

CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

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WOMEN'S FASHIONS

From the Mountains to the Monastery

The muses that inspire fall '93 fashion inhabit a diverse world, from the mountains of the Tyrol to the monasteries of the Middle Ages.

Velvet is the single most important fabric of the season, notes The Soap and Detergent Association. In plain, crushed, panne, cut or tie-dyed interpretations, it adds romance for day and evening. Velvet jackets, stretch velvet jumpers, velvet lapels pair up with the season's full spectrum of fabrics, including gabardines, crepes, georgettes, denims, tweeds, brocades and chiffons.

Minimal, monastic clothes bring the Middle Ages to modern times. Simplistic styling, longer hemlines and purity of detail are the antithesis of the opulence of the previous decade. Body-clinging empire style and cassock-like dresses are favorites. Colors are subdued. Black and grey take prominence, with steel blue, navy, eggplant and treebark brown in supporting roles. Accessories are restricted to the bare essentials: buttons blend in, jewelry is limited to crosses and other, usually over-sized, religious icons. For serious outerwear, fashion favors the long great-coat. It adds a sweeping military presence that recalls the regal past of the Czars.

The pristine white shirt is everywhere, with everything from serious suits to flamboyant frock coats inspired by the Edwardian age. French cuffs, elongated shirrtails (fully visible beneath the jacket's hem), ascots, poet collars, extravagant neck bows and tuxedo fronts pay homage to Keats, Shelley, Lord Byron and Beau Brummel.

Fashion chronicles the Heidi look with a wide range of interpretations inspired by Austria and the Swiss Alps. Dirndl skirts, boiled wool jackets, peasant-style embroidered blouses, criss-cross

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lacings and corselet vests are being worn en masse to create a theatrical effect. Bits and pieces, including leggings, thick sweaters with Alpine touches, loden jackets and pants with suspenders, will blend into a classic wardrobe. ■



SDA

MEN'S FASHIONS

Versatility Rules the Day

Menswear fashions are undergoing a subtle, but important, philosophical change, reports The Soap and Detergent Association. This season designers are breaking away from the rigid differentiation between business and sportswear apparel. As a result, the newest business suits are soft and drapey, with the comfort of an unlined sport coat. Add a dress shirt and repp tie and it's the perfect nine-to-five ensemble. Substitute a denim shirt or t-shirt and the same suit comfortably switches to a more relaxed mode.

The traditional three-piece suit has a new fashion role, too. The vest set — tailored jacket and vest of the same fabric — is paired to coordinating trousers. Favored fabrics are those with high visual appeal, including tweeds, herringbones, tartans and window pane plaids.

The unmatched vest celebrates patchwork in unique fabric mixes, such as neckwear silks, antique quilt squares, or even recycled ties and kimonos. These offbeat vests go mainstream with conventional suit and tie or add a bit of sartorial splendor to dressed-down blue jeans.

Ties have a license to please. Where's Waldo?, Save the Children, The Beatles, The World Wildlife Fund and NFL team logos are among the season's hottest tie motifs.

Another new trend is the covercoat — an outer layer that combines the tailored, lapelled dressiness of a sport jacket with the informal practicality of outerwear. It can be worn alone or, on colder days, atop another coat or jacket.

Innovations in the fiber industry are the catalysts for some exciting developments in men's fashions. Polyester/wool/Lycra dress slacks keep gentlemen travelers neat and comfortable. Plastic polyester soda bottles take on new life when recycled into EcoSpun, a polyester fiber soft enough to be knitted into fleecewear fabrics. Washable wool, long popular in European markets, is U.S. bound. A special chlorination process results in a wool that can be washed like cotton. On the horizon are tailored, yet casual, winter slacks made from woven washable wool and polyester blends. ■

CHILDREN'S FASHIONS

Workwear Looks Are Hot

The workwear ethic, old school signatures and retro country looks, are hot trends in kids' wear this season, observes The Soap and Detergent Association.

The focus is on the farm, particularly for the smallest trendsetters. Animal effects rendered in a broad array of prints, patterns and graphics, including spotted cow prints, prairie and farmstead appliqués, and counted cross-stitched motifs, appear on everything from rompers to pinafore dresses. Country classic fabrics, including gingham, picnic cloth and denim, are popular. Big sister favors Daisy Mae corselet dresses, enhanced by petticoats and matching pantaloons, Minnie Pearl hats and granny boots.

Bodywear is moving from the gym to the streets, finding a natural home in the wardrobes of active children. Cross-trainer unitards, bladerunner suits, spandex bell bottoms and stretch velour jumpsuits in cotton/Lycra blends add a new spin to traditional leotard looks.

Underwear, too, makes its own fashion statement. Thermals are ribbed and decorated, but sleek and to the point. More delicate lingerie looks include lace body suits and the bustiette — a cropped undershirt with bra-like lace details. Wildly patterned boxer shorts, featuring pigs, tartans and Wild West themes, peek out from under baggy pants and jeans.

The workwear ethic is eagerly embraced by kids of all ages. Its hallmarks are a relaxed fit and mismatched layering. Worn flannels, oversized plaid shirts masquerading as jackets, gnarled and nubby sweaters, workboots, carpenter pants, beat-up denims and old-fashioned jumpers form a happy fashion jumble. When richly colored florals and jacquard patterns are interspersed, the result is a folkloric look with an unrecognizable point of origin.

The antidote to workwear is the Old School signature look. Here, traditional taste reigns supreme. Prim blouses, blazers, oxfords, pleated skirts, tailored trousers, duffles, capes and hacking coats are the building blocks. Vintage plaids, Nordic sweater knits and crisp white collars and cuffs are the accents. ■

NATURAL VS SYNTHETIC INGREDIENTS

Cleaning Products Use Both

There is a trend toward promoting products made from "natural" ingredients as being more environmentally acceptable than those made from synthetic ingredients. The Soap and Detergent Association says that this trend has led to misunderstanding about surfactants, the primary ingredient in cleaning products.

Both petroleum and vegetable oils are used as feedstocks for detergent surfactants. Petroleum is extracted from the earth, and vegetable oils (or oleochemicals) come largely from the fruit and kernels of plants — both, therefore, are "natural" sources. In each case, the oils are chemically processed to make surfactants. Thus, while plants and petroleum are both natural sources, the resulting surfactants are all man-made. In many cases, the surfactants are identical and are not chemically or biologically distinguishable.

Life Cycle Analysis (evaluating the total environmental impact of an ingredient from raw material extraction through product disposal), has been used to analyze vegetable and petroleum-based surfactants. It was found that they use different amounts of energy and produce different amounts of waste, and that there are trade-offs associated with the use of each. However, these trade-offs fall well within the range of total environmental acceptability. And, no overriding environmental, safety, performance or economic advantage has been found favoring either of them.

A concern sometimes expressed about petroleum-based ingredients is depletion of renewable resources. There is a perception that significant petroleum can be saved by totally switching to vegetable-oil based cleaning products. The truth is that out of one year's production of oil, it takes only three hours' worth to make one year's supply of cleaning product ingredients for all the products you use. In fact, we can save more oil by properly inflating the tires on our cars.

Further, there are problems with relying on one source to the exclusion of the other. For example, if petroleum-based surfactants were totally replaced by vegetable oil-surfactants, significant

economic and environmental burdens would result. The cost of expanding oleochemical facilities would amount to billions of dollars — costs ultimately passed on to consumers in higher detergent prices. More important would be the destruction of natural habitats, such as rain forests, to plant additional crops — up to an additional 20 million hectares by one estimate.

In addition, it is not economically prudent to be solely dependent on one feedstock. Weather conditions impact vegetable oil prices. World oil production impacts petroleum prices. Having more than one major feedstock allows for better control over detergent prices.

As there are no performance or environmental benefits of vegetable-based over petroleum-based surfactants, and there is a definite economic advantage to having two supplies, it makes sense to use both sources for detergent surfactant feedstocks. ■

SMART CARE FOR UPHOLSTERY

Regular Maintenance Prolongs Life

Routine care is the first step in extending the life of upholstered furniture. Regular vacuuming to remove the daily grime, such as dust and tiny food particles, is essential. Otherwise, the ground-in dirt will cause a poor appearance and premature wear. Use headrest and armrest covers to protect the areas most prone to soil damage. Topical stain protectors will help repel water-based spills and guard against staining.

When accidents happen, treat the stain or soil as soon as possible. Never scrub stains or soak the upholstery with a cleaning solution, warns The Soap and Detergent Association. Scrubbing will damage the fabric and spread the stain. Over-wetting, will enlarge the stain and cause soil-filled liquid to seep deep into the cushions and frame.

Solids should be gently scraped off with a spoon. To avoid spreading the damage, work from the outside of the spot toward the center. Liquids should be blotted with a dry white cloth or paper towel. Use a clean portion of the towel each time, until there is no further transfer from the spot to the dry towel. If necessary, use a cleaning product formulated for upholstery, reading and following label directions. ■

MISCELLANY

Preventing Pests in the Pantry

Forget the great outdoors! Insects can find all the nourishment they need right in the home. To prevent pest infestation, The Soap and Detergent Association emphasizes careful storage, routine cleaning and regular inspection.

Keep food storage areas clean. Spilled food should be cleaned up immediately. Cabinets and pantries should be vacuumed or brushed out regularly. Pay special attention to the corners.

Many insects can chew into cardboard boxes, plastic bags or foil liners. Corners and seams are good entry points, too. If the original package gets wet or damaged, repackage the food in a tightly sealed container. Re-seal packages tightly once they have been opened.

Do not store grain products close to a heat source, such as a radiator or stove. Keep all food, including pet food, off basement and garage floors.

If a food product does become infested, carefully wrap it in plastic and discard it in an outside trash container. Then thoroughly clean the infested area, inspecting other food products for damage. Check for sources of insects outside the kitchen, such as dried bird seed, plants or dried floral arrangements.

Six Rules for A Safer Kitchen

That warm, cozy kitchen has its dangerous side, warns The Soap and Detergent Association. It is too often the site of some serious accidents.

Many of these could be prevented by following a few simple rules.

Place a damp towel under the cutting board to prevent it from slipping. Keep knives sharp. Dull knives require more pressure, which increases the risk of slippage as you cut.

Turn pot handles toward the inside of the stove to avoid accidental bumps and spills. Always use a pot holder when lifting hot pots. Dish towels and other cloth items are not made to withstand the heat. Never use a damp pot holder — heat can travel through moisture, burning your hands.

Never poke a utensil into an electric mixer or food processor while it is working and never lift the

lid while a machine, such as a blender, is operating. Something may fly out at you.

Finally, avoid wearing loose fitting clothes during cooking — they are dangerous because they can easily catch on utensils and skillet handles.

Living In Style Outdoors

Comfortable, affordable and attractive outdoor furniture can transform any outside space into warm weather living space, observes The Soap and Detergent Association.

Some of the most popular patio furniture is made of either aluminum or resin. The latter is a tough, pliable plastic that can be molded and extruded for chairs, tables and chaises. Cushions, sling furniture and umbrellas are often made of Textilene, a vinyl-coated polyester fabric. It is cool to sit on and resists sun, stains, mildew and pool chemicals. If specially treated to help resist chipping, scratching or peeling, aluminum can be a good choice near swimming pools.

Both types of patio furniture should be protected from grime. To clean the frames, polish them with car wax. Clean the cushions with warm water and a mild detergent. To remove mildew, add chlorine bleach to the wash water, following label directions. Avoid abrasive cleansers, as they may scratch the surface.

A Healthy Glow

Those who long for that sun-kissed glow, but wisely shun the sun, are joyfully discovering self tanners. These new products are a distinct improvement over their predecessors that streaked, stained and turned the skin orange.

Today's self tanners simply dye or tint the skin without any help from the sun. The resulting skin color lasts up to three or four days. However, warns The Soap and Detergent Association, these products are not completely foolproof. To avoid the multi-striped look, the product must be applied evenly, and on two consecutive days. For best results, exfoliate the skin before the first application. To avoid the rusty hands look, hands should be thoroughly washed after contact with self tanners. And, to avoid tanning your clothes as well as your body, allow ample drying time — approximately 30 minutes. ■

Q & A

SDA Answers Your Questions

Q: What is a rinse agent and why is it suggested for use in an automatic dishwasher?

A: A rinse agent is designed to lower the surface tension of water. This causes water to sheet off the dishes which helps the dishwasher rinse away residue that causes spots and film. Rinse agents also aid in the drying of dishes. If washed dishes have spots or film, if small particles of food or detergent are left on dishes, or if dishes are not drying properly, a rinse agent may alleviate the problem. Liquids can be used in dishwashers that have a built-in rinse dispenser and the solid form can be hung on the dishwasher rack.

Q: What is the difference between chlorine bleach and oxygen or color-safe bleaches?

A: Chlorine bleaches are the more powerful ones; they deodorize and sanitize, as well as clean. They work on many whites and colorfast washables — but not on wools, silks or leathers. In addition, chlorine bleach can be used to disinfect many surfaces.

Oxygen bleaches are more gentle, working safely on all washable colored fabrics. They work best in maintaining whiteness, not in restoring it. They do not deodorize, sanitize or disinfect. Some oxygen bleaches contain enzymes that work especially well on protein stains.

Q: What causes etching of glassware washed in an automatic dishwasher?

A: Silica etching is a cloudiness, iridescent or rainbow-like appearance of glassware caused by a chemical reaction of the water, glassware and detergent. It is especially prevalent in soft or softened water and varies with the type of glassware. It can occur with any type of automatic dishwashing detergent.

The condition is irreversible, however, some steps can be taken to minimize it. Use the minimum amount of detergent (not less than 1 Tbsp.), set the water heater no higher than 140° F, underload the dishwasher to allow for thorough rinsing and draining, and dry without heat. Using a rinse agent may help as will a detergent formulated for naturally soft water. ■

WHAT'S NEW?

New products designed to make household cleaning chores easier include the Roughneck Hip-Hugger® Laundry Basket and the Folding Wire Dish Drainer. The former is one-bushel basket with a unique curved shape designed to comfortably fit the contours of the body. For easy one-handed or two-handed carrying, convenient grab-through handles are positioned at all four sides. With the Drainer's space-saving "X" design, dishes rest on the upper layer, cups and glassware are suspended on the "fingers" and utensils rest on the platform below. The coated wire drainer folds flat for easy storage.

(Rubbermaid Incorporated; 1147 Akron Road; Wooster, OH 44691-6000)

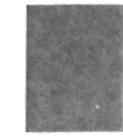
Pizza aficionados who yearn to bake a better pizza will welcome the Bravo Pizza Oven. This tabletop electric appliance incorporates a pizza stone, the same type of cooking bed used in many commercial pizza ovens. The porous ceramic baking surface is designed to absorb moisture from the dough during cooking. The result is a pizza with a crisp crust and moist top. Once the unit is preheated, it takes four to five minutes to bake a 12" pie.

(Villaware Manufacturing Company; 1420 E. 36th Street; Cleveland, OH 44114)

With a new, battery operated grill rotisserie, items like hot dogs, shish-kabobs and corn-on-the-cob can virtually grill themselves. The heavy-duty, chrome-plated rollers with chrome-plated shish-kabob skewers eliminate the need for constant watching and turning. The Bar-B-Roto-Roast can be used on electric, charcoal or gas grills, at home under a stove broiler, at picnics, barbecues and tail-gate parties.

(Olympus North America; 60 Plaza Building; 2900 14th Street North; Naples, FL 33940) ■





"KEEP IT CLEAN" BRIEFS

Tie a knot in a sleeve or pant leg of a stained garment as a reminder that it needs special washing care.

Never iron over a stain. The heat from the iron will set the stain and make it difficult or impossible to remove. A stained garment that has been washed should be treated again and returned to the wash, do not dry a stained garment in the dryer.

Antiperspirants and deodorants can cause staining. To prevent this, allow them to dry completely before getting dressed.

Start at the bottom of a wall and work up to the ceiling overlapping areas as you clean using a circular motion. In this way, any dirty streaks can be wiped off the clean part and will not leave marks that are hard to remove.

Provide young children with a special laundry basket for their stained clothes. They can sort their stained clothes so you won't miss the spots and can pretreat spots before washing.

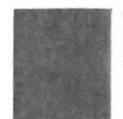
To prevent lint, sort clothes carefully. Separate "lint givers" such as chenille, towels, flannel, sweaters, etc. from "lint takers" such as corduroy, permanent press fabrics and synthetics. Separate dark colors from white and light-colored items. Use the correct amount of detergent to help hold loose lint in the water until it can be flushed away. And, do not overload the washer.

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