

INDUSTRY LEADERSHIP IN TIMES OF

CHANGE

2006 2007 2008 2009 2010

2008-2009 REPORT TO THE MEMBERSHIP

THE SOAP AND DETERGENT ASSOCIATION
The Home of the U.S. Cleaning Products Industry®





Letter From The President

In SDA's 2006–2007 *Report to the Membership*, we highlighted how successful organizations are able to adapt in times of change. Given how the times have changed since late 2008, that ability is now being put to the test.

In no uncertain terms, the economic crisis has left our members faced with making difficult decisions to remain competitive and profitable. This is an era of decreased budgets and reduced resources. The way we work has to accommodate these realities.

Alongside the economic free fall, we have experienced a sea change in the White House and in the U.S. Congress. It's too soon to tell, but the changes in federal government may represent the most drastic shift in governmental philosophy – especially in the areas of health, environmental and safety regulation – in recent memory. At the same time, we are seeing a rapid rise in state efforts to regulate products.

Here at SDA, we are acutely aware of the obstacles your companies are facing. While we have tightened our spending, we intend to help you fill the gaps in your capabilities related to your priority issues. SDA is intensely focused on your interests in those priority-issue areas.

Indeed, now more than ever, your active membership and participation in SDA is critical. SDA is well positioned to advocate on your behalf to protect your freedom to formulate, market and innovate your products. Even in difficult times, we will work to make your investment in SDA one that is well worth maintaining.

The 2008–2009 *Report to the Membership* chronicles how SDA has continued to provide our members with the best, most efficient forum for high-level business-to-business meetings and networking. Efficiency in your interactions with your business partners is more important than ever.

We report on our activities and capabilities and hope you will see that SDA is the best-equipped and most successful instrument for defending cleaning products and their ingredients and promoting their benefits.

“THE REPORT HIGHLIGHTS SDA’S STRATEGIC, WIN-WIN APPROACH TO PARTNERSHIPS AND ALLIANCES THAT FOCUSES FIRST AND FOREMOST ON SUCCESSFUL OUTCOMES.”

We recall our most recent progress in demonstrating the safety of cleaning products through SDA's outstanding scientific and technical research programs and publications.

The report also highlights SDA's strategic, win-win approach to partnerships and alliances that focuses first and foremost on successful outcomes.

And we proudly showcase how SDA is demonstrating our members' leadership in environmental, social and economic sustainability.

Even in times of turbulent change, we remain steadfast in our commitment to delivering value to our members and communicating SDA's vision to our stakeholders – to enhance health and the quality of life through sustainable cleaning products and practices.

“SDA IS THE BEST-EQUIPPED AND MOST SUCCESSFUL INSTRUMENT FOR DEFENDING CLEANING PRODUCTS AND THEIR INGREDIENTS AND PROMOTING THEIR BENEFITS.”

Ernie Rosenberg
President and CEO

Business & Networking



From left: Mike Parkington, VP – Laundry, Unilever; SDA Board Chair Frank Sherman, President & GM, Surface Chemistry, AkzoNobel; and Keith Weed, Group VP for Homecare & Hygiene, Unilever.



Manfred Trautmann (left), Vice President, Detergents & Intermediates, Clariant International; and Tom Nelson, Associate Director – Global Chemicals Sales, P&G Chemicals.

SDA – PROVIDING MAXIMUM BUSINESS VALUE, SHOWCASING SUSTAINABILITY

In challenging economic times, the cleaning products industry knows it can rely on SDA's Annual Meeting & Industry Convention to offer the most effective and efficient forum for businesses interaction and networking.

At the Convention and other events throughout the year, SDA brings together industry stakeholders to share information on regulatory, legislative and marketplace trends that are shaping our business landscape.

GOING BEYOND GREEN, PROTECTING FUTURE GENERATIONS

Sustainability initiatives took center stage at SDA's 2008 and 2009 Conventions.

The theme of the 2008 event, Going Beyond Green, featured speaker presentations and policy briefings detailing how the cleaning product industry demonstrates sustainability on a daily basis.

The 2009 Convention theme, Protecting Future Generations, was a part of the keynote speaker presentations and committee discussions and allowed SDA to showcase members' efforts in the first-ever, industrywide Wall of Sustainability.

Despite challenging economic forecasts for 2009, attendance remained strong at the SDA Convention and continued to gather cleaning product industry experts in Boca Raton for one last time.



SDA Board members Simon Medley, Group VP, Care Chemicals & Formulators, BASF; and Nancy Vincent, Business Director, NAFTA, Cognis Corp.



SDA Board members Jorge Mesquita (left), Group President – Global Fabric Care, Procter & Gamble; and Reinhold Brand, President, Evonik Goldschmidt Corp.



SDA Board members Janice Mabe, VP – Performance Products, Intermediates Americas, Huntsman; and William Littlefield, EVP & GM of Branded Products, Sun Products Corp.



Branding and marketing guru Martin Lindstrom explained a new realm of research called "neuromarketing" during a keynote 2009 Convention address.



2009 SDA Board Vice Chair Jane Hutterly, EVP – Worldwide Corporate & Environmental Affairs, S.C. Johnson & Son, Inc., addresses Convention attendees.

SDA CONVENTION: A NEW BEGINNING

The 2010 SDA Annual Meeting & Industry Convention will have a brand new look and a new locale, as we move to Grande Lakes Orlando.

In our commitment to continuously improve the members' Convention experience, SDA is pleased that our move to Grande Lakes will provide members with many new opportunities to gain even greater value with enhanced networking opportunities.

The Convention will take place January 26–30, 2010.



From left – Betty Scott, The Dial Corp. – A Henkel Company; Martin Wolf, Seventh Generation; and Bob Hamilton, Amway.

...Business & Networking



Dale Steichen (left), VP, Research & Technology, AkzoNobel Surface Chemistry; and Jack DiMaggio, Global Director, Fragrances and Flavors, Colgate-Palmolive Co.



Sanjay Trivedi (left), Managing Director, Chemithon Engineers Pvt. Ltd, talked with Shiego Ishii, Senior Managing Director, Japan Soap and Detergent Assn.



Dr. Jack Linard, a longtime researcher and scientist for Unilever, received the 2009 SDA Elva Walker Spillane Distinguished Service Award.

"**DESPITE CHALLENGING ECONOMIC FORECASTS FOR 2009, ATTENDANCE REMAINED STRONG AT THE SDA CONVENTION AND CONTINUED TO GATHER CLEANING PRODUCT INDUSTRY EXPERTS IN BOCA RATON FOR ONE LAST TIME. THE 2010 SDA ANNUAL MEETING & INDUSTRY CONVENTION WILL HAVE A BRAND NEW LOOK AND A NEW LOCALE AS WE MOVE TO GRANDE LAKES ORLANDO.**"

(CONTINUED)

CLEAN, GREEN CONFERENCE

SDA: A RESPONSIBLE VOICE ON GREEN CLEANING

SDA chaired a November 2008 conference that provided a major intersection of dialogue on regulatory, legislative, research, manufacturing and marketing trends related to all things "clean" and "green."

"What's New on the Clean Green Scene: Cleaning Products 2008" was organized by IntertechPira and featured speakers from government, industry, the news media and the nonprofit sector, who shared new information on formulation and marketplace trends.

The 2009 Cleaning Products Conference will be held in Alexandria, Virginia, November 2-4. Look for more information at www.cleaningproductsconference.com.



Pamela Helms, The Caldrea Company, highlighted cleaning product marketplace trends in a talk titled, "Green as the New Black: Fashion or Forever?"

Chemical	% in Form	Cancer H	Skin Sens	Reproduct	Develop	Neurolog	Systemic	Cytotox	Chronic	Persiste	Bioacc
KRZ-243											
ary E. Tetrabromophthalate diol		Z	Z	Z*	Z*	Z	M*				
ary B. Aryl phosphate		Z	Z	M*	M*	M	M*	Z	H		
yl Phosphate 115-86-6		Z	L	L	L	L	M	L	H		
propenyl Alcohol 6483-57-5			M	L	M	M	M	M	M	M	
mer 550											
ary F. Halogenated aryl ester		Z	Z	M	M	Z	M	Z	H	H	
ary G. Triaryl phosphate											

Clive Davies, Chief of EPA's Design for the Environment (DfE) program, who talked about the cleaning product industry's interest and participation in DfE.



Janice Frankle of the Federal Trade Commission briefed attendees on the agency's review and update of their guidelines on environmental marketing, also known as the Green Guides.

Product & Ingredient Defense



Dennis Griesing (left), SDA VP of Government Affairs, listens to U.S. Rep. Lloyd Doggett (D-Texas), as the Congressman speaks to SDA Board members in November 2008. Rep. Doggett helped champion SDA's push for eliminating an unfair federal subsidy that harmed the tallow supply for oleochemical and soap producers.

SDA CONGRESSIONAL VICTORY: TAX CREDIT DIVERTING TALLOW SUPPLY REPEALED

Two years of SDA advocacy and grassroots outreach paid off when Congress eliminated a \$1-per-gallon subsidy for mixing animal fats directly with petroleum.

The tax credit diverted tallow and other animal fats away from oleochemical and soap producers to biofuel production. It was also a significant factor in increasing the price of animal fats.

SDA INGREDIENT COMMUNICATION ADVOCACY PROTECTS YOUR INTELLECTUAL PROPERTY

Companies large and small helped shape a voluntary Consumer Product Ingredient Communication Initiative that originated at SDA. SDA collaborated with our allied associations in the U.S. and Canada to broaden the reach of our program. The announcement of this program, which will take effect in January 2010, enhances our ability to protect your valuable intellectual property by preventing unnecessary and potentially unfavorable legislation, while providing consumers with more information than ever before on cleaning products and their ingredients in a meaningful and consistent way.

AUTO-DISH DETERGENTS: ADVANCING NEW APPROACH ON HOUSEHOLD USE, PROTECTING PHOSPHATE USE IN I&I PRODUCTS

SDA successfully protected the use of phosphates in industrial and institutional (I&I) dishwashing detergents from state-level phosphate bans, while ensuring an orderly market transition to no-phosphate household auto-dish products, effective July 2010. At least 15 states have enacted SDA's model legislation to date.

PROTECTING DRYER SHEETS FROM UNNECESSARY REFORMULATION

SDA successfully protected dryer sheet manufacturers and their suppliers from proposals that could have led to substantial product reformulations, altering fragrance content. Working with California regulators, we negotiated volatile organic compound (VOC) limits that maintained reasonable, allowable fragrance levels for dryer sheets.



Joe Simitian, California State Senator (D), met with executives from SDA member companies during the 2009 SDA Convention. The Senator and SDA members shared an important dialogue on ingredient communications issues and legislation, which is a keen interest of Sen. Simitian.

"WORKING WITH CALIFORNIA REGULATORS, WE NEGOTIATED VOC LIMITS THAT MAINTAINED REASONABLE, ALLOWABLE FRAGRANCE LEVELS FOR DRYER SHEETS."

PREVENTING "GREEN CHEMISTRY" PLANS FROM TURNING INTO CHEMICAL BLACKLISTS

As California moved forward on a comprehensive Green Chemistry Initiative, SDA worked with allies to avoid specific chemical bans, overly strict mandates, and unworkable ingredient disclosure requirements. Through written comments and on-site meetings, SDA urged state officials to undertake a categorization and prioritization exercise to identify those chemicals that are of the highest concern in California, and focus their efforts on scientific discovery, commercialization and dissemination of alternatives through its Green Chemistry Initiative.

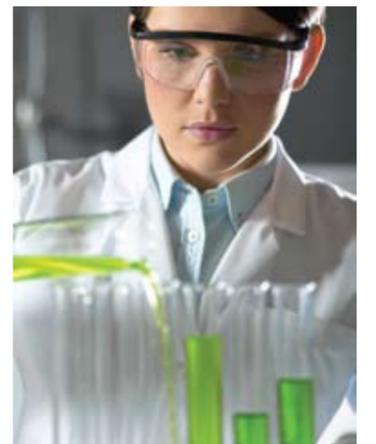
DEFENDING AGAINST UNWARRANTED I&I PRODUCT RESTRICTIONS THROUGH "GREEN PURCHASING" POLICIES

SDA worked in states across the country to avoid unnecessary product and ingredient restrictions as part of statewide "green" purchasing policy initiatives. Our efforts here are important because poorly designed restrictive programs can inhibit innovation by imposing regulatory obstacles, restricting formulation options or simply by diverting resources from productive to unproductive use of company resources. >>

PUSHING FOR COMMON-SENSE IMPLEMENTATION OF PRODUCT SAFETY REFORMS

As the Consumer Product Safety Commission (CPSC) worked to implement sweeping changes in product safety laws, SDA urged regulators to take into account existing product certification requirements rather than mandate new, unnecessary compliance burdens.

SDA indicated that additional certification requirements would be duplicative in light of current consumer product safety regimes; this message has resonated with top CPSC officials.



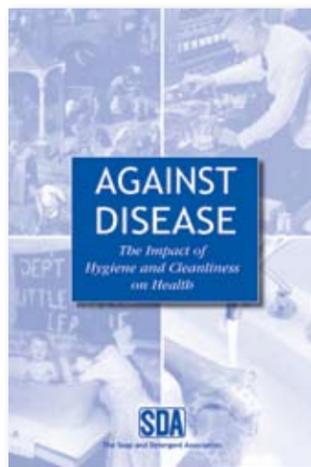
SDA testified across the country urging lawmakers to take a flexible approach to environmentally preferable procurement policies.

Technical, Regulatory, International Leadership



SHOWCASING THE SCIENCE OF SDA

The science behind the safety of cleaning products and their ingredients is now online at SDA Science.org. This website shares a vast portfolio of research and scientific work from the past several decades produced by SDA, working with the cleaning products industry it represents. Sharing this information is part of the long-standing commitment to product stewardship demonstrated by SDA and our members.



AGAINST DISEASE: BOOK HIGHLIGHTS THE HISTORY OF CLEANING, HYGIENE AND HEALTH

The historic and present-day impact of hygiene and cleaning on public health is chronicled in the publication of *Against Disease: The Impact of Hygiene and Cleanliness on Health*. An update of the 1984 SDA publication, *Cleanliness and the Health Revolution*, the new book is authored by Dr. Allison Aiello of the University of Michigan School of Public Health; Dr. Elaine Larson of Columbia University School of Nursing; and SDA's Richard Sedlak. A web-based version of the book is available for download at no cost at AgainstDisease.org.

GLOBAL CHEMICAL MANAGEMENT: UNPARALLELED LEADERSHIP, EXPERTISE

SDA takes an active role in domestic and international forums, often leading the representation of downstream chemical users. SDA pushes for a harmonized, risk-based approach to chemical management schemes to reduce their effects on product and ingredient formulation and labeling in the U.S. market. Our scientific and technical expertise, leadership and reputation for collaboration are recognized around the world.

- ICCM: During the second International Conference on Chemical Management (ICCM) in Geneva in May 2009, SDA achieved its objective of establishing the need to have downstream users at the table in the development of chemical management regulations and programs. About 800 regulators, industry and NGO delegates from around the world were exposed to our industry's chemical management and sustainability achievements through an exhibit jointly sponsored by the International Network of Cleaning Product Associations, including our partners from Australia, Canada, Japan and the U.S.
- GHS: Through complex and intricate international negotiations, SDA is making a positive impact in the evolution of the UN's Globally Harmonized System (GHS) for Classification and Labeling of Chemicals scheme. SDA led the Business and Industry Advisory Committee delegation at the April 2008 meeting of the OECD Task Force on Harmonization of Classification and Labeling in Paris, where two hazard classification schemes of interest were discussed. We made great progress in pushing the preferred U.S. approach for labeling.

CHALLENGING UNSCIENTIFIC, HAZARD-BASED APPROACHES TO CHEMICAL REGULATION

SDA provides detailed, science-based comments on proposed environmental purchasing rules that often rely too heavily on self-styled certification groups that focus solely on hazard-based assessments of cleaning products.

Many of the proposed standards – offered by groups such as Green Seal – inappropriately ban effective ingredients, ignore risk assessments and misapply criteria used in determining whether certain substances may cause asthma.



Industry trade press and online blogs took note of SDA comments on inappropriate standards that ignore risk assessments.

HONORING INNOVATION, RESEARCH

SDA continues to promote and advance breakthrough research involving surfactants and glycerine.

At the 2008 AOCS Annual Meeting, scientists from Novozymes and two leading Swedish research institutions received the SDA Distinguished Paper Award for the most outstanding research published in the *Journal of Surfactants and Detergents* in 2007.

At the same meeting, researchers from the U.S. Department of Agriculture received the 2008 Glycerine Innovation Award, sponsored by SDA and the National Biodiesel Board.



Teresa Neal, Novozymes, accepts the Distinguished Paper Award from SDA's Richard Sedlak.



From left: Steve Howell, National Biodiesel Board, and SDA's Kathleen Stanton present the 2008 Glycerine Innovation Award to USDA researchers Daniel Solaiman and Richard Ashby.

...Technical, Regulatory, International Leadership

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SHOWCASING THE BENEFITS OF ANTIBACTERIAL SOAPS

SDA's coalition with the Personal Care Products Council presented evidence-based research it conducted to the Food and Drug Administration (FDA), showing a specific germ-killing benefit from antibacterial soap as compared to non-antibacterial soap.

A DECADE OF SUCCESS: NEW REPORT DETAILS WORK OF SDA HPV CONSORTIA

Over the past decade, more than 60 companies from the U.S., Europe and Japan have been brought together to develop 5,900 summaries of chemical-hazard data through SDA's High Production Volume (HPV) chemical consortia. Members now have access to a report summarizing the HPV consortia progress: "Meeting the Challenge: A Progress Report on SDA Commitments Under Voluntary High Production Volume Chemical Programs." Data submissions under these programs demonstrate that a wealth of environmental and human safety information has been in existence for cleaning product ingredients, virtually eliminating any need for new testing and dispelling the perception that fundamental safety data were lacking on these materials.

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Dr. Francis Kruszewski, SDA Director of Human Safety, speaks at a meeting of the Topical Antimicrobial Coalition.



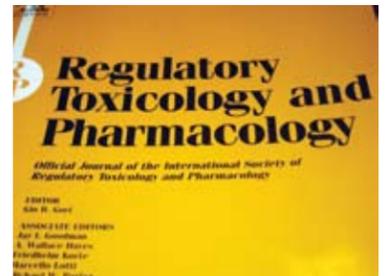
A decade of research on HPV chemicals was captured in Meeting the Challenge.

EXPANDING UNDERSTANDING ON BIOMONITORING

SDA continues its collaboration with a collection of trade associations and regulatory bodies in funding research on methods for developing biomonitoring equivalents. A biomonitoring equivalent (BE) is the concentration of a chemical in blood or urine associated with exposure at a regulatory guidance level. BEs are for using biomonitoring data in screening-level evaluations and risk assessments. Several articles on specific BE case studies co-sponsored by SDA were published in the August 2008 issue of *Regulatory Toxicology and Pharmacology*. >>

TWO HPV CONSORTIA SUBMIT NEW SAFETY DATA TO EPA

Two SDA HPV chemical consortia publicly shared their data showcasing acceptable environmental and human health endpoints for critical surfactants and intermediates. The Linear Alkylbenzene Sulfonate and Alkyl Benzene Sulfonate Consortium submitted to the Environmental Protection Agency (EPA) "robust" study summaries containing data on the environmental and human health effects of nine chemicals. Similarly, the SDA Aluminum Alkoxides Consortium sent along technical information on 17 substances based on more than 1,000 data summaries.



SDA-co-sponsored research on biomonitoring was published in *Regulatory Toxicology and Pharmacology*.



Richard Sedlak, SDA Sr. VP, Technical & International Affairs, was among four SDA presenters at the 7th World Surfactants Congress – CESIO 2008, held in Paris. Sedlak spoke on "Evolution of HPV Outputs: Meeting the Needs of National & Regional Chemical Programs."

Outreach

SDA, The Voice Of

Our Industry



Major broadcast, print and online media regularly turn to SDA for perspective on the safe, proper and beneficial use of cleaning products, including ABC's Good Morning America (above) and CBSNews.com (below).



Through strategic communications and education outreach efforts, SDA continues to position itself as a credible source of information on the safe, beneficial and proper use of cleaning products. The news media and stakeholder groups consistently turn to SDA as the go-to source on issues relating to cleaning products.

MEDIA OUTREACH

- The results of SDA's 2008 Clean Hands Report Card® – which surveys American adults on their handwashing habits – were profiled in a story published by WebMD and featured on CBSNews.com. Similar coverage by the HealthDay news service led to more than 100 online and newspaper stories featuring SDA's messages about the health benefits of cleaning hands regularly throughout the day.
- SDA's messages about the safety of household cleaning products were featured in stories that aired on major network morning news programs, including NBC's Today Show (October 2008) and ABC's Good Morning America (September 2008). SDA's discussion on product safety and effectiveness was prominently featured in the broadcasts and in subsequent online news stories.
- SDA's perspective on the "green cleaning" phenomenon was featured in an October 2008 USA Today article, where we discussed the industry's long-standing commitment to environmental stewardship and promoted the safety and effectiveness of household cleaning products. SDA's comments were featured in more than 20 other newspapers and online sites.

HYGIENE AND EDUCATION GO HAND IN HAND

Students from the Sampson G. Smith School (Somerset, New Jersey), who produced a rap video about handwashing, were recognized for their award-winning entry in June 2008 during the 6th Annual Healthy Schools, Healthy People, It's a SNAP National Awards event. The awards ceremony was held at the National Press Club in Washington, DC, during SDA's Mid-Year Meeting. The top recipients' rap video is now featured on YouTube and SchoolTube, increasing its visibility to our target audience.



Jan Wengler, Director – Government Affairs, Reckitt Benckiser, and SDA Board member Larry Peiros, COO – North America, Clorox, lend their support to SNAP.



U.S. Sen. Frank Lautenberg (D-NJ) congratulated two of his constituents, Samuel Abbey (left) and Kyle Sims, for helping create a rap song about handwashing that was performed by their fellow students.



CDC's Erica Odom speaks to attendees during the 2008 SNAP Awards Program at the National Press Club in Washington, D.C.

EDUCATIONAL STRATEGIC PARTNERSHIPS – MAKING A DIFFERENCE

Partnerships are the backbone of SDA's education and outreach programs. In 2008, SDA reached more than 3.5 million individuals, families and schools with our printed consumer educational materials, newsletter and web presence.

We reached more than 25,000 critical stakeholders including teachers, college and university faculty, infection-control professionals, school nurses, school administrators, students and custodians at conferences and meetings. Participation at these events allows SDA to connect with partners that help extend the reach of SDA's messages about cleaning products and practices to the public.

Approximately 24 alliances, partnerships and collaborative efforts are currently in place and are vital to the work we do as a small trade association. These partnerships allow us to extend our reach to key influencers. Strategic alliances can endorse, support and enhance the perception of cleaning products.



2008 Acting Consumer Product Safety Commission Chair Nancy Nord and SDA President and CEO Ernie Rosenberg at a Poison Prevention Week Council ceremony coordinated by SDA.

Outreach...SDA, The Voice Of Our Industry

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SDA's Nancy Bock and NEA President Dennis Van Roekel (right) present a check to C.L.E.A.N. Award winner Pat Nicholson, a school custodian from Bremerton, WA.

- The new National Custodial Leaders for Environmental Advocacy Nationwide (C.L.E.A.N.®) Awards program was launched in 2008 to recognize the contributions that custodians make to public health in their schools, communities and their profession. This in-school awards program – which also acknowledges the importance and benefits of cleaning in school settings – is a joint initiative of the National Education Association Health Information Network, Centers for Disease Control and Prevention (CDC) and SDA.
- In partnership with the CDC, we were able to share our successful in-school program model with international audiences for the first-ever Global Handwashing Day. This campaign was headed by the World Bank and the Water Sanitation Program and mobilized millions of people in more than 20 countries.
- In 2008, SDA formed a new partnership with the Cleaning for a Reason Foundation.™ This new 501c3 organization allows SDA to enhance our commitment to social sustainability by contributing to a better quality of life for women undergoing treatment for cancer.

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HONORS FOR OUTREACH

Media and educational outreach efforts by SDA continue to be recognized by our professional peers in the communication and association arenas.

- SDA outreach on the health benefits of hand hygiene was honored with a 2008 Associations Advance America Award of Excellence, given annually by the American Society of Association Executives (ASAE) to associations that “propel America forward with innovative projects in education, skills training, business and social innovation, knowledge creation, citizenship and community service.” SDA was one of just 38 nonprofit organizations nationally to receive the ASAE honor.

- SDA’s joint press release with the American Society for Microbiology – touting the results of an observational study of public restroom handwashing habits – received the best “Press Release” honor in *PR News’* 2008 Non-Profit PR Awards recognition.
- SDA’s consumer education newsletter, *Cleaning Matters*®, was honored by the League of American Communications Professionals’ annual Magellan Awards in the Communications to Consumers category. *Cleaning Matters*® received a Silver Award (third place) honor in a competition that attracted more than 400 entries.
- SDA’s 2006–2007 *Report to the Membership* received an Honorable Mention in the Annual Report category in *PR News’* 2008 Platinum PR Awards, which recognizes both corporate and nonprofit communications. The *Report* also received three Communicator Awards of Excellence, a leading international awards program honoring creative excellence for communications professionals.



"SDA OUTREACH ON THE HEALTH BENEFITS OF HAND HYGIENE WAS HONORED WITH A 2008 ASSOCIATIONS ADVANCE AMERICA AWARD OF EXCELLENCE."



Protecting Future Generations



SDA'S WALL OF SUSTAINABILITY

In 2009, SDA unveiled its Wall of Sustainability, which communicates its member companies' sustainability efforts – environmentally, socially and economically. The Wall debuted during Convention Week and is traveling to future industry meetings and conferences to help stakeholder groups such as educators, health professionals and consumers see for themselves how committed the industry is to advancing human health and quality of life.

View SDA's Sustainability Principles and read about how SDA members demonstrate sustainability on a daily basis at www.cleaning101.com/sustainability.



The Meaning of Green Chemistry: Green chemistry is "benign by design," according to Dr. Robert Peoples, Director of the American Chemical Society's Green Chemistry Institute. But green chemistry is not a way to regulate, ban or blacklist chemicals, he said in a presentation to SDA's Board of Directors.



"Is Sustainability Sustainable?" At SDA's 2009 Convention, Dan Bena, PepsiCo's Director of Sustainability, Health, Safety and Environment, passionately described the environmental, social and economic challenges facing the world's population and the perils of corporations trying to succeed now and in the future.



"Let's Start Clean" In 2008, SDA partnered with Gifts in Kind International to create 5,000 "Let's Start Clean" Home Care Kits for those in need. The kits contain cleaning supplies donated by SDA members, as well educational materials. So far, SDA members have donated more than \$140,000 in cleaning products.

PROGRESS

THE SOAP AND DETERGENT ASSOCIATION

Our Vision: Enhancing health and quality of life through sustainable cleaning products and practices.

Our Mission: To support the sustainability of the cleaning products industry through research, education, outreach and science-based advocacy.



THE SOAP AND DETERGENT ASSOCIATION

The Home of the U.S. Cleaning Products Industry®

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We engaged a printer for the production of this piece that is 100% wind powered, carbon neutral, uses a waterless printing process, and is an EPA Green Power Partner.