to read "Ernie Rosenberg".

Ernie Rosenberg
President and CEO



SDA FORUMS: HIGH-LEVEL BUSINESS INTERACTION, NETWORKING



"The Evolution of Clean," chronicling the history of SDA and featuring images of the industry's history, was unveiled at SDA's 2006 Convention.

SDA's 80th Anniversary was celebrated throughout the year with exhibits and presentations made at the 2006 Annual Meeting & Industry Convention, the World Conference on Detergents, and other meetings and forums. These events continued to provide one of the major benefits of SDA membership: business interaction and networking for leaders in the cleaning product and oleochemical industries.



From left: Susan Nestegard, Senior Vice President, Research, Development and Engineering and Chief Technical Officer, Ecolab Inc.; U.S. Rep. Jean Schmidt (R-Ohio); and Jane Hutterly, Executive Vice President, Worldwide Corporate & Environmental Affairs, S.C. Johnson & Son, Inc., at SDA's 80th Anniversary reception in Washington.



From left: 2006 SDA Board members Dimitri Panayotopoulos, Group President, Global Fabric Care, Procter & Gamble; Catherine E布伦berger, Head of Business Line, Home and Personal Care, Ciba Specialty Chemicals Corp.; and F. Quinn Stepan, Jr., President & CEO, Stepan Company.



From left: 2006 SDA Board Vice Chair Frank Sherman, President and General Manager, Surfactants Business Unit, Akzo Nobel, talks with Board Chair George Calvert, Vice President, Research and Development/Quality Assurance, Access Business Group (a division of Alticor Inc.).



2006 SDA Board members Charles Putnik (left), President, Sasol North America, and Steve Cugine, Corporate Vice President, Global New Product Innovation, Church & Dwight.



Seamus McBride (left), President, U.S. Company and Worldwide Commercial Effectiveness, Colgate-Palmolive Company, and David Parkin, Vice President, Performance Intermediates, Huntsman Corporation, listen to discussion at an SDA Board of Directors meeting.



From left: Francine Glick, President, Water Journey Ltd.; SDA Board member June A. Stabl, President, Stabl Soap Corp., and Jan Guifarro, Vice President, Corporate Communications, Colgate-Palmolive Co., at SDA's 80th Anniversary reception in Washington, D.C.





Throughout the year, meetings of SDA's expert standing committees allow members to get updated information on the regulatory and legislative issues facing the cleaning product and oleochemical industries.

PRODUCT AND INGREDIENT DEFENSE

**Life Cycle Analyses:
Impact of Concentration**

- **Liquid fabric softeners:** By concentrating by 3 times the strength of non-concentrated products:
 - Fragrance level is increased from approx. 0.5% to 1.5%
 - Dose per wash is the same
 - Amount of water and packaging shipped per dose drops significantly
- **Dryer Sheets offer a higher level of concentration**
 - Fragrance per dose is less, even though the percentage on the sheet is approx. 3.5% of lotion applied
 - In comparison to liquid F.S., amount of water and packaging shipped per dose significantly lower

Through technical presentations and detailed comments (above and below) to California regulators, SDA successfully advocated for its member companies in 2006.

SDA The Soap and Detergent Association

August 9, 2006

Mr. David Mallory
Manager, Measures Development Section
Air Resources Board
1001 J Street
P.O. Box 2815
Sacramento, CA 95812

RE: Proposed Regulatory Categories & Definitions
Second Staff Proposals for Category Standards

Dear Mr. Mallory:

The Soap and Detergent Association (SDA) appreciates the opportunity to comment on the above referenced proposals. SDA is a national trade association representing over 110 North American companies with sales in the United States. The member companies of SDA include the formulators of residential, institutional, commercial and industrial cleaning products and the manufacturers that supply ingredients and finished packaging for these products. SDA members market more than 90% of the volume of cleaning products sold in the US. The proposed VOC limits for liquid fabric softeners and dryer sheets would have a significant impact on our member companies.

The following are comments on the ARB's proposals for these two categories.

"Proposed Regulatory Categories & Definitions"

Dryer Sheets

ARB has proposed a new category name ("Fabric Softener - Dryer Product") and definition that go substantially beyond the category of products covered by the 2003 Consumer Product Survey. ARB surveyed for only the "sheet" form of dryer products and did not include "products, sachets, and dryer balls." In addition, the products reported in this category of the survey all appear to soften fabric. Although they may provide other benefits in terms of fabric care, their primary purpose is softening. Inclusion of products that "prevent static cling, reduce wrinkles, reduce drying time, [and] make ironing easier" would be inappropriate since it would capture products on the market now or in the future that are designed with these primary purposes and may not, in the category name implies, soften fabrics.

1500 K Street NW, Suite 300, Washington, DC 20005 • 202-347-2900 • Fax 202-347-4110 • www.sdtaj.org

Defending Fabric Softeners, Hand Sanitizers from California Restrictions

SDA successfully delayed potential product reformulation of liquid fabric softeners and dryer sheets stemming from proposed changes in how California regulates volatile organic compound (VOC) emissions from consumer products.

In technical presentations, SDA told the state Air Resources Board (ARB) that restricting the VOC content in the liquid products would render them commercially infeasible and would result in virtually no emission reductions since the solvent VOCs in these products are already biodegraded before they can be emitted. Changes in dryer sheets could lead consumers to use more products, offsetting VOC reductions that might occur and meaning more products would be transported—leading to higher emissions of VOCs and other air contaminants. The ARB opted to delay consideration of these two categories to allow time for SDA technical data to be compiled and evaluated by the Board.

SDA also worked with The Cosmetic, Toiletry, and Fragrance Association (CTFA) to have hand sanitizers removed from the ARB's target list for VOC restrictions, which would have negatively impacted product performance by eliminating the alcohol version of products in this category.



SDA's Dennis Griesing (left), Vice President, Government Affairs, and Rich Sedlak, Senior Vice President, Technical & International Affairs, highlight SDA product and ingredient defense efforts at the annual Issues Briefing.



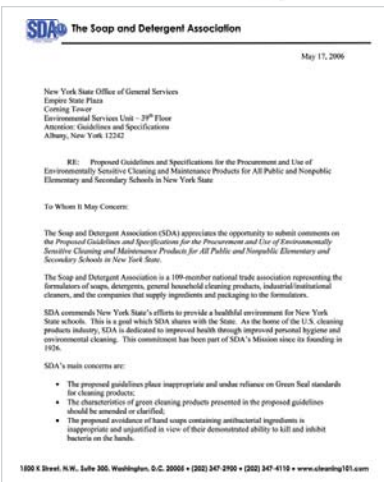
Reckitt Benckiser's Jan Wengler and Tony Brand review information from SDA's annual Issues Briefing.

Working to Shelve Onerous Packaging Standards

New Jersey legislation that would substantially increase costs for product manufacturers and packagers was held up at the end of 2006 in the State Assembly, after passage in the State Senate. This victory was achieved thanks to concerted opposition by SDA and in-state allies. In comments to lawmakers, SDA said that the measure, which would have imposed an unworkable recycled content rate, would induce inadequate supply, impose higher prices and force packaging manufacturers to produce marginal, unacceptable containers. Renewed efforts at passage, though, are expected to continue in 2007.

New Phosphate Defense Policy for Automatic Dishwasher Detergents

In June, SDA revised its long-standing phosphate defense policy with respect to automatic dishwasher detergents (ADDs). Passage of Washington state's state-wide ban on household ADDs containing phosphates—beginning in 2010—initiated the phosphate policy review. SDA's new policy related to phosphate use in household ADDs is to seek a maximum content limit of 0.5%, effective July 1, 2010. SDA will continue to defend phosphate use in all industrial and institutional (I&I) applications. SDA efforts assured that the Washington law has no effect on I&I uses. SDA is currently seeking passage of legislation supporting its revised position in several states around the country.



SDA's expert technical comments and impactful on-site testimony provide avenues for successful advocacy on behalf of SDA member companies.



Protecting the I&I Marketplace from New Environmentally Preferable Purchasing (EPP) Initiatives

- >> The year 2006 saw implementation of New York's EPP program in state offices and school districts. SDA pushed back strongly on a variety of proposals to unfairly ban products and ingredients, including antibacterial soaps. In the end, SDA prevailed in preserving the use of antibacterial soaps in health care and food preparation settings. SDA also intervened successfully to assure that New York State would not require formulators to be certified by Green Seal.

In separate comments addressed to New York officials and a NAFTA-based green-purchasing initiative, SDA aggressively challenged EPP criteria that place an undue reliance on unscientific, arbitrary standard-setting. SDA countered derogatory references about the safety of traditional cleaning products, given the decades of product stewardship by the cleaning product industry.

- >> At the federal level, SDA urged the U.S. Department of Agriculture (USDA) to reevaluate its proposed procurement guidelines for biobased cleaning products, because of deficient criteria used to develop the proposals. Once the guidelines are finalized, those products on USDA's list must be given special consideration before Federal agencies' purchases are made. Several categories of SDA member company products could be unfairly excluded by USDA, including bath, tile and glass cleaners, hand cleaners and sanitizers, and laundry products.



TECHNICAL, REGULATORY, INTERNATIONAL LEADERSHIP



At the 2006 SODEOPEC Conference in Hollywood, Florida, SDA's Rich Sedlak briefed attendees on how international chemical management proposals are having an effect on the cleaning product and chemical industries around the globe.



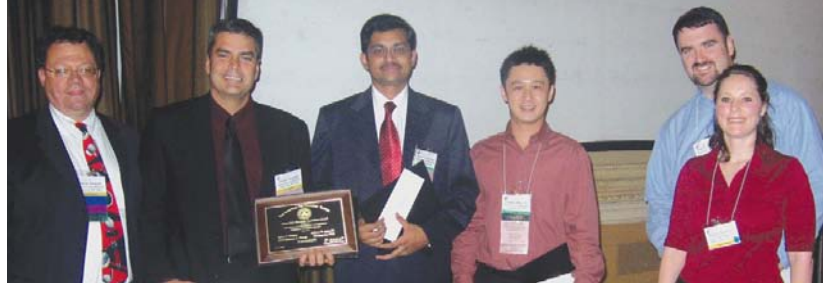
Members of SDA's Research, Technology & Regulation Committee gather in Washington, including Susan Antrican, Shell Chemical LP, and Tom Grumbles, Sasol North America.

SDA Leads Industry Push on Globally Harmonized Labeling

In the United States and around the world, SDA continues our leadership in the consumer products industry in our advocacy for risk-based rules to be included in the United Nations-backed Globally Harmonized System (GHS) for Classification and Labeling of Chemicals.



- Utilizing the backdrop of the World Conference on Detergents as a prime meeting opportunity, SDA and five other allied groups from around the world agreed on a joint position statement on the global implementation of the GHS. The communiqué declared that successful GHS implementation will only be realized with a “high level of co-ordination and harmonization within the affected sectors in North America, Europe, and Asia-Pacific. No jurisdiction can meaningfully implement the GHS in isolation.” The joint statement was shared with the European Commission, which has proposed regulations based on the GHS.
- SDA submitted our own comments to European Union (EU) officials on GHS consumer product labeling, urging officials not to mandate excessive hazard warning labels on consumer products that might have the effect of obscuring important safety information, resulting in less protection for consumers.



Recognizing Innovation: SDA's Kathleen Stanton, Associate Director of Scientific Affairs (at right), copresented the 2006 Glycerine Innovation Award to researchers from the University of Missouri during the AOCS Annual Meeting in St. Louis. SDA sponsors the award with the National Biodiesel Board.



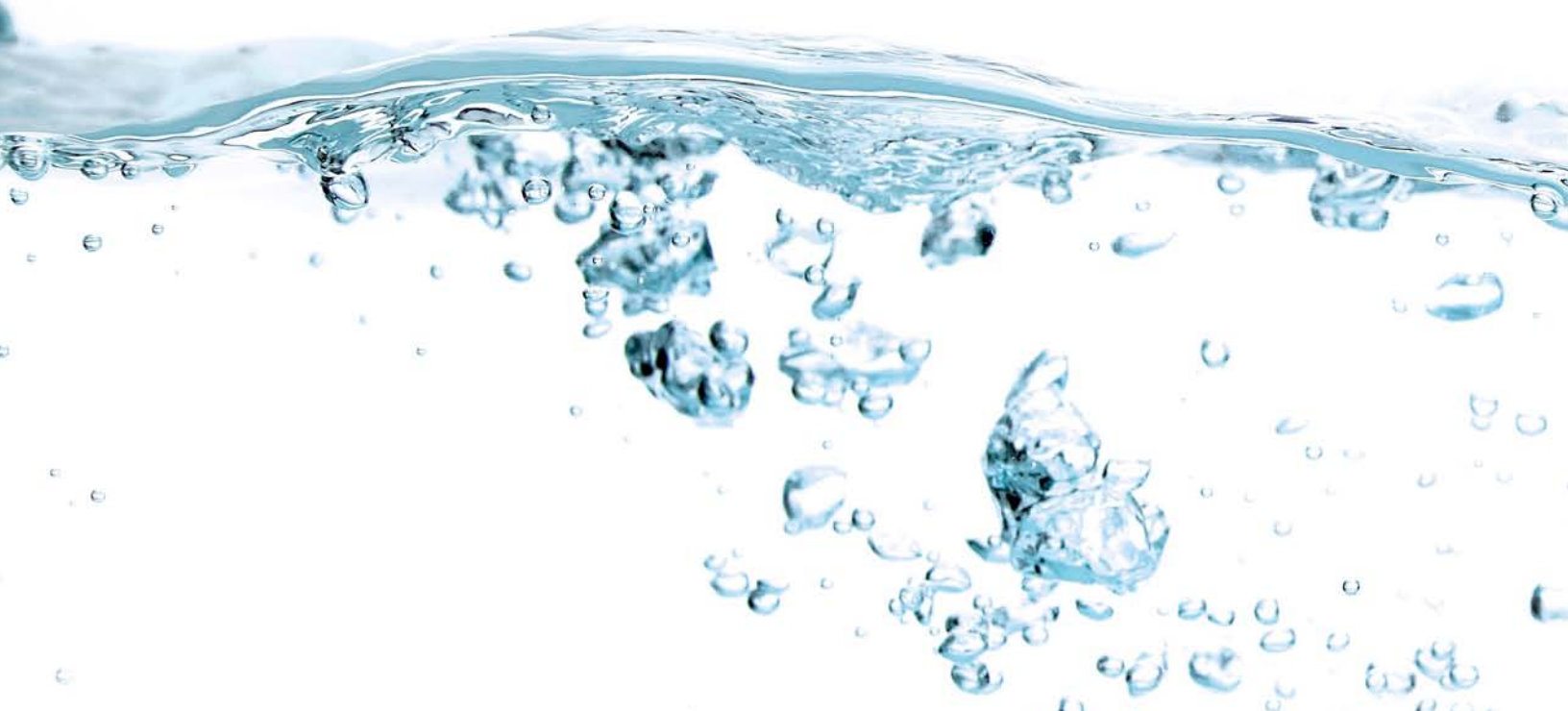
SDA President & CEO Ernie Rosenberg speaks on global chemical regulatory trends at the 6th World Conference on Detergents in Montreux, Switzerland. SDA was a cosponsor of the event that brought together more than 800 industry leaders from around the world.



From left, Susanne Zanker, A.I.S.E.; Geoff MacAlpine, ACCORD Australasia; and Akiko Yamamoto, Procter & Gamble, take part in an SDA-hosted meeting on GHS in Montreux, Switzerland.

- In a letter to the U.S. Occupational Safety and Health Administration (OSHA), SDA called on the agency to minimize potential burdens on SDA member companies by making only those changes to OSHA's Hazard Communication Standard needed to be consistent with the GHS: hazard classification, Material Safety Data Sheets (MSDS) and labeling.
- In a joint letter with the Consumer Specialty Products Association, SDA urged the U.S. Consumer Product Safety Commission (CPSC) to become an active player in the efficient and timely implementation of the GHS, while providing our recommendations for changing CPSC regulations under the Federal Hazardous Substances Act. U.S. leadership on the GHS is critical to help avoid adoption of an EU-style hazard-based labeling system by U.S. trade partners, which could result in trade barriers with serious economic impacts on the U.S. economy, the letter said.
- SDA briefed congressional staff to discuss the industry's concerns on proposed GHS-related legislation, as well as to get a sense of congressional intentions on GHS implementation. During the meeting, SDA provided background on consumer product issues related to the GHS and SDA's long-term involvement at the international level. SDA also relayed our members' views of the need for the greatest possible synchronization and uniformity in GHS implementation around the globe.





SDA members review one of many technical and scientific documents produced by the Association that showcase product and ingredient safety.

SDA Showcases Expertise, Advances Research on Ingredient Safety

In 2006, SDA-supported research again showed the safety of member products with detailed assessments of High Production Volume (HPV) chemicals and other ingredients used in cleaning and personal care products.

- SDA and other participants in the Extended HPV (EHPV) program reiterated the industry’s commitment to avoid unnecessary animal testing, telling an animal rights group that the program has fostered the development methods for assessing some of the hazards of chemicals without animal tests. In a response to criticism issued by the activist group, EHPV program sponsors said they have become more proficient at conducting robust data searches, creating tools for using existing data within categories to fill out data needs on individual chemicals, and analyzing when additional testing might not be appropriate.



Research initiated by SDA’s Skin Alternatives Testing Task Force appeared in the journal Food and Chemical Toxicology.

>> • A new approach to testing potential skin irritation from soap and detergent formulations has emerged as a viable alternative to animal testing methods, according to SDA-sponsored research published in the journal *Food and Chemical Toxicology*. The paper submitted by SDA’s Skin Alternatives Testing Task Force evaluated the efficacy of a novel human acute skin irritation patch-test method for the comparative assessment of detergent formulations. The results demonstrated the utility of this patch-test method as a suitable and ethical approach based on a graduated exposure of human skin to the test materials.



SDA research on HPV chemical data was published >> in the December 2006 edition of Risk Analysis.



SDA's Triclocarban Consortium submitted additional >> technical data to the Environmental Protection Agency in May 2006.

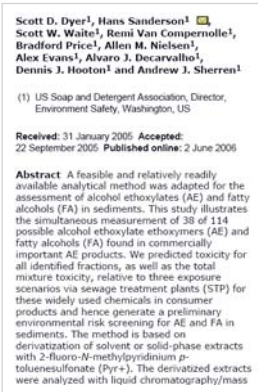
- Hazard data gathered by SDA HPV chemical consortia passed a major safety review conducted by an Organization for Economic Cooperation and Development (OECD) panel. The hazard datasets submitted by the SDA Amine Oxides and Long Chain Alcohols Consortia are complete, according to the OECD panel that met in Paris in April 2006. Amine oxides and long chain alcohols are widely used surfactants in cleaning and personal care products. Examples of data showing no observed adverse effects on human health by exposure to amine oxides were published in the journal *Risk Analysis* in December 2006.

- Three HPV chemicals will not need to face burdensome Environmental Protection Agency (EPA) reporting requirements, thanks to a commitment made by SDA's Aliphatic Acids Consortium to provide human health and environmental safety data. Because of the SDA Consortium's commitments to the International Council of Chemical Associations' Global Initiative on HPV Chemicals, the EPA ruled that the substances—primarily carboxylic acids—should not be further subjected to certain reporting requirements under the Toxic Substances Control Act.

- SDA's Triclocarban Consortium provided updated information to the EPA, adding to data submitted several years ago under the agency's HPV Challenge program. This step maintains the industry submission as the most comprehensive dataset available on triclocarban, an antibacterial ingredient.



Landmark SDA research on the safety of surfactants >> was featured in major journals in 2006.



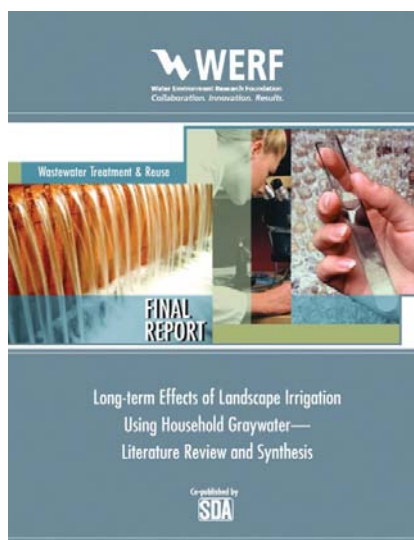
Landmark research by SDA has developed the first reliable method for accurately measuring the sediment levels of major surfactants used in detergents. This method, when applied to waterways, greatly improves our understanding of the safety of these chemicals in the environment. Three papers demonstrating this research were published in the journals *Environmental Monitoring and Assessment* and *Science of the Total Environment*. The associated research projects reflect more than seven years of work by SDA's Surfactant Sediments Task Force.

Research presented over the years has consistently shown no real-life evidence demonstrating a connection between the use of antibacterial wash products and an increase in antibiotic-resistant bacteria on users of those products. That conclusion was confirmed, once again, in research funded by the SDA/CTFA Topical Antimicrobial Coalition. The results were presented at the National Foundation for Infectious Diseases 2006 Annual Conference on Antimicrobial Resistance.



A poster summarizing research backed by the SDA/CTFA Topical Antimicrobial Coalition was presented at a June 2006 conference in Bethesda, MD.





SDA and the Water Environment Research Foundation published a report on the implications of landscape irrigation using household graywater.



SDA's Rich Sedlak (left) presents the SDA Distinguished Paper Award to Professor Milton Rosen.

- >> • While the use of graywater—reused water from many household sources—increases, more research is needed on environmental and human health and safety impacts, according to a report released by SDA and the Water Environment Research Foundation (WERF). Data gaps exist in determining the effects of long-term use of graywater for irrigation of residential landscapes, particularly as it relates to potential impacts on human health, landscape plants and/or the environment. As many states continue to consider regulating graywater usage in drought-stricken areas, SDA wants to ensure that officials have sound scientific information on hand so member company products and ingredients are not unjustly burdened.
- A scientific article published by two Brooklyn College researchers was honored with the SDA Distinguished Paper Award for the most outstanding research published in 2005 in the *Journal of Surfactants and Detergents*, a publication of AOCS Press. Professor Milton Rosen, Director of The Surfactant Research Institute at Brooklyn College of the City University of New York, received the award along with one of his graduate students, Huiyu Liu. The award was presented at the 2006 AOCS Annual Meeting.
- >>





SDA OUTREACH SHOWCASES MEMBERS' COMMITMENTS TO SUSTAINABILITY, PRODUCT STEWARDSHIP



Nancy Bock, SDA Vice President of Education & Meetings, speaks at a National Press Club news conference commemorating National Poison Prevention Week. Seated at left is Hal Stratton, then-Chair of the U.S. Consumer Product Safety Commission.

SDA Debuts Sustainability Central

In April 2006, SDA unveiled Sustainability Central, a one-stop, online resource highlighting sustainable development activities of the cleaning product and oleochemical industries. The Web page features links to updated sustainable development and stewardship reports and documents issued by SDA's member companies. Sustainability Central is featured on SDA's Web site, www.cleaning101.com.

SDA in the National Spotlight—Showcasing Safe Product Usage

SDA's leadership of the National Poison Prevention Week Council allowed us to showcase information on safe and proper use of cleaning products on a national stage. SDA's Nancy Bock served as 2006 Council Chair and spoke at a news conference at the National Press Club in Washington, D.C. She was quoted by news media, reminding consumers about the importance of "proper and safe storage, use and supervision of all household products." SDA also released the results of a Cleaning Survey, which found that nearly nine out of ten Americans believe the cleaning products they buy are safe when used as directed.

Spring Cleaning Still in Season

Some percent of Americans agree that springtime is the best time to do their homes of dirt and debris according to the 2006 Top and Detergent Association (SDA) Spring Cleaning Survey. More than one-third (37 percent) of respondents believe spring is the best time to clean their homes or other areas throughout the year.

"The best time to clean is a great time to clean and before we get into the summer," says Brian Sansoni, SDA vice president of communications. "They are getting rid of a winter's worth of dirt, dust and grime. Of course, people also appreciate that there are significant physical and emotional benefits to having a clean home at any time."

The survey, conducted by International Communications Research for SDA, revealed the top benefits consumers realize from having clean homes:


- 78 percent feel good about themselves when their homes are clean.
- 77 percent believe their families appreciate a clean home.
- 67 percent say their families will live longer if they are around regularly.
- 56 percent understand that cleaning can help reduce incidents of flu, allergies and asthma.
- 49 percent say their clothes will last longer if they are clean.

Finally, 93 percent of those surveyed agreed that cleaning products are more convenient than ever, and 90 percent agreed that cleaning products have evolved to better fit their lifestyles.



When asked to describe their cleaning patterns, more than half (54 percent) of the respondents report that they prefer to clean on a daily or weekly basis. Nineteen percent of the respondents say that they do not clean on a regular schedule, but when they do so, it is more thorough. Fifteen percent say they find they always have a lot of clutter around the house.

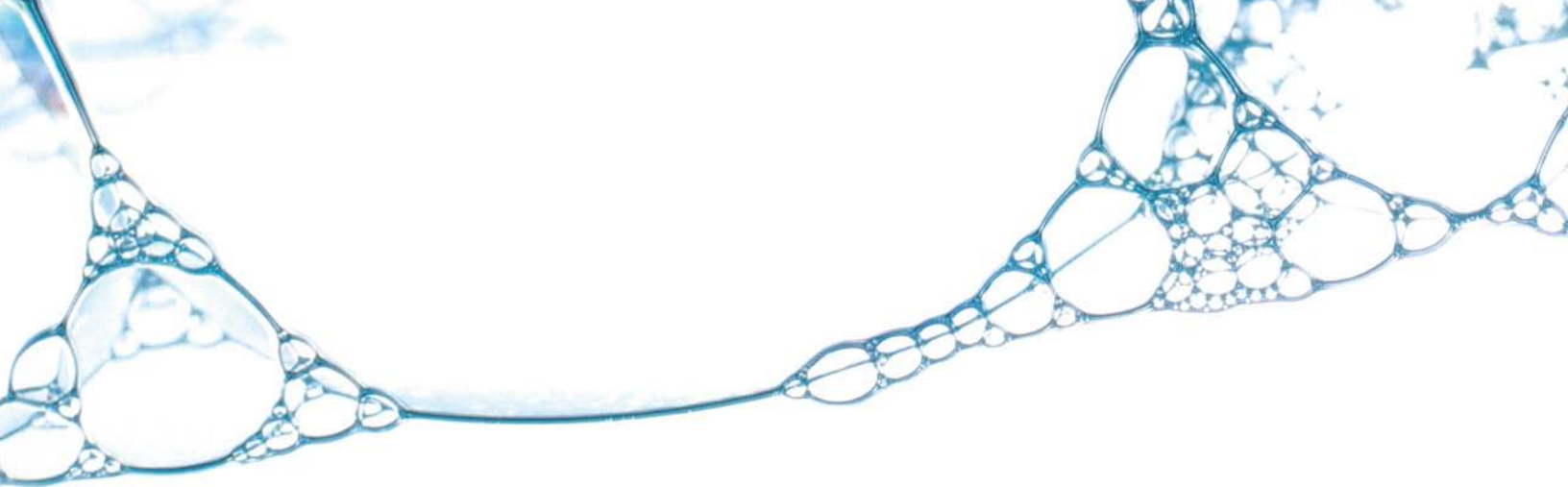
SDA's Brian Sansoni is quoted in this article devoted to spring cleaning.



GET THE DIRT ON CLEANLINESS

Two years ago, the "Clean Hands Report Card" gave Americans a grade of C in hand-washing habits. That's hardly a stellar performance considering the risks out there, such as pandemic flu, contagious skin diseases and the annual cold season. A new report card is out, and our collective grade dropped to C-.

This article by the Tampa Tribune covers the latest "Clean Hands Report Card" issued in 2006.



Acting Surgeon General, Rear Adm. Kenneth Moritsugu, M.D., sent greetings via video to attendees at the annual SNAP awards reception in Washington, D.C.

Presidential Greetings, Surgeon General Welcome 2006 SNAP Honorees

Written greetings from President George W. Bush and a videotaped message from the Acting Surgeon General, Rear Adm. Kenneth Moritsugu, M.D., recognized SDA's hand hygiene partnership with the Centers for Disease Control and Prevention (CDC) during a September 2006 reception at the National Press Club. President Bush's letter and Dr. Moritsugu's remarks praised the work of the "Healthy Schools, Healthy People: It's a SNAP" program, which annually honors three schools for their in-school hygiene education efforts.

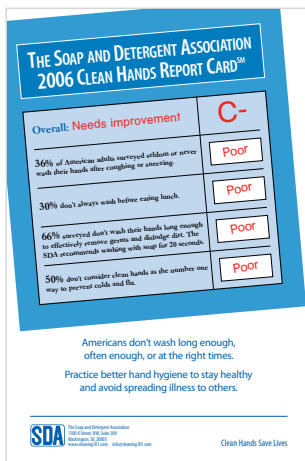
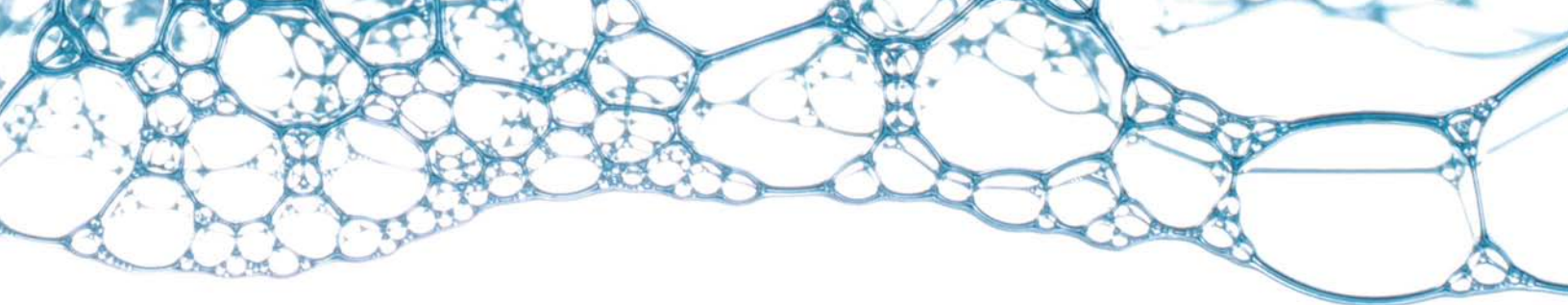
The SNAP program was also highlighted in the CDC's 2005 Annual Report *CDC Now—Protecting Health for Life*. This visibility communicates the remarkable partnership in place with the CDC and increases the credibility of the program with the public and health system partners.



Several SDA member companies, including The Dial Corporation, A Henkel Company, GOJO Industries, Inc., Reckitt Benckiser Inc., and Water Journey, Ltd., contributed products and cash to the 2006 SNAP school honorees, including a \$5,000 check presented to the 2006 top recipient, Altoona Middle School of Altoona, Wisconsin.

Cleaning Surveys Offer Platform for New Product Trends, Promoting Proper Use

SDA's Spring Cleaning Survey revealed consumers' cleaning personalities and purchasing patterns and garnered coverage in more than 70 newspaper and Internet media outlets. A news release summarizing other survey data described the most common surface consumers say they clean weekly (countertops) and promoted the use of a variety of surface cleaning products.



>> Clean Hands Report CardSM Attracts Major Media Attention

During National Clean Hands Week in September 2006, SDA used its National Cleaning Survey data to reiterate the importance of hand hygiene to prevent the spread of harmful germs. An SDA news release touting our 2006 Clean Hands Report CardSM— based on telephone survey results of Americans’ hand hygiene habits—garnered coverage on CBS News’ The Early Show, CNN’s Headline News and numerous local affiliates, as well as stories published by The Associated Press, United Press International, WebMD, and HealthDay. The media coverage reminded consumers of the proper way to wash their hands with soap and water and, if soap and water are not available, to use hand sanitizers or hand wipes as useful alternatives to clean their hands.

Can't Rise Above C Level: During National Clean Hands Week in September, SDA used its National Cleaning Survey to reiterate the importance of hand hygiene to prevent the spread of harmful germs. The Clean Hands Report Card gave Americans a C- for their hand hygiene habits, which garnered nationwide newspaper, online and broadcast media coverage.

Putting Cleaning Product “Risks” In Perspective

When a California Air Resources Board-funded study suggested that some cleaning products could pose indoor air health risks for consumers, SDA’s media response focused on the benefits of safe and proper usage of cleaning products and disinfectants. In a number of newspaper articles that quoted SDA, consumers were reminded that common sense is key to the safe handling of household cleansers, highlighting the importance of proper usage and ventilation when using certain products.



Focus on Surface Cleaning—A panel of health and education experts and SDA member companies met in Atlanta in October 2006 to discuss issues relating to school cleanliness. Panel members also participated in guided discussions and made recommendations that SDA and CDC can use to develop a new hard surface cleaning program that will build upon the success of the “Healthy Schools, Healthy People: It’s a SNAP” program.

SDA—PRINCIPLES FOR SUSTAINABLE DEVELOPMENT

The members of The Soap and Detergent Association are committed to the enhancement of human health and quality of life through the responsible formulation, production and sale of cleaning products and ingredients.

The members of The Soap and Detergent Association will strive to meet the following commitments to advance human health and environmental quality, social well-being and economic growth. The Association will support its members in meeting these commitments.

Human Health/Environmental Sustainability

- To market only products that have been shown to be safe for humans and the environment, through careful consideration of the potential health and environmental effects, exposures and releases that will be associated with their production, transportation, use and disposal.
- To promote transparent communication of safety and handling information across the chain of commerce.
- To support basic research to resolve uncertainties around human and environmental safety when they arise.
- To obey the spirit and intent of all national laws and regulations.

Social Sustainability

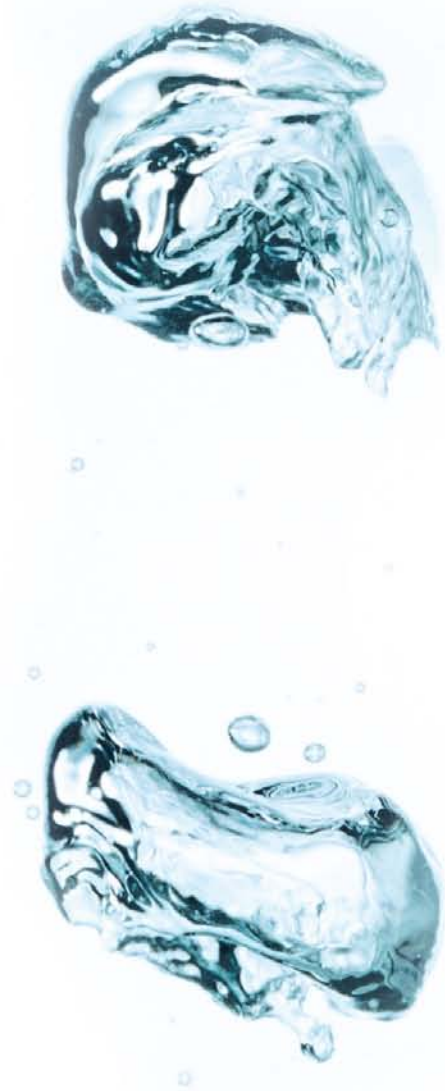
- To contribute to a better quality of life for our consumers, business partners, employees and the communities in which we operate.
- To develop products and ingredients that effectively deliver claimed benefits.
- To promote the safe use of our products with the public.
- To support society's efforts to enhance public health and well-being through improved hygiene and sanitation.
- To maintain a high level of product stewardship throughout the chain of commerce.
- To operate our manufacturing facilities with due regard to the health and safety of our employees, the communities in which we operate and the wider environment.

Economic Sustainability

- To contribute to economic growth, including the economic success of the industry's shareholders, employees and communities.
- To innovate to improve products both in terms of performance and environmental impact.

Approved by the SDA Board of Directors, November 18, 2004





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