

CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

475 Park Avenue South New York, New York 10016

FOOD SAFETY EDUCATION A Grassroots Education Campaign

By now you may have received an offer from the Partnership for Food Safety Education to join this coalition of industry, government and consumer groups in a new and exciting effort to educate the public about safe food handling.

Although most consumers are concerned about food safety, research finds that many Americans have an inadequate knowledge about basic sanitation and food handling steps that can greatly reduce their risk of foodborne illness. To address this knowledge gap, the Partnership for Food Safety Education recently launched a nationwide consumer education campaign called *Fight BAC!*[™] (bacteria). The initial goal of this campaign is to convey four key principles of food safety: wash hands and cooking utensils; prevent cross-contamination; cook to proper temperatures; and store foods correctly.

The October 24, 1997 campaign kickoff was successful in calling attention to the problem of foodborne illness, but it was just the first step in an ongoing public education effort. The next critical step is grassroots education to drive home the importance of safe food handling to Americans in every community. That's why the Partnership is asking for your help in disseminating key messages and materials that will extend the *Fight BAC!*[™] campaign to the state and community levels.

What can you do? The answers lie in the *Fight BAC!*[™] Community Action kit, designed to assist organizations in conducting state and local campaigns to promote safe food handling. Developed for flexible use, this Kit provides implementation ideas and reproducible materials to spread the word about safely preparing and storing foods through the local media, community and civic centers, local clinics and other information

TABLE OF CONTENTS

March/April 1998

FOOD SAFETY EDUCATION A Grassroots Education Campaign	1
UPDATE ON PERSONAL CARE PRODUCTS Current Trends and Future Predictions	2
TRAVEL TIPS FOR CLOTHES Pack Light and Right	3
<i>FIGHT BAC!</i> [™] ORDER FORM	3
MISCELLANY Common Sense Tips for Summer Storage The Dollars and Sense of Aromatherapy Fire Prevention in the Kitchen Cleaning Electric Blankets	4 4 4 4
Q & A SDA Answers Your Questions	5
WHAT'S NEW?	5
"KEEP IT CLEAN" BRIEFS	6

channels. As a partner, The Soap and Detergent Association is happy to make this Kit available to you. If you have not already received information, simply complete and return the order form on page 3 and a Kit will be sent to you.

For more information about the Partnership for Food Safety Education, visit our website at www.fightbac.org. ■



SDA



UPDATE ON PERSONAL CARE PRODUCTS

Current Trends and Future Predictions

If one analyzes why a favorite product has a new formulation or packaging, it's because products change to accommodate consumer needs. The driving forces behind today's trends in personal care products are health, environmental, and lifestyle issues.

Health considerations are evidenced by consumer concerns about problem skin and germ control. Whether the problem is real or perceived, reports indicate that 75% of women believe they have problem skin. Dry skin, aging skin, sensitive skin and skin exposed to germs and the environment, along with the importance of appearance in today's competitive world, are issues that influence what consumers are looking for in skin care products. This has prompted manufacturers to strive to produce quality products at a good value to address these needs.

Today's consumers understand that good personal hygiene is key to preventing the transmission of germs. Antibacterial qualities are an important component of a whole range of cleansing products, including those used at the sink and in the shower or bath. These products are often labeled "antibacterial" or "antimicrobial."

Product design and packaging continue to be influenced by environmental issues. Efforts to reduce packaging have resulted in refill packages ranging from 15 ounces to half gallon and gallon versions sold by mass marketers and club stores. Manufacturers of liquid soaps have eliminated paper cartons in favor of recyclable containers that can be displayed "as is" on store shelves.

Other packaging innovations are driven by technological developments and consumer desire for convenience. The availability of a wider variety of plastic resins has produced more clear packaging, as well as containers that meet consumer requirements for looks, durability and performance. Large, flat-top caps on liquid body washes, creme rinses, and shampoos allow consumers to store them head-down for easy dispensing. The increasing popularity of liquid shower products has led to bottles designed with built-in grips so users can keep them firmly in hand while showering.

The largest growth in personal cleansing products has been in the liquid body wash category, reports The Soap and Detergent Association. Consumers respond to them for a variety of reasons. Because these products contain mild surfactants, the cleansing process is, overall, less drying to the skin than other alternatives. These same surfactants also deal well with variations in the hardness levels of local water. Liquid body washes also contain a high percentage of ingredients that deposit on the skin to provide a moisturizing and conditioning effect. They are easy to transport from home to gym or while traveling. And, because they do not leave soap scum deposits in the shower, they eliminate a tedious housecleaning chore.

Many consumers still prefer washing with a bar soap. Newer skin care bars contain large amounts of synthetic surfactants which are significantly milder than the usual sodium soap. Moisturizing and conditioning ingredients have been added to make them less drying than traditional bar soaps.

When it comes to everyday hand washing, liquid hand soaps continue to be the most popular choice. In addition to antibacterial properties, manufacturers have recently broadened the category to include specific attributes, such as extra skin conditioning or the removal of odors picked up from handling food.

Changing lifestyles and demographics will affect future developments in personal care products. The growth in telecommuting may mean that consumers will have a shift in attitude from getting clean to please others to getting clean to please themselves. The availability of in-home shopping may impact the time consumers spend in the store, leaving less chance for interaction with a product prior to purchase. Manufacturers will have to develop new ways of demonstrating the uniqueness of their products.

Package designs that take into account reduced dexterity and failing eyesight will appeal to senior citizens. Developments that protect the skin and counteract the aging process will be combined with formulations that are tailored to different types of skin and the specific skin cleansing needs of different ethnic groups. Color, fragrance and packaging aesthetics will be used to clearly differentiate products by age group. ■

TRAVEL TIPS FOR CLOTHES
Pack Light and Right

One of the last things vacationers want to worry about is the condition of their clothes. And nobody wants to drag around suitcases full of stuff that never gets worn. To help travelers avoid these scenarios, The Soap and Detergent Association offers some packing tips.

The best travel wardrobe consists of a few garments that can be combined to create multiple looks. This means fewer clothes and fewer shoes, which is especially important because footwear is heavy. Multi-purpose garments, such as an oversized shirt that can serve as a bathrobe and a coverup at the pool, or a simple dress that serves as a backdrop for accessories that can change the look from casual to dressy, will also help lighten the luggage load.

Plastic bags are a boon to a carefree travel wardrobe. Used properly, they can minimize, if not completely eliminate, wrinkled clothes. Garments can be hung on a hanger and covered with a dry cleaner's bag, then folded and packed.

Once the destination is reached, hang the garments and remove the bags. If there's no room for hangers in the luggage, hold the garment and bag by the shoulders, allowing the hanger to fall out before packing.

To help shoes keep their shape, stuff them with rolled up socks and stockings. Pack the shoes in plastic bags so the clothes stay clean.

Assemble children's clothes by outfit. Then pack each outfit, right down to underwear and socks, in its own large self-closing plastic bag. Children will enjoy the on-the-road independence of being able to dress themselves. These same plastic bags, in assorted sizes, can be used to store small, easily misplaced supplies, such as band-aids, aspirin, first aid cream, etc. Be sure to squeeze the air out of the bags before sealing them.

Be prepared for some wardrobe first aid. A small traveler's sewing kit and a stain remover stick or gel can handle most clothing emergencies. Use it to pretreat stains at the end of each day.

When choosing luggage, keep in mind that two small bags, with evenly distributed weight loads, are easier to handle than one large, heavy one. ■

----- SDA ORDER FORM -----

Fight BAC!™ Partnership for Food Safety Education Community Action Kit. Includes information for distributing food safety messages locally: a newsletter article, reproducible flyer, fact sheet, press release, four radio PSAs, reproducible brochure, camera-ready logo art and more. 1 kit FREE.

Please send one Fight BAC!™ Community Action Kit to:

Name _____ Title _____

Affiliation _____ Phone _____ Fax _____

Address _____
City State Zip

Send orders to: FB Brochures; The Brochures; The Soap and Detergent Association
475 Park Avenue South; New York, NY 10016
FAX: 212-213-0685; E-mail: orders@sdahq.org; Phone: 212-725-1262 X221



MISCELLANY

Common Sense Tips for Summer Storage

As warm weather approaches, The Soap and Detergent Association presents some tips for successfully storing those winter clothes.

To prepare clothes for storage, wash and dryclean everything, but do not starch or iron. Starch may attract insects; ironing may heat-set pale or invisible stains. Make all necessary repairs.

Store items in a cool, well-ventilated place, away from natural and artificial light. A cool, dark closet is a good choice; a hot attic, damp basement or garage is not. If possible, place woolens in a cedar chest or other airtight container. Otherwise, use cloth or canvas bags and cardboard boxes. For other than a cedar chest, add mothballs, suspended above or separated from the clothes. Cedar blocks or chips will also discourage moths. Do not store leathers, furs, and woolens in plastic as it encourages moisture, which creates mildew. To discourage wrinkles in sweaters, fold and wrap them in white tissue paper before storing. Finally, if proper storage space is lacking at home, consult a dry cleaner who offers box storage.

The Dollars and Sense of Aromatherapy

Once a small, segmented market, aromatherapy is now a booming industry that garners more than \$230 million in sales per year. It encompasses a wide range of products, from candles, incense and sachets to fragrance-filled pillows and bath products.

The Soap and Detergent Association has spotted many interesting and innovative products. Scented, heatable pillows for therapeutic relaxation include U-neck shapes, travel pillows and computer keyboard support cushions. Polarfleece covers enhance the tactile qualities. Shampoo bar soaps, in nostalgic packages, are made from 100% natural oils, such as tea tree, almond, and olive. For sweet dreams, there are silk pillows stuffed with lavender. For invigorating baths, there are oversized, scented epsom salt and baking soda tablets that fizz and foam in the water.

Fire Prevention in the Kitchen

Fires contribute to the majority of accidents in the kitchen, warns The Soap and Detergent Association, so the first step to safety is having a smoke detector and a fire extinguisher at hand. Change the detector's batteries annually and make sure the extinguisher is always fully charged.

Good safety practices will also help prevent fires. When cooking, do not wear loose or hanging garments. They could easily ignite if brushed against a hot surface. For the same reason, never use a towel or bulky cloth as a substitute for a potholder. And be sure the potholders are dry. Moist or damp ones on hot surfaces could result in steam burns. To reduce the chance of burns, spills and igniting flammable materials, turn pot handles inward, but not over other surface units. Grease is a highly flammable substance, so clean up spills immediately and don't allow grease particles to collect around the cooktop or in vents.

Cleaning Electric Blankets

Contrary to what many consumers expect, electric blankets should never be dry cleaned, warns The Soap and Detergent Association. The dry cleaning solvents can damage the blanket's wiring. When the blanket needs to be cleaned, read and follow the care label instructions.

To avoid damaging the blanket wiring, there are some general tips to keep in mind. Wash the blanket in lukewarm water for two minutes using a delicate or gentle cycle. Do not use bleach. Rinse in lukewarm water and spin dry. Do not twist or wring vigorously. Gently hand stretch the blanket to its original size.

Do not dry in a commercial or laundromat dryer. Preheat the home dryer on a low temperature setting for two minutes. Tumble-dry the blanket for 10 minutes. Remove while still damp, gently stretch to original size and air-dry over parallel lines or a shower rail. Never iron the blanket, and be sure it is completely dry before using it or turning it on. ■

Q & A

SDA Answers Your Questions

Q: We have been shopping for a prom dress and noticed that the care labels on several dresses say "Do Not Dryclean; Do Not Wash; Spot Clean Only." Is there any way these dresses can be cleaned?

A: Such instructions may be given for several reasons, including the fact that some gowns are heavily beaded or sequined and the coating on some beads and sequins cannot withstand washing or drycleaning. Also, sometimes the fabrics cannot withstand washing or drycleaning.

The only way such garments can be cleaned is by spot cleaning specific soiled areas. However, even this can be difficult because many of the fabrics, like taffeta, used in formal wear are very firmly woven and will show circles or rings where the area was spotted. Sometimes underarm areas also become discolored, which is difficult to remove without marking the fabrics. A drycleaner can usually tell if a garment can be safely spot cleaned.

It's important to recognize these cleaning limitations before purchasing such a garment.

Q: How can I remove chocolate stains from my daughter's cotton dress?

A: Pretreat the stains as soon as possible using a pretreat or prewash product. Launder the dress using detergent and a bleach that is safe for the fabric.

Q: How can I clean my brass light fixture?

A: Brass items that are coated with a *lacquer* finish should be dusted regularly and occasionally rinsed in plain water — cleaners can remove the finish. Dry with a clean soft cloth.

To remove tarnish from *unlacquered* brass, use a brass cleaner. ■

WHAT'S NEW?

New products are winners of *Good Housekeeping* magazine's "Good Buy Awards."

Flexible Shower Massage — showerhead with flexible tubing to adjust the height and angle of the water flow. Six spray settings include a water-saving flow and a massage setting.

(Teledyne Water Pik; 1730 E. Prospect Road; Fort Collins, CO 80553-0001)

WindTunnel Upright Vacuum — with powerful suction that draws dirt into the bag without scattering it on the carpet.

(The Hoover Co.; 101 E. Maple Street; North Canton, OH 44720-2597)

Pop-Up Tape Strips and Dispenser — 2" long, ready-to-use strips that eliminate the need for pulling and tearing.

(3M Home & Office Markets Group; 3M Center Bldg. 223-4S-01; St. Paul, MO 55144-1000)

900 MHz Cordless Phone — two-in-one cordless phone with a speaker in the handset for hands-free conversation.

(Sanyo Fisher (USA) Corp.; 21350 Lassen St.; Chatsworth, CA 91311)

Multiple Choice Microwave Oven — with a large screen makes recipe-reading easy. Recipes and cooking directions for 60 foods.

(Sharp Electronics Corp.; Sharp Plaza; Mahwah, NJ 07430)

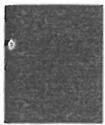
Fax 290 — space-saving combination fax, phone and answering machine prints faxes from the front so it can be placed against a wall or on a shelf.

(Brother International Corp.; 200 Cottontail Lane; Somerset, NJ 08875)

Breadman Ultimate Bread Machine — automatically dispenses raisins, nuts, citrons, or other special additions.

(Salton/Maxim Housewares, Inc.; 550 Business Center Drive; Mt. Prospect, IL 60056) ■





“KEEP IT CLEAN” BRIEFS

At Easter time, eggs are handled more times than usual. And, each time they are handled is an opportunity for the eggs to come in contact with bacteria.

Anyone decorating Easter eggs should thoroughly wash their hands before handling them. Wash your hands at every step including cooking, cooling, dyeing and hiding.

There are other tips for safe egg handling.

- If eggs will not be colored right after cooking, store the cooked eggs in their cartons in the refrigerator.
- When coloring eggs, use water that is warmer than the eggs and refrigerate them in their cartons right after coloring. Don't color cracked eggs.

- If eggs will be eaten after coloring, be sure to use food coloring made of food-grade egg dyes.
- When hiding eggs, avoid areas where they might come into contact with pets, birds, reptiles, insects or lawn chemicals. Don't hide cracked eggs.
- After the eggs have been found, refrigerate them again. Don't eat cracked eggs or eggs that have been not been refrigerated for more than two hours.
- It's a good idea to cook extra eggs for eating and throw away those used for decorations. Often eggs used as a centerpiece will be out of the refrigerator for several hours or days.

In general, any hard-cooked eggs should be refrigerated in their shells and in their cartons as soon as they have cooled. They should be used within one week.■

This newsletter is not copyrighted. The content may be used at will, with or without credit to The Soap and Detergent Association. Mention of product names or manufacturers does not constitute an endorsement or a guarantee of performance or safety of such products by the Association and/or its member companies. This paper is made from recycled fibers that include post-consumer waste.

The Soap and Detergent Association
475 Park Avenue South
New York, New York 10016

ADDRESS CORRECTION REQUESTED

