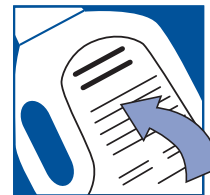


A Commitment to Consumers

Consumers use cleaning products every day. In fact, these products are an integral part of most people's daily routines. And what's more, hardly a day goes by without current health news that underscores the critical role home hygiene plays in keeping you and your family healthy and safe.

The cleaning products industry understands you want information about the products you use. As such, manufacturers provide information to help you make purchases that meet your health and environmental needs. And today, this "conversation" often goes beyond the product label.



From guidelines about product safety to proper use and disposal of the product and its packaging, manufacturers provide you with valuable information on product labels and company websites. Many also provide information via toll-free numbers. And as of 2010, companies will implement an ingredient communication initiative to help you learn even more about the ingredients in cleaning and other consumer products, such as air care products, polishes and floor maintenance products, and automotive care products.

PRODUCT LABELS

Labels: A Consumer "Resource"

Through the years, a variety of updates to household cleaning product labels have occurred to provide consumers with more information about these products.

For example:

- For over four decades, many manufacturers have included information about ingredients on the labels of cleaning products, along with **instructions for safe use** and the **manufacturer's contact information** should a consumer want to learn more.
- Over the years, many manufacturers have added a **toll-free number** and manufacturer and/or product **websites** through which more detailed information is readily available.
- In 2008, trade associations that represent cleaning and other consumer products announced a plan to **voluntarily share ingredient information** on household cleaning products.

This newest undertaking is called the **Consumer Product Ingredient Communication Initiative** which began in **January 2010**.

The Consumer Product Ingredient Communication Initiative

The new initiative reflects a **proactive and collaborative industry effort** to help consumers make informed decisions about the products they use in and around their homes. It gives participating companies the opportunity to provide **meaningful information about the ingredients** in their products.

This information may be provided to consumers in one or more of the following ways:

- Product label
- Manufacturer's website
- Toll-free number
- Other non-electronic means, to assist those who do not have access to the Internet.

Changes in Product Labeling: What You Can Expect

New or revised labels for production lines, along with updated consumer and online communications channels, are already being put in place. Here are some of the changes you may start to see on labels, websites or via other sources from participating manufacturers over the next few months:

- *Ingredients on cleaning and other consumer products included in the Initiative will be listed in **descending order of predominance**.* Just as with cosmetic labeling, household cleaning product ingredients with a concentration greater than one percent (1%) will be listed "in descending order of predominance," with the ingredient present in the highest quantity listed first. Ingredients present in low concentrations equal to or less than one percent can be listed in any order.
- *Ingredients on cleaning and other products included in the Initiative will be listed by their individual **chemical names**.*
 - These chemical names will come from existing naming systems, including those currently used on cosmetic products.
 - For example, International Nomenclature of Cosmetic Ingredients (INCI), which is used for cosmetic products (e.g. alcohol is the INCI term for ethanol), or common chemical name (e.g. borax instead of sodium tetraborate).
- *Fragrances, dyes and preservatives will be identified by their **chemical function names** (i.e. "fragrances," "dyes," "preservatives").* Function or class descriptors may also be used where needed to protect confidential business information. If you have specific questions about a functional ingredient – like a particular fragrance or dye – contact the product manufacturer.

About "Confidential Business Information"

Keep in mind that exact proportions, or "recipes," will not be revealed on the label. Just as your favorite jar of tomato sauce lists "spices" but doesn't itemize them, neither will such things as exact fragrances and their combinations be listed on the household cleaning product label.

Cosmetic labeling follows the same format, listing "fragrances" as a group term rather than itemizing individual ingredients used to produce the fragrance that gives the product its unique scent.



Reading the Label on Cleaning Products: *Other Important Information*

In addition to ingredient information, labels give you information about product use, effectiveness, potential risks, appropriate handling, storage, disposal, and applicable first aid information. They also provide contact information for the manufacturer.

SAFETY FIRST

SAFETY FIRST

Cleaning products are designed to be safe for consumers, their families and the environment when used as directed. Always read instructions on cleaning products before using, and follow usage instructions carefully. Remember, each product's instructions can be different: but in general, always follow these basic guidelines:

- Store all household cleaning products in a secure location, out of the reach of children and pets.
- Don't mix cleaning products – irritating (or potentially toxic) fumes could result.
- Keep products in their original containers with the labels intact.
- Cleaning products are intended for external use only. Refer to the product label for emergency information if a cleaning product is swallowed, comes in contact with eyes or if irritating fumes from combined chemicals are inhaled.
 - In an emergency situation, call the U.S. Poison Control Center's national toll-free hotline at 1-800-222-1222, or call the number listed on the product label.
 - To locate a provincial Poison Control Center in Canada, visit www.healthycleaning101.org/english/safety.html.
 - If someone is unconscious, not breathing, or having a seizure, call 911.

DISPOSAL

ENVIRONMENTAL TIPS: Disposal of Products and Packaging

Check the label to see if your product has specific recycling and/or disposal instructions. Here are general guidelines for disposal of products and packages:

- **Use all of the product.** If you can't, give it to another adult who can. Be sure the label is intact!
- **Follow label directions** for disposal; don't mix products when disposing. Contact the manufacturer if you need additional disposal information.
- **Do not reuse containers** for other purposes.
- **Recycle empty containers.** Check with your local recycling center to see what type of plastic, aerosol or paperboard containers they accept.

FAQ

INGREDIENTS

INGREDIENTS: FREQUENTLY ASKED QUESTIONS

Q: *Will every package label include all ingredients?*

A: The Consumer Product Ingredient Communication Initiative provides manufacturers several ways to communicate ingredient information to consumers. These include company website, product label, toll-free number or other non-electronic means. Under the initiative, household cleaning and other products included in the Initiative will list all ingredients except for those incidental ingredients that have no technical or functional effect in the product.

Q: *Where can I get more information about the specific ingredients in a particular product?*

A: Contact the manufacturer via their toll-free number or website for information about a specific product. You can also research chemical names to learn more about specific properties.

Q: *How can I be sure the products I buy are safe?*

A: Product manufacturers employ chemists, toxicologists and environmental safety assessors who oversee the selection of ingredients. They also provide advice on the safety of formulated products and direct the evaluation of finished products to assure safety before they are sold. It's important for you, as a consumer, to always follow label usage directions.

Q: *Is it safer to mix my own products at home?*

A: Most consumers see the advantages of using products developed by qualified professionals. In fact, many "home-brew" formulas fail to meet the standard of products you can buy at the store. Some don't work at all. Some can even be hazardous if ingredients are not properly combined or are used for improper purposes. What's more, after they are made, they are often improperly stored and may be missing adequate labeling, including safety instructions.

Q: *Where can I learn more about the Consumer Product Ingredient Communication Initiative?*

A: Check out these sources:

- American Cleaning InstituteSM:
www.cleaninginstitute.org
- Consumer Specialty Products Association:
www.cspa.org
- Canadian Consumer Specialty Products Association:
www.healthycleaning101.org

The ACISM Product Fact Sheet was developed by the Consumer Affairs and Outreach Committee and the Ingredient Communication Task Force of the American Cleaning Institute. It is intended for educational purposes and is not copyrighted. American Cleaning Institute and its member companies do not make any guarantees or warranties, expressed or implied, with respect to the information contained herein and assume no responsibility for the use of this information.

