



January/February 2006

Calendar of Clean

January is...

- **Jump Out of Bed Month:** See "Jumpstart Your Spring Cleaning"
- **Get Organized Month:** See "Organize the Cleaning Closet"

February is...

- **Wear Red Day:** February 3rd. See "Red Alert!"
- **Anniversary of White Shirt Day:** See "Keeping White Clothes White"

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Happy Anniversary, SDA!

SDA at 80: A Vital Past, an Essential Future. Eighty years of enhancing health and the quality of life through cleaning products and practices

This year, The Soap and Detergent Association celebrates 80 years of dedication to advancing public understanding of the safety and benefits of cleaning products. SDA's current mission to develop and share information about industry products with the technical community, policymakers, child care and health professionals, educators, media and consumers is very much as it was in 1926.

The Early Years: '20s, '30s, '40s

When SDA was founded in 1926, glycerine soap was the mainstay of the industry. Hence, SDA began life as The Association of American Soap & Glycerine Producers. Then, as now, there was a strong commitment to cleanliness issues as they affected children. Early educational programs centered on in-school hygiene and partnered with schools and public health groups to promote cleanliness at home and in

school.

The Middle Years: '50s, '60s, '70s

As detergents became more widespread, cleaning products became more diversified - and so did SDA's work. Extensive environmental research on cleaning product ingredients was conducted and disseminated to federal and local governments and consumers. The term "biodegradable" was coined by SDA and the industry.

The End of the Century: '80s and '90s

Key issues in the '80s and '90s included growing concern about the environmental and human safety of cleaning products, lack of time, expanding workforce, and rapid technological advancements in appliances led to new cleaning products. And, of course, the relationship between good hygiene and health continued to be a focus. SDA responded with a variety of programs, such as a series of monographs on detergent ingredients, consumer publications that addressed changes in technology and products, and educational programs that focused on environmental issues such as recycling.

2000 and Beyond

The original commitment to cleanliness issues among school children continues to be a high priority. Asthma education and legislative outreach, which began in the '90s, continues, with special outreach materials developed for low-income, inner-city audiences. Current SDA environmental research is focused on septic systems, water re-use and anaerobic biodegradability. Human health and safety technical work is directed at achieving appropriate regulation for antibacterial hand and body wash products, promoting safe practices in the use of enzyme technology; and advancing the use of non-animal testing in the safety assessment of cleaning products.

Jumpstart Your Spring Cleaning

Rise and shine with clean bed linens

When morning skies are winter-gray, it's tempting to pull the covers over our heads and ignore those annoying alarm clocks. That's why a group of educators designated January as Jump Out of Bed Month. The goal is to help kids explore ways to rise and shine.

With the focus on the bed, Jump Out of Bed Month is also a great time to jumpstart your spring cleaning, suggests The Soap and Detergent Association, with - you guessed it - the bed linens.

Comforters, quilts and mattress pads

- Check the care labels. Some can be laundered at home, while others require dry cleaning. Queen- or king-size comforters can be quite bulky. Some large capacity or front loading high-efficiency washers and dryers may be able to accommodate this bulk. But regular size washers/dryers may not be large enough. In this case, look for a laundromat that has large-capacity machines.
- For washables, pretreat heavily soiled areas with a prewash product.
- For in-home drying, toss a few white tennis balls or dry, clean towels in with your comforter or mattress pad. This will help keep the filling from clumping up.

Blankets

- Although most blankets are washable, check the care labels to be sure. Follow the recommended instructions for water temperature and wash cycle.
- Read the label to determine the best method for washing and drying your electric blanket.

Sheets

- Check the linen closet for sheets that have migrated to the back of the shelves. If they haven't been used for many months, wash them to remove dust.

Pillows

- Read and follow care label instructions.
 - Wash two pillows at a time, agitating only one or two minutes on a gentle cycle.
 - Machine dry. During the drying cycle, periodically take them out and fluff them to prevent clumping and to promote even drying.
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Clearing Out and Cleaning Up

Start the New Year right with post-holiday cleaning tips

When holiday guests depart and holiday decorations come down, what's left behind? Dirt, dust and grime, declares The Soap and Detergent Association. So here are some easy-to-follow cleaning resolutions to get everything back under control.

Restock

- Take inventory of your cleaning supplies. Store most frequently used items in a container that's easy to carry from room to room.
- In a multi-level home, invest in duplicate sets of cleaning supplies so you can indulge in spur-of-the-moment cleanup no matter where you are!
- Keep disinfectant wipes next to the kitchen, bathroom and laundry sinks for quick and easy cleanups.

Refresh

- Free up the fridge by discarding holiday leftovers.
- Use fabric refreshers to help remove post-holiday odors from carpets, upholstery and curtains.
- Apply wrinkle-releasing spray to help make slipcovers and curtains look crisp and new. Spray in a sweeping motion until the item is slightly damp. Then, gently tug and smooth the wrinkles away.

Re-evaluate

Small changes can make a big difference.

- Add a coat rack or door hooks for an easy place to hang jackets and scarves.
- Confine snacks to certain areas of the house to cut down on clutter and eliminate crumbs that might attract unwanted visitors.
- Sort mail next to the trash or recycling container so junk mail doesn't pile up.

Recruit

- Enlist family members to take part in everyday pickup.
- Assign age-appropriate tasks. Preschoolers can put away their playthings. Teenagers can clean their own rooms and assist with laundry. With easy-care comforters, everyone can make (or help make!) their own beds.

Review

- Before heading off to bed each night, do a quick walk-through. Recycle old newspapers, put dirty dishes in the dishwasher, hang up wayward wardrobe items. This way, each new day will be a fresh start!
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Organize the Cleaning Closet

Give your storage space a clean sweep

January is Get Organized Month. And what better place to start, asks The Soap and Detergent Association, than with your cleaning closet? After all, if you've got your supplies under control, cleaning is just easier.

Clean Out

The first step is to discard empty containers and products that you no longer use.

- Wear rubber gloves so your hands are protected, no matter what you uncover!
- Since some cleaning solutions may lose potency over time, discard anything that's more than three years old.
- Check the labels for any special information about disposing of the products and/or the containers.
- Discard containers in a trash bin or recycling container that has a secure lid.
- While the closet is empty, give the interior a thorough scrub down.

Shape Up

- Install storage containers that will help keep cleaning products organized and easily accessible. Possibilities include a lazy Susan, plastic bins, over-the-door organizers and/or wire shelving.
- Consider storing frequently used items in a bucket or other take-along container.
- If there are young children or curious pets in your household, install a child-safety lock on the closet door.
- Post the Poison Control Center Hotline number (1-800-222-1222) on the back of the closet door or in prominent place by or on the telephone.

Red Alert!

Choose red for a worthy cause

The Heart of Truth, a national awareness campaign for women about heart disease, is sponsoring National Wear Red Day on February 3. This annual event is an opportunity to show support for this life-saving awareness movement by wearing a red dress, shirt, tie, sweater – any article of clothing, as long as it's red!

New garments, especially red ones, may be overdye to produce a bright, rich color. When these garments are laundered, the color may fade or the red dye may transfer to other items. But, fear not! The Soap and Detergent Association has some tips so you won't see red when you launder red.

- Laundry should be sorted into three piles: lights, brights and darks. Anything red belongs in the brights pile. You may even want to separate reds into their own load in case they bleed.
- Wash red items in cold water.
- If bleeding has already occurred, pretreat the area and relaunder the garment in the warmest water that's safe for the fabric.
- Don't dry the garment until the bleeding is removed, as drying in a hot dryer may set the stain.
- Once the bleeding is removed, dry promptly. Dye transfer can also occur when damp items stay in contact with each other for a period of time.

Keeping White Clothes White

How to maximize the cleaning power of bleach

Chlorine bleach is key to keeping white clothes their whitest and brightest, says The Soap and Detergent Association. The rules are simple; the results can be dazzling.

Bleach Basics

- Check the care label to be sure chlorine bleach is safe for the fabric.
- Use the correct amount of bleach for your load size and washer. Read and follow the instructions on the bleach bottle.

Whitest and Brightest

For the brightest results:

- If your machine has a bleach dispenser, pour the bleach directly into it.
- No dispenser? Add detergent as the washer fills up with water. Add the clothes. Let the machine agitate for about five minutes so that the clothes are thoroughly wet. This time also allows the detergent enzymes to work. Dilute bleach in one quart of water and then add it to the wash water. Be careful not to spill any undiluted bleach directly on the clothes.

Highlights

In celebration of SDA's 80 Anniversary, every issue of Cleaning Matters in 2006 will highlight a bit of SDA's history.

SDA'S HISTORY, THEN AND NOW...

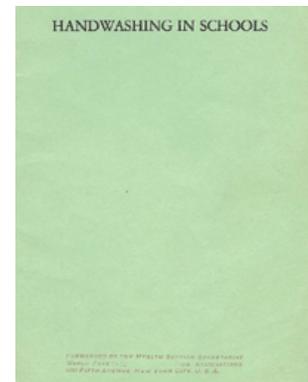
Spotlight: Hand Hygiene

In 1926, a few years before the dawn of the Great Depression, a group of U.S. manufacturers banded together in New York City to promote the benefits of cleanliness and hygiene. That organization was known as the Association of American Soap and Glycerine Producers, Inc. - forerunner of The Soap and Detergent Association (SDA).

In 1927, The Cleanliness Institute was founded by the Association to teach the value of hygiene. The Institute published and disseminated educational materials in cooperation with public and private organizations, including schools and health and social welfare agencies, to improve hygiene practices.

During its 35 years of existence, the Institute served the public by raising personal and community standards of health, self-respect and productivity. It contributed to the general welfare by strengthening public consciousness of the value of cleanliness standards by reaching out to virtually the entire population of the United States.

One of the first projects of the Institute was a 1928 investigation of school handwashing facilities. The research involved 145 schools in 15 states, representing a total enrollment of 124,000 students, and was supported by Colgate-Palmolive-Peet Co., Lever Brothers Co., Pine Tree Products Co. and The Procter & Gamble Company. The study revealed great interest in cleanliness education in schools.



Handwashing in Schools.



Now, 80 years later, the Association continues its long tradition of hand hygiene with its "Healthy Schools, Healthy People, It's a SNAP" (School Network for Absenteeism Prevention) program. In an effort to reduce absenteeism, the Centers for Disease Control and Prevention, Department of Health and Human Services and The Soap and Detergent Association joined forces to create the program. "It's a SNAP" is an innovative, self-directed hand hygiene program crafted especially for middle schools. The program allows school communities to create a classroom project that could improve student and staff health and earn national recognition. For more information, go to www.itsasnap.org.

Healthy Schools, Healthy People.
It's a SNAP.

2006 SDA Annual Meeting & Industry Convention

SDA will celebrate its 80 anniversary at the 2006 SDA Annual Meeting & Industry Convention. The Convention, titled "SDA at 80: A Vital Past, An Essential Future," will be held January 30 to February 4, 2006 in Boca Raton, Florida.

The Convention will feature high-profile journalists, industry leaders and a special exhibit and commemorative program titled "History of Soaps, Detergents & SDA."

Cleaning Questions? *Ask Nancy!*

Q: Last year Super Bowl party snacks nearly ruined my sofa. How can I either protect fabric from stains or clean them up thoroughly?

A: Aside from covering your furniture with plastic, your best bet is to have the appropriate cleaners on hand. Using the wrong cleaners can damage upholstery, so be sure to read care labels before cleaning any fabric. As a general practice you can best clean super-sized Super Bowl stains by gently blotting up liquid or food rather than scrubbing or rubbing the spot. (Rubbing can drive stains deeper into fabrics.) As soon as you're able, use upholstery cleaner on the spot. Read and follow the cleaner directions before using. Another tip: use only white paper towels or cloths to wipe up spilled liquids or solids. Colored napkins or towels can leave their own colored stain.

Q: Does SDA promote recycling and how can I do more in my town to help with recycling?

A: SDA members are major supporters of recycling through their purchasing and incorporating of recycled material in their packaging. The use of recycled materials is a long-standing commitment of over 15 years. In fact, some plastic containers are made of up to 50% recycled plastic and some cleaning products are packaged in 100% recycled materials.

SDA encourages consumers to find out if there is a recycling program in their community. If so, consumers should consider participating in the program by separating and putting recyclables out for curbside pickup or taking them to a local drop-off or buy-back center.

– Nancy Bock is Vice President of Education for The Soap and Detergent Association



Clean Ideas: Staying Clean All Winter

Tips for keeping house and hearth clean during the dark days of winter

With the shorter, colder days of winter come added time spent indoors, extra jackets, blankets and comforters, and snow and mud tracked indoors. Here are eight tips to help keep your home clean all winter:

1. Encourage your family to leave their shoes at the door. You might consider placing a box or special mat by the door to help catch melting snow in shoe and boot soles.
2. If you have pets that venture outdoors, consider keeping a towel by the door to give your pet a quick rubdown - especially paws! - before letting them in the house.
3. Place throw-rugs in high-traffic areas - even over other carpets - to keep your wall-to-wall carpets from aging prematurely and make quick-cleaning as easy as shaking out a rug.
4. Carpet and upholstery cleaners can help save your carpets and furniture! Most winter stains from snow or mud are easy to clean, but be sure to read the cleaning label carefully and follow its directions closely. Using the wrong cleaner can ruin fabrics.
5. Sand and grit tracked into your home can scratch tile floors. Regular cleaning will help keep your kitchen and bathroom floors safe and clean.
6. Vacuum upholstery regularly to catch small soil and food particles before they work their way into fabrics.
7. Keep jackets, blankets and comforters clean all winter by washing them once a month.
8. Since winter is also "cold and flu season," keep a steady supply of hand soap at every sink. Encourage your family to wash their hands regularly!