

ACI Webinar:

# Better Laundry Practices



*Just in Time for the Holidays!*



# Welcome

## Nancy Bock

### American Cleaning Institute





# **American Cleaning Institute Washington, DC**

**Staff Expertise**  
**Consumer Education and Outreach**  
**Government Affairs**  
**Technical & Regulatory Affairs**  
**Communications**  
**International Affairs**

# Presenters

**Carlos Silva Lopes**  
The Dow Chemical Company



**Louise Aust**  
Henkel Consumer Goods Inc.

**Petra Stovickova**  
The Procter & Gamble Company





# History & Trends

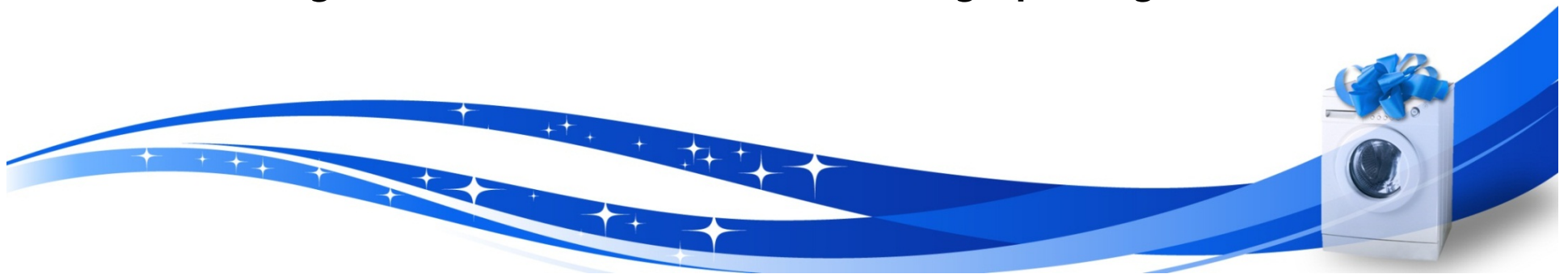
**Carlos Silva Lopes**

The Dow Chemical Company



# Did You Know...

- Industrial production of detergents only began during World War I, but by 1953 detergent sales surpassed soap sales.
- Laundry detergents are formulated with disinfection, sanitization and preservation ingredients.
- The average American family washes nearly 400 loads of laundry per year.



# The Situation at Hand

- According to the 2010 Annual Report of the American Association of Poison Control Centers (AAPC), there have been:
  - 8,281 laundry liquids/granules incidents
- ACI, manufacturers, formulators and regulators are vigilant in taking steps to better protect consumers.



# Shared Responsibility

- We all need to work together and make household cleaning products safer to use.
- Consumers have a variety of resources to better prepare themselves, their families and their homes.
- ACI and manufacturers are taking steps to protect consumers, including providing instructions and promoting resources to better inform them.





# Current Industry Trends

- Single-load laundry packets are emerging in the laundry care market in North America.
- In the emerging market of India, hand wash detergents still account for nearly half of the market.
- Manufacturers are evaluating their products' efficiency, space, weight and volume.
- Demand by consumers for eco-friendly products with equivalent / better cleaning powers is ever increasing.





# Carlos Silva Lopes

The Dow Chemical Company



# Safety

## Louise Aust

Henkel Consumer Goods Inc.



# What is Safe?

Hazard -  
The  
ability to  
cause harm





# What is Safe?

Exposure –  
Access to  
the hazard





# What is Safe?

Risk –  
The likelihood  
that accident  
will occur



# What is Safe?

Safe – secure from harm;  
acceptably low risk of harm



# How Risk is communicated and managed

- Consumer education campaigns
- Product labeling
- Child resistant closures on packaging
- Post market surveillance: Call Centers



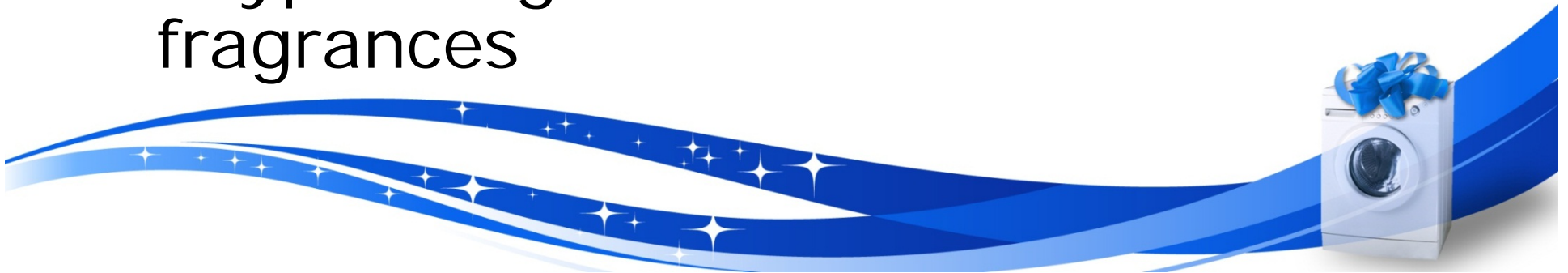
# Ingredients in Cleaning Products

- All Ingredients are tested for safety
  - Skin and eye irritation studies
  - Fragrances are tested for potential allergic reactions
  - Safety of repeated use over long term is assured
- Finished products tested to confirm safety and claims substantiation before launch



# Laundry Product Clinical Tests

- Skin Irritation
  - In-Home Safety Use Tests
- Sensitive Skin Use Tests
  - Self-perceived or diagnosed sensitive skin
  - Supports “Safe for sensitive skin” claims
- “Hypoallergenic” claims based on fragrances





# Children like to help with Laundry ...



## ...so practice laundry safety

- Read labels and follow directions
- Learn what “pictograms” mean
- Keep cleaning products out of reach
- Better yet, keep them out of sight
- Talk about cleaning products safety with your kids who are old enough
- Go to [www.cleaninginstitute.org](http://www.cleaninginstitute.org) for educational materials



# Storage of Liquid Pourable Detergent



Other



# Anatomy of a Label



Brand Name

Statement of  
Identity (what kind  
of product is it?)

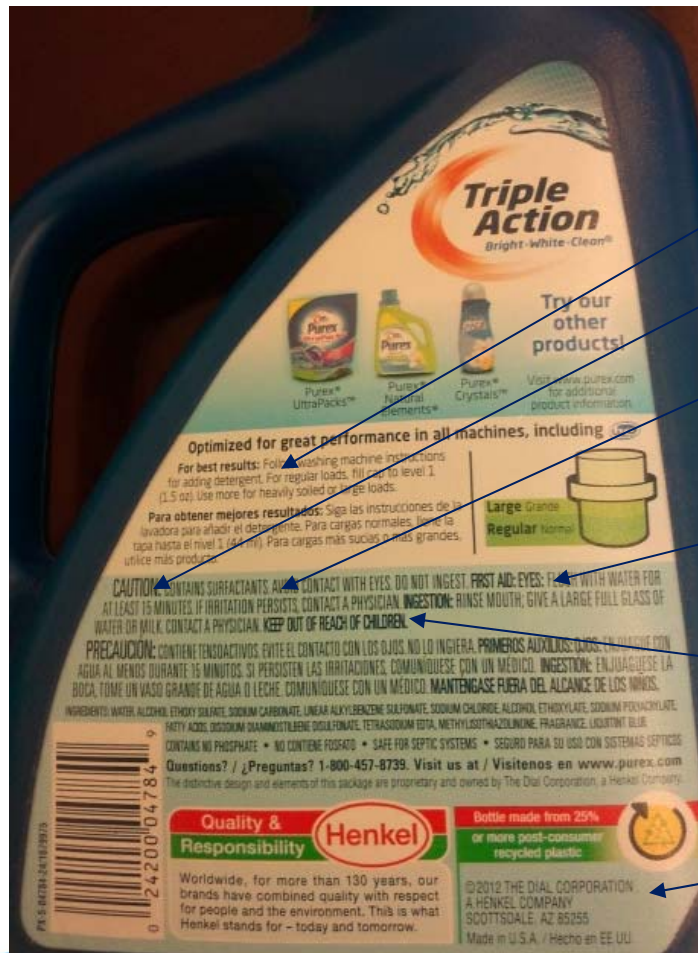
Net contents

Signal word:  
statement of hazard





# Anatomy of a Label



Directions for use

Signal word

Statement of hazard  
(what causes the problem)

First aid (what to do  
in case of an  
accident)

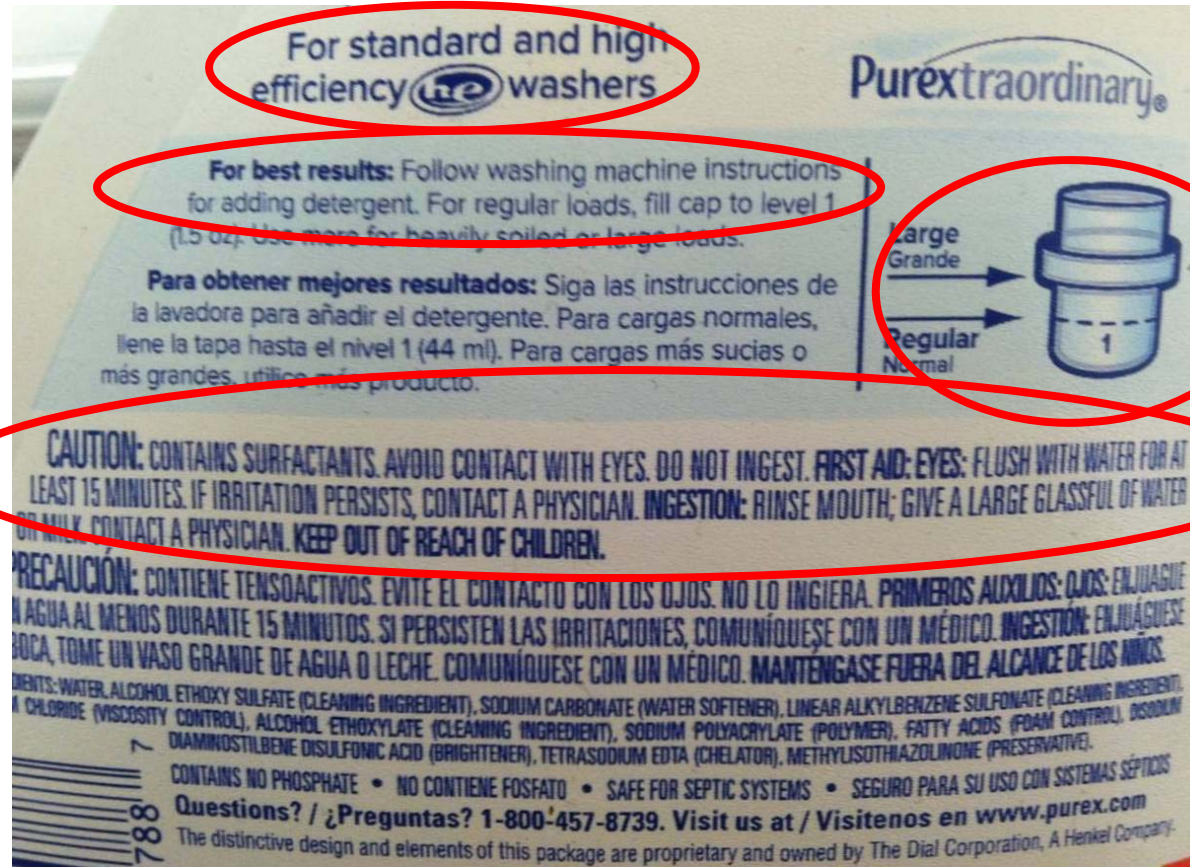
KOOROC statement

Manufacturer info





# Understanding the Label



# "Pictogram" Examples



Keep out  
of reach  
of  
children



Avoid  
contact  
with eyes



Do not  
ingest



Avoid wet  
hands



# It's a Shared Responsibility

- Labels must be clear, concise, uncluttered, easy-to-read
- Take time to read labels and follow the directions to ensure safe practices





**Louise Aust**

Henkel Consumer Goods Inc.





# Consumer Behaviors

**Petra Stovickova**

The Procter & Gamble Company





# ACI Consumer Research

Why



Better understand  
consumer  
perceptions of  
industry

Who



Online survey  
among 2,000  
Americans

Nationally  
representative of the  
population on  
gender, age, region,  
education, income,  
and ethnicity

When



Survey averaged  
15-minutes in  
length

How



Results tested at  
95% significance



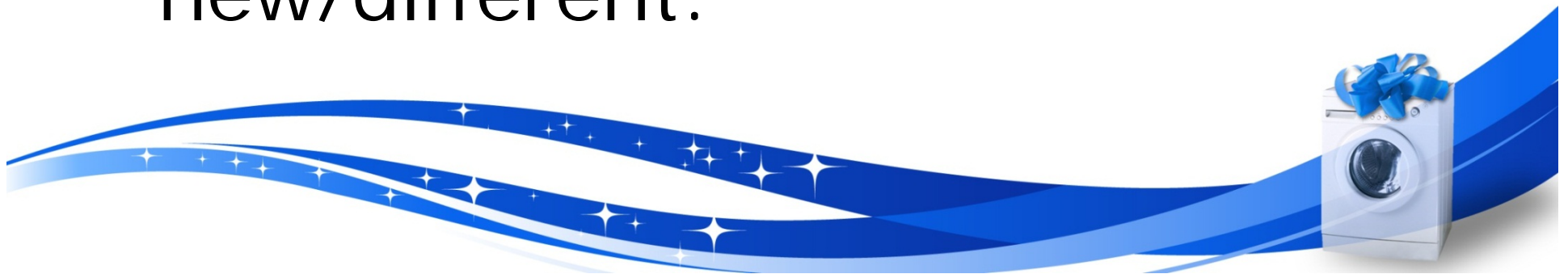
# ACI Consumer Research

- No particular concern about the safety of products
  - as questions continued their responses began to include the observation that perhaps they “should be” more concerned.



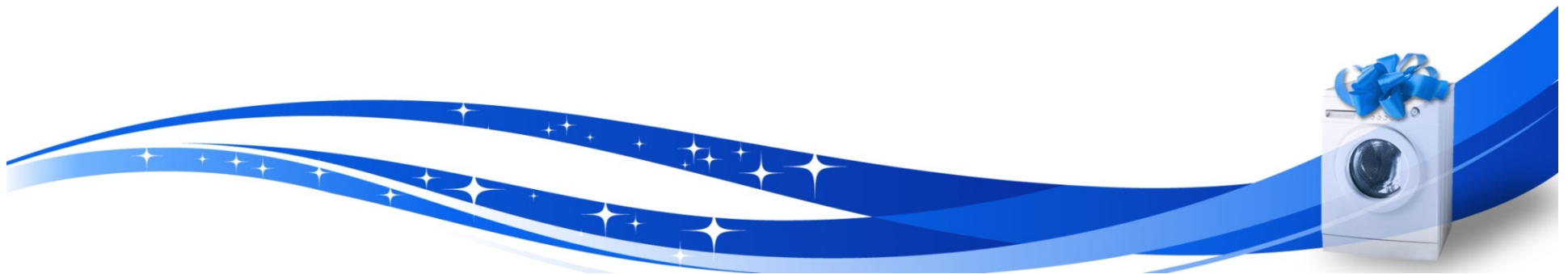
# ACI Consumer Research

- The primary belief or concern to any related health issues was effect on allergies/asthma.
- They do not typically read the label of a product with which they are already familiar, unless the product label looks new/different.



# Accidental Exposures to Laundry Products

- Despite best intentions, accidents do happen
- Never underestimate the familiar



# Safe proof laundry room



- Design the interior with safety in mind
- Laundry products need to be kept out of the reach of our children and pets.
  - Store laundry products out of the sight of children
  - Store up where children can not reach, i.e. top cabinets or shelves
  - Secure cabinets with child locks if at all possible
  - Avoid store laundry products on the floor





# What to do first

**⚠ CAUTION**

**⚠ DANGER**

- When doing laundry, read and follow all recommended product instructions, and pay close attention to all “Caution,” “Warning,” “Danger,” or “Poison” statements.
- Keep products in their original containers, including labels.



# Doing the laundry

- Make a conscious effort to do laundry without any distractions.
  - Try to ensure that children are not in the laundry room
  - Avoid allow young children to “help” in the laundry room
  - Avoid keeping pets in the laundry room
- If you use single-load laundry detergent packets, handle with dry hands.
- Clean up any spills immediately after they occur.



# After Use of Laundry Products

- After use, ensure that containers are closed and put away in their appropriate storage location.
- After doing laundry, always wash hands as well as all items used to dispense or measure products.
- Do not use containers of empty detergent to store any other materials.
  - Particularly for storage of any child related items
- Recycle empty laundry containers when possible or dispose of them properly.



# Safe Use and Handling of Single-Load Laundry Detergent Packets

- Detergent laundry handling rules apply
- Packets designed to dissolve completely in the machine, even in cold water
  - Do not cut or tear single packets
  - Always handle them with dry hands
- Do not use the single-load laundry detergent packets for washing laundry by hand or to pre-treat fabric
- If the single load laundry packets stick together, throw them away or put both of them in the wash.



If...



If you think a child has been exposed to a laundry detergent, or any other detergent, immediately call your local poison center at 1-800-222-1222

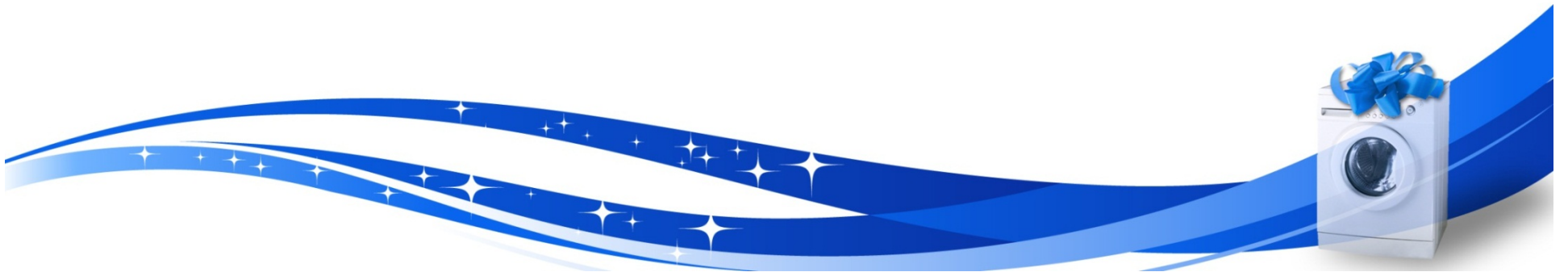






# Petra Stovickova

The Procter & Gamble  
Company



# Educational Materials

- [Cleaninginstitute.org/clean\\_living/laundry.aspx](http://Cleaninginstitute.org/clean_living/laundry.aspx)
  - Laundry room safety
  - Brochures
  - Consumer checklists
- Brands' websites



# Polling Question

- In your opinion, how should consumer learn better laundry practices?

# Questions





# Presenters



**Nancy Bock**  
American Cleaning  
Institute  
nbock@cleaninginstitute.org



**Louise Aust**  
Henkel Consumer  
Goods Inc.  
Louise.aust@henkel.com



**Carlos Silva Lopes**  
The Dow Chemical  
Company  
cslopes@dow.com



**Petra Stovickova**  
The Procter & Gamble  
Company  
stovickova.p@pg.com



# Better Laundry Practices

- Store laundry products safely
- Pay attention during use
- Dispose of products properly
- Know what to do

# Reminders

- PowerPoint Slides
- Questions and Answers
- Laundry Basket Giveaway
- Survey

ACI Webinar:

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*Just in Time for the Holidays!*

*Thank you for participating!*