



THE EVOLUTION OF CLEAN

A Visual Journey through the History of Soaps and Detergents

Fortuna and Luis Spitz



Second Edition



Acknowledgement

The Soap and Detergent Association is proud to have contributed to the updating of this volume, especially as we reflect on the 100th anniversary of a great organization: AOCS.

The photographs and artwork showcased here reflect products that have contributed to the health and quality of life of millions of people around the world.

We can also point to the countless contributions of chemists throughout the past century that have led to the formulation and manufacturing of beneficial hygiene and cleaning products. Many of these chemists have been members of AOCS.

Our Association is proud to be a partner and strong supporter of AOCS, showcasing groundbreaking technical work and scientific advances in cleaning product chemistry.

Innovations in chemistry are now contributing to the development of more sustainable cleaning products and practices that we look forward to highlighting with AOCS in the years ahead.

We also extend our thanks once again to the authors of this book, Fortuna and Luis Spitz, for opening up their archives and vast reservoirs of knowledge that are displayed here for generations to come.

SDA hopes that you will learn much from and enjoy delving into the history of soaps, detergents and cleaning products, so beautifully captured in the second edition of *The Evolution of Clean*.



A handwritten signature in black ink, reading "Ernie Rosenberg". The signature is fluid and cursive, with the first name "Ernie" being more prominent.

Ernie Rosenberg
President & CEO
The Soap and Detergent Association

Disclaimer

While SDA is a sponsor of this publication and the author of Chapter 10, it is not responsible for the companies selected to be featured or any other content of this publication.

CHAPTER 10 TEN

THE SOAP AND DETERGENT ASSOCIATION

Protecting Future Generations



*The Home of the U.S. Cleaning Product and
Oleochemical Industries™*

The Early Years



After the Rain, Grace T. Hallock, Cleanliness Institute, 1927. The book was supplemental reading for third, fourth, and fifth grades and dealt with cleanliness customs of children in many lands.

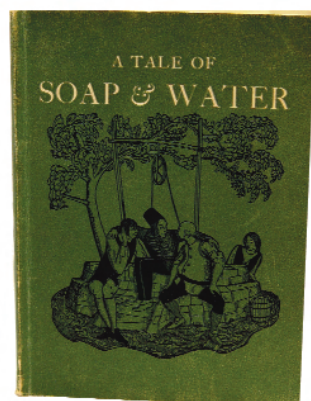
Glycerine soap is mainstay of industry.

Cleanliness issues among schoolchildren become high priority.

Handwashing In Schools: A Study by the Cleanliness Institute found that children were not washing hands after toilet use or before eating; time, supervision and facilities were limited; and children enjoyed washing hands if made convenient and pleasant.

The Association of American Soap and Glycerine Producers (later to be renamed The Soap and Detergent Association) developed an in-school hygiene program and worked with schools and public health groups to promote cleanliness in homes and in schools.

Materials were distributed to schools throughout the 1930s and 1940s via the Cleanliness Institute.



A Tale of Soap and Water, Grace T. Hallock, 1927. The book was supplemental reading for seventh, eighth, and ninth grades on the historical progress of cleanliness and sanitation.

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. (AASGP), forerunner of The Soap and Detergent Association (SDA). Mr. Roscoe Edlund was the first manager of the Association, and by 1931, there were 84 members.

The name changed to SDA in the 1960s to reflect the emergence of synthetic surfactant-based products. When the Association was founded, its original Certificate of Incorporation laid out some very specific objectives:

- "...collecting and circulating information valuable and useful to the public with reference to the use of soap and kindred products."
- "...investigating the nature and use of glycerine and kindred substances and disseminating information with reference thereto."
- "...promoting the best interests of producers of soap and glycerine and kindred products."

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, social, and welfare agencies to improve hygiene practices.

The techniques promoted by the Institute were developed cooperatively with these partners and were based upon the highest standards of that day. The joint efforts resulted in constructive programs and activities that were of great value to leaders in public service and industry.

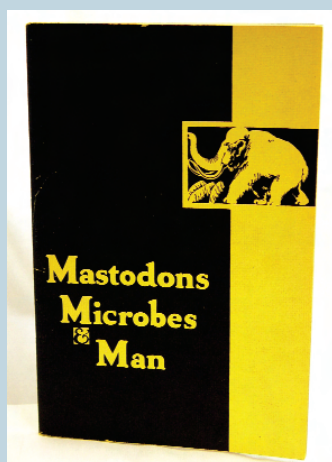
During its 35 years of existence, the Institute served the public by raising personal and community standards of health, self-respect and productivity. It contributed to the general welfare by strengthening public consciousness of the value of cleanliness standards by reaching out to virtually the entire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

In its early years, like today, the Association focused heavily on public education and outreach with a heavy emphasis on the health benefits of cleaning products. It also made savvy use of the available media of the time. Following an assessment of media opportunities in the radio era, it estimated that a combination of news feature releases, editorial matter, and radio broadcasting could reach an aggregate population of more than one billion people in the early 1930s. The use of strategic media remains a hallmark of SDA's activities today.

The Institute supplemented the Association's work by producing advertisements for the available media, with a particular emphasis on mass-circulation magazines. These efforts reached a population of more than 34 million Americans.

And, how was the consumer reaction to the campaign measured? In the simplest way imaginable. Each advertisement carried a coupon exchangeable for one of three booklets. In total, over 1.1 million booklets were distributed. On one peak day, 38,000 coupons were received at the Institute's office.



Mastodons, Microbes, and Man, W.W. Peter, Cleanliness Institute, 1931. The 26-page book was for high school students and adults and taught practical cleanliness as a protective measure against disease.



Learn the Art of Magic, Happy Goldsmith, Cleanliness Institute, 1928. This booklet was designed to teach children cleanliness facts in an amusing and appealing way.

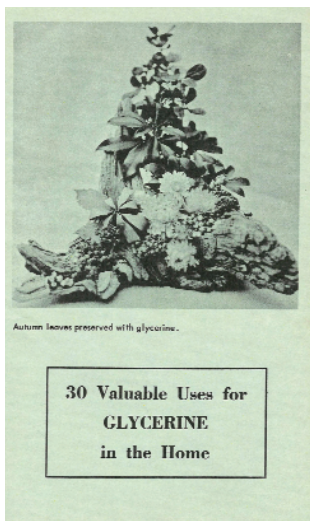
The Smart Thing to Do, Happy Goldsmith, Cleanliness Institute, 1927. This engagement book for young ladies shared suggestions for the smart thing to do on all occasions.



Cleanliness Broadcasts, Cleanliness Institute, circa 1930s. A series of eleven 15-minute talks were broadcast over a national network by Institute staff. Each broadcast was published in pamphlet form and distributed to the public for free.

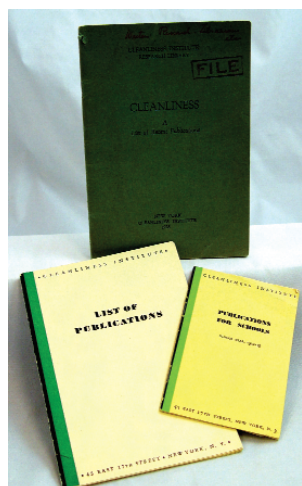
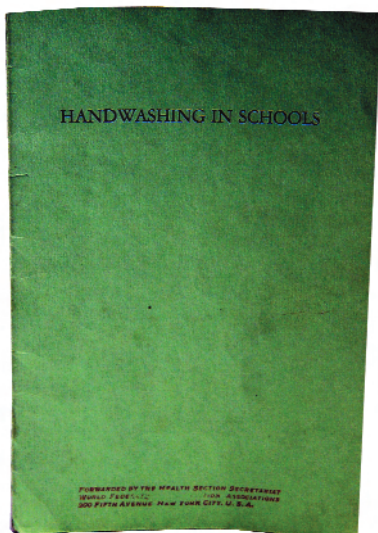


HITCH-HIKERS, Cleanliness Institute, 1930. A 56-page booklet was illustrated to explain how the graphic term "hitch-hikers" may be applied to the organisms of communicable diseases. It was designed to help reduce the incidence of communicable diseases, by securing better individual supervision of the routes to the mouth and nose.



30 Valuable Uses for Glycerine in the Home, Association of American Soap and Glycerine Producers Inc., 1931. The publication detailed the various ways glycerine can be used in the home—from cake icings to tire treatments to recipes for finger paints for children.

Handwashing in Schools, Cleanliness Institute, 1931. This book summarized a study investigating handwashing facilities in schools in 1928.



List of Publications, Cleanliness Institute, Winter and Spring 1931. A list of publications was available for people interested in greater cleanliness. Some of the publications were designed to be of special assistance to leaders in the fields of education, health, social service, home management, and industrial fields.

During World War II, the Association significantly supported the war effort by managing the Fat Salvage Campaign. This initiative, conducted as a joint effort by the United States Government and Association members, involved renderers, meat dealers, newspapers, magazines, and radio stations.



Posters courtesy of National Archives, photo no. 513832 & 515344



Soap-makers worked with the government to reclaim used fats, which would otherwise go down the drain or out with the garbage. The soap industry played a leading role in the financing and management of the campaign that reclaimed a total of more than 924 million pounds of fat.

The great bulk of this fat came from the civilian economy. Housewives turned in fat in one pound cans to local meat dealers and were paid from five cents to 15 cents per pound of fat. The estimated collection of cans would have stretched 43,795 miles, if lined up.

The Fat Salvage Campaign was recognized as one of the most successful campaigns of the war. A billion pounds of fat were salvaged for defense during World War II. Secretary of Agriculture, Charles F. Brannan, praised the industry, saying, "We feel that fat salvage, based upon principles of conservation and thrift, has made a major contribution to our national economy."

But the real success of the campaign lies in the fact that soap alone, among the necessities of daily life, avoided rationing.

The Middle Years

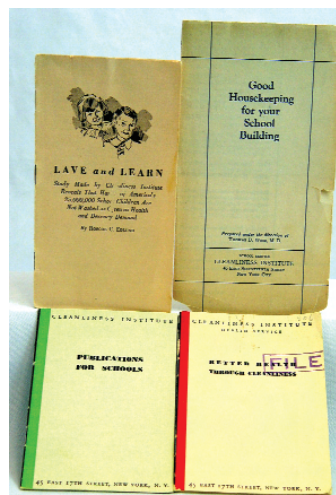
Over the years, as the cleaning products industry evolved, so did the Association. In 1946, the SDA Board of Directors approved a two day convention, featuring a luncheon, an annual meeting, and a Board meeting. Eventually, manufacturers of cleaning product ingredients, oleochemical producers, and suppliers of finished packaging became eligible to join SDA.

Mr. Roy Peet led the Association for 10 years, beginning in 1952. By the end of 1953, the Association had grown to 171 members. The portfolio of the organization's work also expanded to include:

- Cleanliness promotion
- A census of industry sales
- A statistical service to members
- A periodical and literature digest
- A Washington consultant
- Transmittal of Federal Defense agency orders, regulations, and control to members
- Circulation of government invitations to bid
- Keeping abreast of State and Federal legislation
- Serving as an information center about the industry
- Holding an Annual Convention

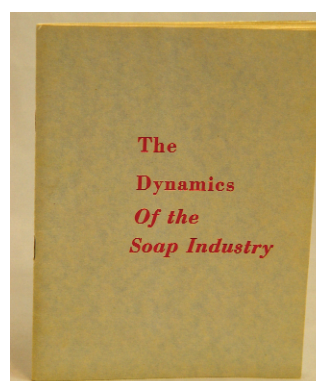
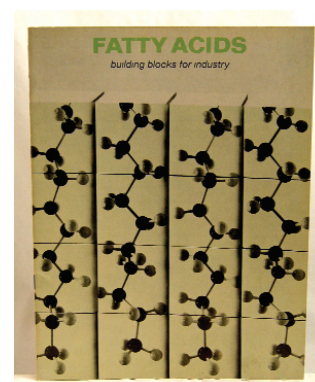
In the Association's middle years, new technology created the need for new products. Consumer's cleaning habits changed when automatic dishwasher powders, liquid laundry detergents, hand dishwashing soaps, all-purpose cleaning products, fabric softeners, and detergents with oxygen bleach were brought to market.

Additionally, the Association continuously published technical and scientific papers on the human health and environmental safety of cleaning product ingredients, especially surfactants.

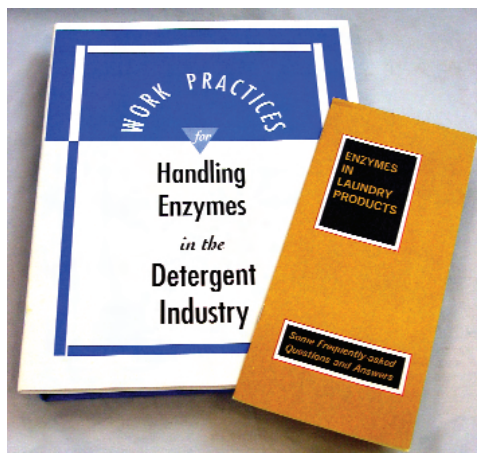


Lave and Learn, Roscoe C. Edlund, Cleanliness Institute, 1931. A reproduction of an article appeared in the Cleanliness Journal in April 1931. It reported on a study conducted by the Institute that revealed that the hands of America's 25,000,000 school children were not washed as often as needed.

Fatty Acids: Building Blocks for the Industry, Association of American Soap and Glycerine Producers, 1951. The publication described fatty acid processing from refining the crude fats, through splitting and distillation, to their final products and uses.



The Dynamics of the Soap Industry, Association of American Soap and Glycerine Producers, Inc., 1954. The 28-page booklet contained the presentation based on a talk given at Rutgers University by Roy W. Peet. The booklet contained the fascinating history of cleanliness, soap production, soap consumption, and cleanliness promotion.



Enzymes in Laundry Products, SDA, 1972. The booklet provided consumers with the answers to the most frequently-asked questions on enzymes, their use, and safety.

Home Safe Home, SDA, 1976. This brochure was created for those who work with pre-school children and was used by Departments of Family and Children Services, Social Services, Public Welfare, Public Health, Head Start, and day care centers. Nearly 16 million were printed.



Housekeeping Directions, SDA, 1976. The brochure helped achieve longer usage of apparel and household furnishings and prepared its audience for gainful employment in household-related occupations. Used by U.S. Department of Agriculture, HUD, State Education departments, and welfare agencies.

By 1953, there is widespread use of detergents. New technology creates need for new products. Environmental issues begin to surface.

Full voluntary conversion to LAS in large-scale commercial production is achieved by cleaning product manufacturers in 1965 to solve water quality problems.

A series of Detergents-in-Depth symposiums began, bringing the latest cleaning products research directly to gatekeeper/educator audiences.

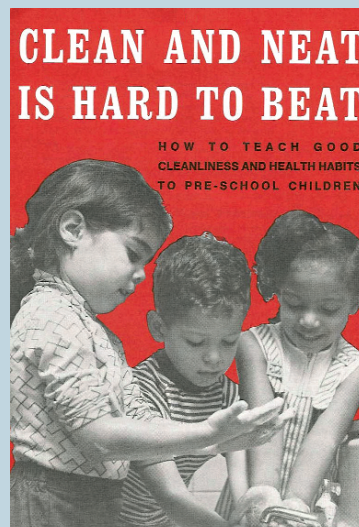
SDA Technical Advisory Council is founded. A series of technical reports on surfactants is developed:

- *Detergents and Water Pollution Abatement*, 1965
- *Field Test of LAS Biodegradability*, 1965–1966
- *Surfactant Effects on Humans and Other Mammals*, 1966
- *Test Procedure and Standards —ABS and LAS Biodegradability*, 1966

Extensive environmental research was conducted on cleaning product ingredients in conjunction with the federal and local governments. The industry worked together to coin the term “biodegradable.”

In 1962, the Association officially changed its name to The Soap and Detergent Association. The Cleanliness Institute became the Consumer Education Department.

Also at that time, SDA partnered with the Health Commissioner of New York City, the National Tuberculosis Association, and the National Safety Council to educate the public about the importance of cleanliness. Later in the sixties, member companies donated soap for distribution to civilians in Vietnam through the US Information Service.



Clean and Neat Is Hard to Beat, SDA, 1969. This booklet encouraged children to develop good health habits and was used by Head Start Centers, public schools, child welfare agencies, etc.

SDA broke new ground in 1974 by bringing interested parties together for the first “Detergents-in-Depth” symposium, held in Washington, D.C., to stimulate dialogue between industry and consumer communicators. More than 30,000 copies of the proceedings of the symposium were distributed to libraries, educators and the media.

The Chair of that 1974 symposium, Judith Smeltzer of FMC Corp. said at the time, “Government can draft more and more legislation. Agencies can regulate. Consumer organizations can advocate. But in the final analysis, the secret to a successful future for our industry is consumer trust and confidence. And as we all know, there is only one way to achieve trust in what we do and confidence in what we make. We have to earn it.”

These symposiums continued until 1992 and were successful in sharing current information with consumer-related organizations.

SDA also broke new ground in the late 1970s with the issuance of its critical reviews of human and environmental safety data of major surfactants. These reviews preceded the US and international programs by two decades and called for the compilation of data on all high production chemicals in commerce.



Detergents-in-Depth, SDA, 1972, 1974, 1976, 1978, 1980, 1984 and 1992. The books are the proceedings from SDA symposiums.



Glycerine Series, SDA, 1960s

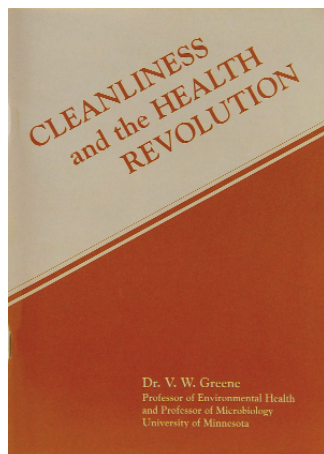
Physical Properties of Glycerine and its Solutions. The compilation shared the more important of the available data on glycerine and its aqueous solutions, containing a number of tables and graphs for ready reference and an extensive bibliography.

Chemical Properties and Derivatives of Glycerine. This brochure covered the chemical reactions of glycerine, both those of primary industrial interest and also many of its reactions that are primarily of scientific and industrial interest with no current commercial significance.

Uses of Glycerine. This booklet discussed the many hundreds of uses of glycerine from adhesives to wood and tobacco treatments.

Glycerine: Terms, Tests, Technical Data. The booklet detailed the various grades of glycerine, as well as testing methods and how to handle and store glycerine.

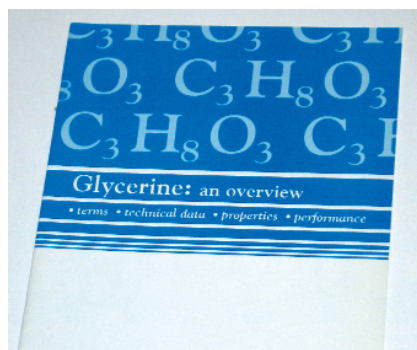
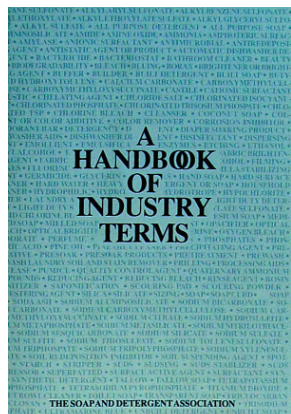
End of a Century



Cleanliness and the Health Revolution, SDA, 1984.

The 68-page book detailed how changes in personal and environmental hygiene played an essential role in the health revolution in the U.S. and England.

A Handbook of Industry Terms, SDA, 1987. The dictionary contained more than 200 terms used in the soap and detergent industry.



Glycerine: An Overview, SDA, 1990. The brochure detailed the terms, technical data, properties, and performance of glycerine.

Work Practices for Handling Enzymes in the Detergent Industry, SDA, 1995. This document provided information and recommendations on practices for the safe handling of enzymes for use by management, safety professionals and employees in the cleaning products industry. It also describes a medical surveillance program that employers can use to help ensure employee health and safety in the workplace.

There was growing concern about the environmental and human safety of household cleaning products near the end of the century. Lack of time was a key issue for the expanding work force. Rapid technological advancements in new appliances lead to new cleaning products in the marketplace.

In 1984, SDA published *Cleanliness and the Health Revolution*, detailing how changes in personal and environmental hygiene played an important role in the health revolution in the western world. Later, the Association produced *A Handbook of Industry Terms* as the first comprehensive dictionary of terms used in the soap and detergent industry. The handbook was used by communicators, educators, the media, and the government—all seeking a better understanding about cleaning products.

A series of environmental safety monographs on detergents were published on:

- Linear Akyllbenzene Sulfanate
- Sodium Hypochlorite
- Polycarboxylates
- Dihydrogenated Tallow Dimethyl Ammonium Chemicals
- Boron

The SDA created extensive consumer publications to address changes in technology and products:

- *Understanding Automatic Dishwashing*, SDA, 1983 offered consumer information on how to use dishwasher detergents effectively and safely.
- *Fact Sheet Notebooks*, SDA, 1992–1999 contained in-depth information on laundry, dishwashing, and household cleaning products are used by Cooperative Extension Agents and community educators across the US

Environmental outreach became the educational focus:

- *Recycle It!*, SDA, 1991
- *What Can I Do?*, SDA, 1995
- *Septic Tank Systems and Household Cleaning Products*, SDA, 1997

The New Century

Today's SDA remains committed to improving the lives of people through scientific research and education-based results. Its *Principles of Sustainable Development* will be the blueprint for the mark left on and beyond the new century.

Among those challenges are growing threats to SDA members' ability to freely innovate, formulate, and market products that serve their customers' needs and, in the process, serve the companies' need to grow and return value to their shareholders. Proposed restrictions on chemicals in general and on cleaning and personal care products in particular, including their ingredients and packaging, are real impediments to growth.

SDA is uniquely positioned to enhance the reputation of its members as positive contributors to society at-large. In-house consumer education and outreach efforts have cemented alliances with government agencies like the Centers for Disease Control and Prevention and the Consumer Product Safety Commission. External communication efforts have solidified the Association's reputation as the industry's voice, speaking out on issues on high-profile morning and evening news broadcasts and in other news media reaching millions of Americans.

On the scientific and technical front, SDA is a well-known source of expertise on responsible stewardship of chemical data. Its management of industry High Production Volume (HPV) consortia is enriching the world's understanding of over 200 chemicals.

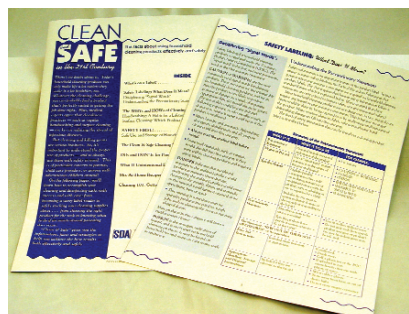
The SDA continues to be actively engaged in advocating a risk-based approach to consumer product management at the national and international levels. This will help assure that consumers are getting useful cleaning products along with the information they need to use them safely.

SDA will continue to reach out to government officials, scientists, academicians, consumers, the media, and industry through legislative, regulatory, technical, and educational activities to advocate:

- safe use of its members' products
- basic research on the human health and safety of the products
- risk-based assessment for purposes of product and ingredient management
- dialogue and collaborations among industry, government, and the public
- enhanced public health and well-being through improved hygiene and sanitation

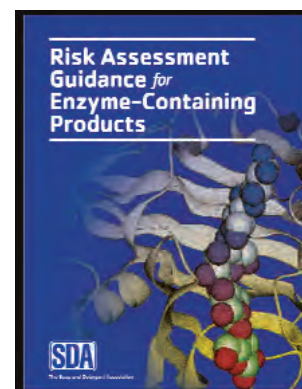


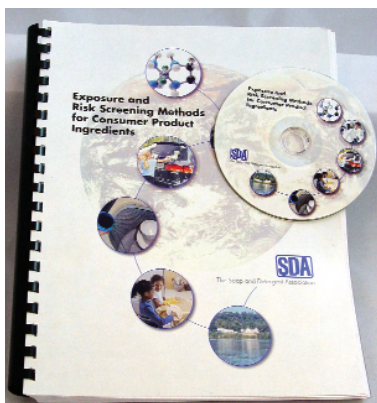
***Principles for Sustainable Development*, SDA, 2004.** This publication describes the principles designed to help advance human health and environmental quality, social well-being, and economic growth of SDA member companies.



***Clean and Safe for the 21st Century*, SDA, 2004.** The brochure advocates safe product use and storage.

***Risk Assessment Guidance for Enzyme-Containing Products*, SDA, 2005.** This document provides guidance on the risk characterization process in the development of new products containing enzymes. This information is intended for use by industrial toxicologists, risk assessors, and product safety professionals to support their development of appropriate risk management strategies that avoid unacceptable risks to the users of enzyme-containing products.





Exposure and Risk Screening Methods for Consumer Product Ingredients, SDA, 2005. The book contains methodologies and specific consumer exposure information that can be used for screening-level risk assessments of environmental and repeated human exposures to high production volume chemicals through the manufacturing and use of consumer products, mainly laundry, cleaning, and personal care products.



High Efficiency Washers and Detergents, SDA, 2005. This consumer booklet, developed by the detergent and appliance industry, helps consumers understand how HE detergents and washers work.

SDA Presence on the World Wide Web

Realizing the influence of the Internet to reach millions of people around the world, SDA launched Cleaning101.com in 1997 and over the years SDA has created several additional sites to expand science-based information about cleaning product safety, benefits and sustainability.

- **Cleaning101.com**—This web site contains news and resources for consumers, educators, SDA member companies and reporters. Much of the educational materials posted on this site are available for the public to download and copy, helping SDA reach millions with messages about the benefits and safe use of cleaning products.
- **ItsaSNAP.org**—In 2003, SDA partnered with the Centers for Disease Control and Prevention (CDC) to introduce SNAP (School Network for Absenteeism Prevention). This program is a hands-on initiative for middle schools that is designed to help keep students in school and learning by improving overall health through promoting clean hands. The SNAP web site provides resources for teachers, school nurses and students who are interested in promoting hand hygiene in their school.
- **SDA Sustainability Central**—(www.cleaning101.com/sustainability), launched in 2006, communicates the sustainability and product stewardship efforts of SDA's member companies.
- **CleaningProductFacts.com**—In April 2007, SDA launched this site, giving consumers a new online resource for information on the safety and effectiveness of household cleaning products. The web site consolidates much of the science-based information on how cleaning products are formulated, used and disposed of safely.
- **AgainstDisease.org**—compiles the historical and technical record on the role of sanitation, medical advances, cleanliness and hygiene on public health and infection control. The site makes available at no cost a downloadable version of SDA's companion volume *Against Disease: The Impact of Hygiene and Cleanliness on Health*.
- **SDAScience.org**—In November 2008, SDA debuted this site, which shares publicly SDA's vast portfolio of research on the safety and benefits of cleaning products and their ingredients.

Awards

The Soap and Detergent Association honors individuals and groups through a variety of award programs for their efforts in promoting the goals of the cleaning product and oleochemical industries.



C.L.E.A.N.TM Award

Developed through a partnership between the National Education Association (NEA), The Soap and Detergent Association (SDA) and Centers for Disease Control and

Prevention (CDC), this award will recognize the contributions that custodians make to public health in their schools, communities, and their profession.

SDA Distinguished Paper Award

Presented annually to the authors of the best technical paper appearing during the preceding year in the Journal of Surfactants and Detergents (JSD), a publication of the American Oil Chemists' Society (AOCS).

SDA Elva Walker Spillane Distinguished Service Award

Recognizes an individual who has demonstrated outstanding leadership and service to SDA and the cleaning products or oleochemical industries.

SDA/NBB Glycerine Innovation Award

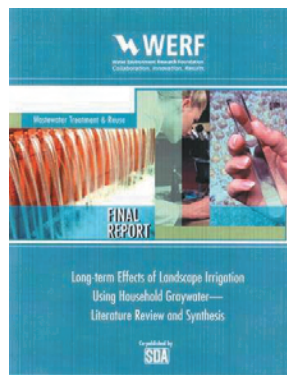
Sponsored by The Soap and Detergent Association (SDA) and the National Biodiesel Board (NBB), this award recognizes outstanding achievement for research into new applications for glycerine with particular emphasis on commercial viability.

"Clean Homes...Safe and Healthy Families" Program Award of Excellence

Honors members of the National Extension Association of Family and Consumer Sciences (NEAFCS) for their innovative educational programs that help families and individuals understand the link between clean and safe homes and good health.

Healthy Schools, Healthy People: It's a SNAP National Award

An annual awards program that recognizes middle schools for handwashing initiatives that improve health and reduce absenteeism. National award recipients receive an all-expense paid trip for three students to Washington, DC. Two runner-up schools each receive a cash award. The awards program is a joint project of The Soap and Detergent Association and Centers for Disease Control and Prevention.



Long-Term Effects of Landscape Irrigation Using Household

Graywater, SDA 2006, published with the Water Environment Research Foundation, reported that data gaps exist in determining the long-term use of graywater for irrigation of residential landscapes, particularly as

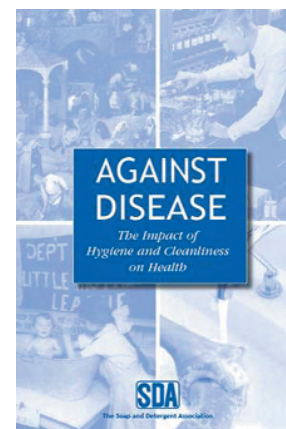
it relates to human health, landscape plants and/or the environment. As some states may look to regulate graywater usage in drought-stricken areas, SDA wants to ensure that officials have sound scientific information on hand so member company products and ingredients are not unjustly regulated.

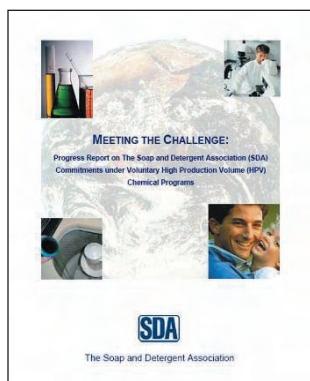
Calculation of Component Chemical Air Emission

Factors: Part I - Emissions at Point of Use and Part II - Emissions from Wastewater Collection and Treatment Systems, SDA 2007. This data showed that volatile organic compounds (VOCs) emitted from liquid laundry detergents, liquid fabric softeners, and hand dishwashing detergents are negligible contributors to ozone and wastewater problems in California.

Against Disease: The Impact of Hygiene and Cleanliness on Health

SDA 2007. Against Disease is a historical and technical record on the role of sanitation, medical advances, cleanliness and hygiene on public health and infection control. This concise, 117-page book is a valuable resource for professionals and students in the medical, sanitation, education and public health fields. Learn what is described as the "health revolution," the dawning of an era to end the struggle with devastating epidemics and when early death is no longer an accepted fate.



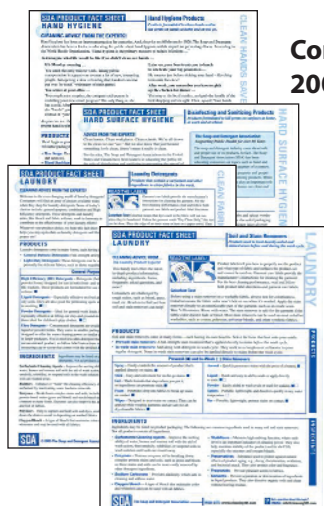


Meeting the Challenge: Progress report on SDA commitments under voluntary HPV chemical programs, SDA 2008.

This report summarizes a decade-long, comprehensive effort by SDA to compile baseline datasets of the health and environmental effects of High Production Volume

(HPV) chemicals used in cleaning products. This effort involved ten consortia, 62 companies, 291 chemicals, and 6100 data summaries.

Fatty Alcohols: Anthropogenic and Natural Occurrence in the Environment, Stephen M. Mudge, Scott E. Belanger and Allen M. Nielsen, 2008. SDA contributed data and research to this publication on fatty alcohols, which are widespread in the environment and are also used in consumer products, including detergents and cosmetics. This book presents data on their environmental occurrence, fate and behavior.



Consumer Product Fact Sheets 2005–2008

Since 1926, SDA has made it a priority to make available to consumers, educators and public health professionals meaningful information on cleaning product safety, benefits and proper use. Updating and condensing the information from the Fact Sheet Notebooks produced in the '90s, SDA's widely used Fact Sheets provide useful information

on different types of cleaners in that category, common ingredients, label information, safe usage, and how to dispose of the product and container safely into the environment. SDA Fact Sheets cover the following topics:

- Hard Surface Hygiene
- Hand Hygiene
- Laundry Detergents
- Soil & Stain Remover
- Dishwashing – hand

Honors for SDA

The Soap and Detergent Association also receives honors for its work and outreach efforts.

- **Horizon Health Education Program Award from CDC (2005)**—The "Healthy Schools, Healthy People, It's a SNAP" program has received the 2005 Centers for Disease Control and Prevention Horizon Health Education Award. The award recognizes outstanding health education programs that have been in existence for 2-4 years.
- **"Top Internal Publication" by PR News (2007)**—SDA's 2006-2007 Report to the Membership won the "Top Internal Publication" Award in the PR News NonProfit PR Awards competition. SDA and Ogilvy Public Relations Worldwide were finalists in the category along with publications from Mount Sinai Medical Center and the Baylor Health Care System.
- **Non-Profit PR Awards (2008)**—The Soap and Detergent Association (SDA) and the American Society for Microbiology (ASM) were honored with the best Press Release award by PR News' 2008 Non-Profit PR Awards. The winning press release promoted the results of SDA and ASM's 2007 public handwashing observational study on the public handwashing habits. Distribution of the press release and coverage of SDA and ASM's joint press conference led to hundreds of stories around world, including features and/or mentions by the Associated Press, USA Today, the Wall Street Journal, WebMD, Good Morning America, and CNN, among many other outlets.
- **Associations Advance America Award of Excellence (2008)**—Educational and media outreach efforts by The Soap and Detergent Association (SDA – www.cleaning101.com) on the health benefits of hand hygiene have been honored with a 2008 Associations Advance America Award of Excellence. "The ASAE award recognized SDA's "Clean Hands, Healthy Lives" campaign, which is a compendium of educational programs and media outreach on the importance of hand hygiene and its impact on preventing illness. SDA was one of just 38 non-profit organizations nationally to receive the ASAE honor. PR News' NonProfit Awards annually salutes excellence in communications among nonprofit organizations worldwide.
- **Magellan Award (2008)**—The Soap and Detergent Association *Cleaning Matters*® consumer newsletter was one of 400 entries and we have earned the silver award (3rd place) for the Communications to Consumers category.

Social Sustainability—Over time, SDA's programs, activities and information have been shared with individuals and communities to enhance health and the quality of life economically, environmentally and socially. The work of the Association has been and will continue to be driven by its desire to protect future generations, while meeting the needs of the consumer today.

SDA collaborates with a variety of organizations to develop initiatives that improve social well being. This work is meant to have a positive impact on society and allow SDA and its members to take sustainability beyond their production lines.

- **Healthy Schools, Healthy People, It's a SNAP—**

The School Network for Absenteeism Prevention (SNAP - www.itsasnap.org) is a joint project of the SDA and Centers for Disease Control and Prevention (CDC) to encourage middle schools to help develop programs that make hand hygiene a priority for students, teachers, school health personnel, administrators, and parents.

- **Cleaning for a Reason Foundation—**

In 2008, SDA launched its inaugural Community Service Project, which supports the Cleaning For A Reason foundation in its efforts to provide residential cleaning services to women who are undergoing treatment for cancer. SDA has supported the Foundation with contributions and by serving on its Board of Directors. SDA is committed to working with the Foundation to help it make a difference one woman and one home at a time. As of January 2009, more than 300 residential services have already provided free cleaning services to cancer patients in 41 states, helping 865 cancer patients.



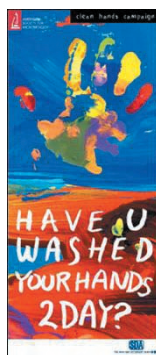
- **Gifts in Kind**—In support of SDA's commitment to social sustainability and our vision to enhance health and the quality of life, the Association developed a partnership with Gifts in Kind International to create 5,000 Let's Start Clean, Home Care Kits for those in need. The kits contain cleaning supplies donated by SDA members and educational materials.

- **Consumer Product Ingredient Communication Initiative**—SDA has led an initiative in collaboration with other consumer product trade associations in the United States and Canada that will allow companies to communicate the ingredients in their products to consumers in a meaningful way. This voluntary program, set to take effect in January 2010, provides the framework for companies to provide ingredient information in a consistent manner that will help consumers make informed decisions about the products they use in and around their homes.

Now more than ever, in the new century, SDA is seen as a leader in the business, governmental, scientific, and educational communities. The Association has the capabilities to meet the challenges of tomorrow.

Have U Washed Your Hands 2Day?/Don't Get Caught Dirty-Handed, SDA/ASM, 2008

SDA's focus on handwashing has been a priority since 1926. New partnerships, like the one with the American Society of Microbiology (ASM), have given SDA the opportunity to conduct observational hand hygiene studies in conjunction with National Clean Hands Week. In a new venture, ASM and SDA joined forces to co-brand and print brochures and posters for the general public to raise the awareness of proper hand hygiene.



Have U Washed Your Hands 2Day? (available in English and Spanish), aimed at children, includes information about when to wash your hands and why, as well as a quiz and word search to test your knowledge. *Don't Get Caught Dirty-Handed* is targeted at adult readers, and includes information about when to wash your hands and why, as well as data on the most recent observational study on handwashing habits.

Consumer Newsletter

For more than 35 years, *Cleaning Matters*



SDA's bimonthly consumer newsletter has been a key source for local educational programming, providing need-to-know information and tips and techniques from the industry. Each issue is packed with current, reliable information about cleaning products and practices. Written to ultimately reach consumers, the newsletter is used by educators, communicators and thought leaders looking for clean content for their own newspapers, magazine articles, and radio and television spots, helping SDA to reach millions of consumers with messages about the safe and proper use of soaps and cleaning products.

SDA Member Companies

Acidchem (USA) Inc.
Acme-Hardesty Co.
Air Products and Chemicals, Inc.
Akzo Nobel Surface Chemistry LLC
AIEn USA
Alpine Aromatics International Inc.
ALPLA Inc.
Amway
Arylessence, Inc.
BASF Corporation
Bell Flavors & Fragrances, Inc.
Bradford Soap Works, Inc.
Bramton Company
The Caldrea Company
Church & Dwight Co., Inc.
Ciba Specialty Chemicals Corporation
Clariant Corporation --
Functional Chemicals Div.
The CleanWell Company
The Clorox Company
Cognis Corporation
Colgate-Palmolive Company
Cot'n Wash, Inc.
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Evonik Goldschmidt Corporation
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Faultless Starch/Bon Ami Company
Firmenich Incorporated
First Chemical Limited
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Galaxy Surfactants Ltd.
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GOJO Industries, Inc.
Graham Packaging Company
Graphic Packaging International, Inc.
Heartland Labs
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Hillyard Industries, Inc.

Huntsman Corporation
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Milliken Chemical
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Commercial Division
Novozymes
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OCI Chemical Corporation
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The Procter & Gamble Company
Reckitt Benckiser Inc.
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Sasol North America Inc.
Sea-Land Chemical Co.
Selestial Soap, LLC
Seventh Generation
Shell Chemical LP
Simplicity International
Soap Alchemy LLC
Solvay Chemicals
Stahl Soap Corporation
Star-Brite Illuminations Co.
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Stepan Company
R.R. Street & Company, Inc.
The Sun Products Corporation
Symrise
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TRULABS LLC
Twin Rivers Technologies, L.P.
Unilever
Uniqema Americas
Vitusa Products
VVF Ltd.
Warwick International Group Limited
Water Journey Ltd.
WORX Environmental Products Inc.

Vision:

Enhancing health and the
quality of life through
sustainable products and
practices.

Mission:

SDA's mission is to support
the sustainability of the
cleaning product and
oleochemical industries,
through research, education,
outreach and science-based
advocacy.



www.cleaning101.com

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