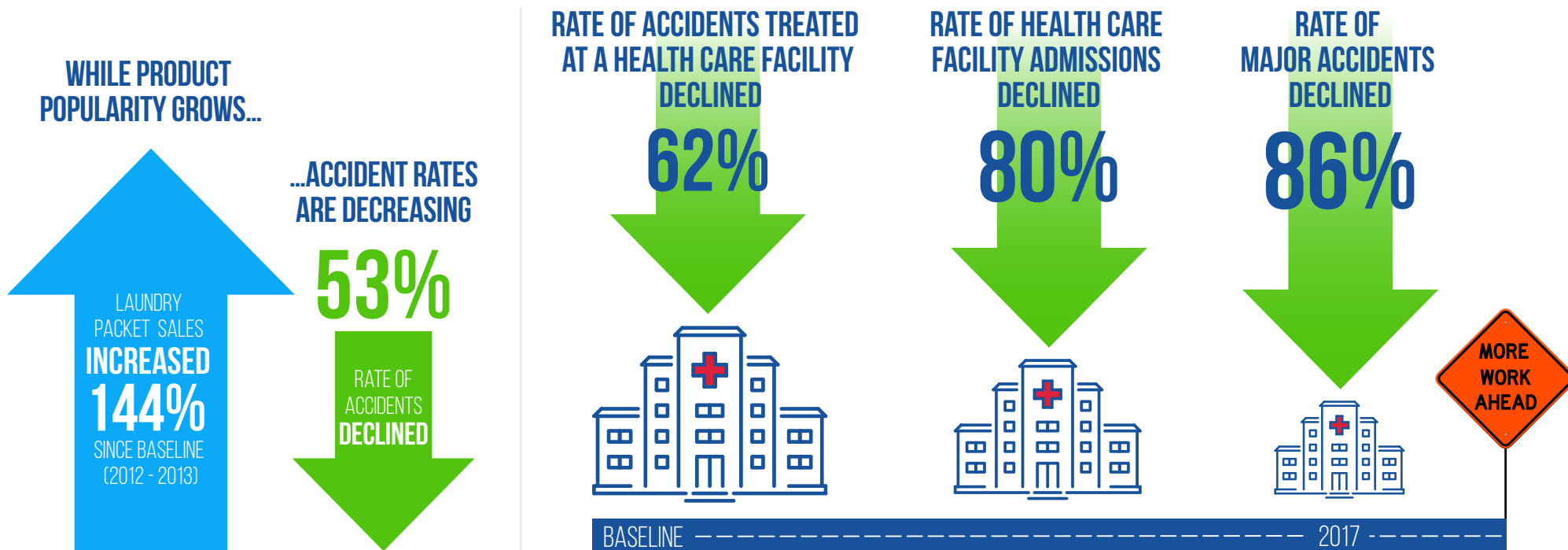
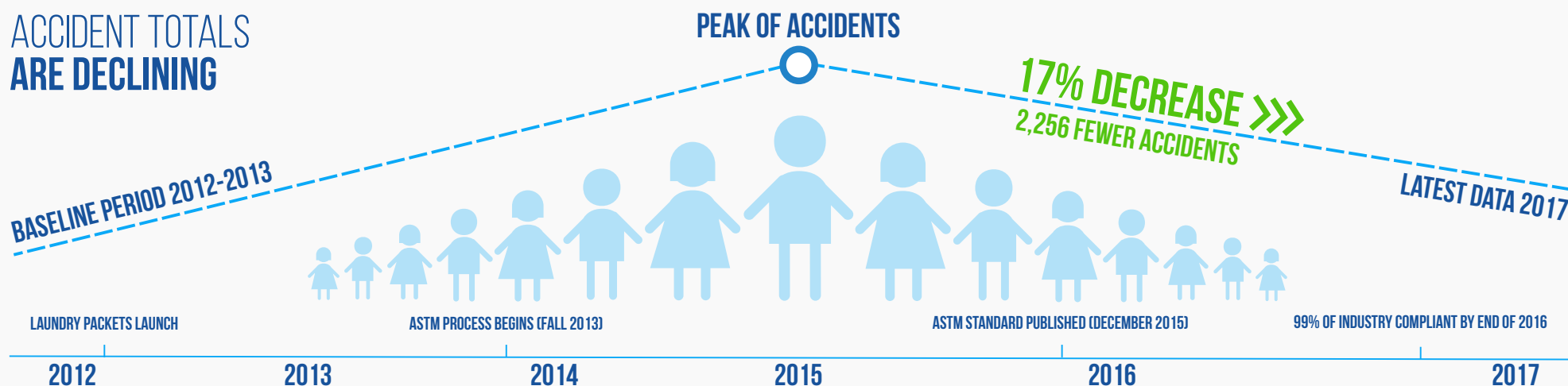


LIQUID LAUNDRY PACKET SAFETY STANDARD: STEPS TO KEEP CHILDREN SAFE SHOW SUBSTANTIAL PROGRESS



ACCIDENT TOTALS ARE DECLINING



Source: Rocky Mountain Poison & Drug Center Evaluation of Liquid Laundry Detergent Packet Exposures, [DRAFT] June 2018. Rate of total accidents, major accidents, and health care facility treatments decline based on sales-adjusted rates (baseline vs. 2017); accident total decline based on absolute numbers (peak vs 2017).
Source for laundry packet sales increase data: American Cleaning Institute's (ACI) own analyses and calculations based in part on data reported by Nielsen, through its Strategic Planner Service for the Liquid Laundry Packets category for four-week periods from July 2012 through December 2017 for the Total U.S. market for Nielsen's Expanded All Outlets Combined channel, which includes Food, Drug, Mass Merchandise, Club, Dollar and Military/Deca. Conclusions drawn from use of the Nielsen data do not reflect the views of Nielsen.