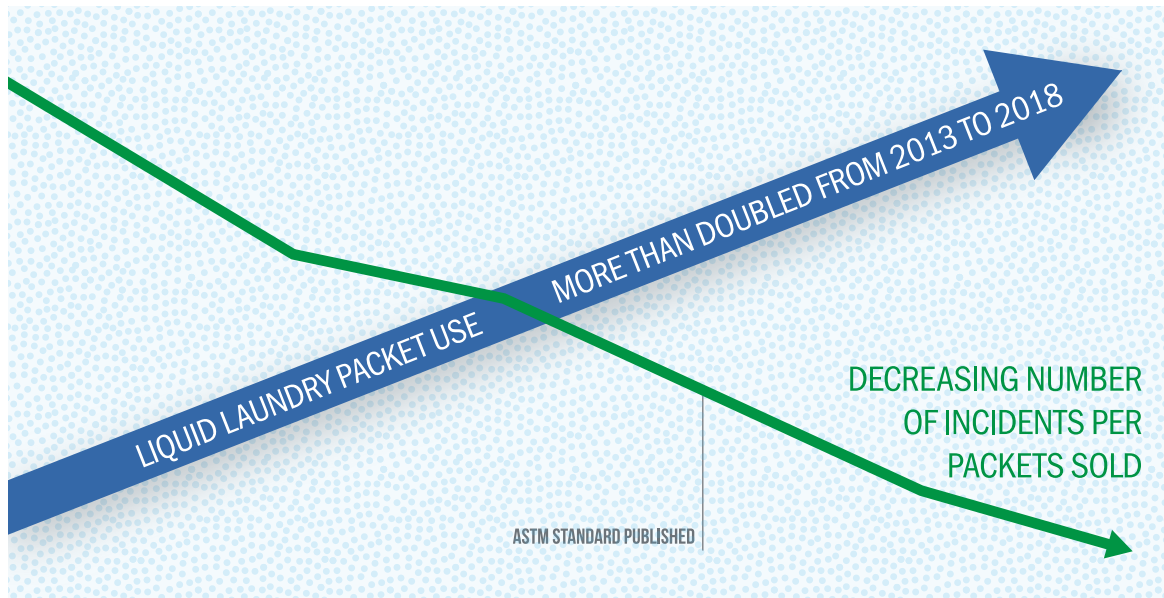




# MILLIONS OF PEOPLE USE LIQUID LAUNDRY PACKETS SAFELY

The American Cleaning Institute (ACI), industry manufacturers, public safety officials and consumer groups worked closely to develop a safety standard for liquid laundry packets comprised of packaging, product and labeling modifications to reduce inadvertent exposures for children under the age of six. These actions have made a difference. Millions of people use liquid laundry packets safely every day.

## INCIDENTS WITH LIQUID LAUNDRY PACKETS DECLINE AS POPULARITY INCREASES



SINCE BASELINE, INCIDENT RATES PER PACKET SOLD:



INCIDENT RATE DECREASED

61%

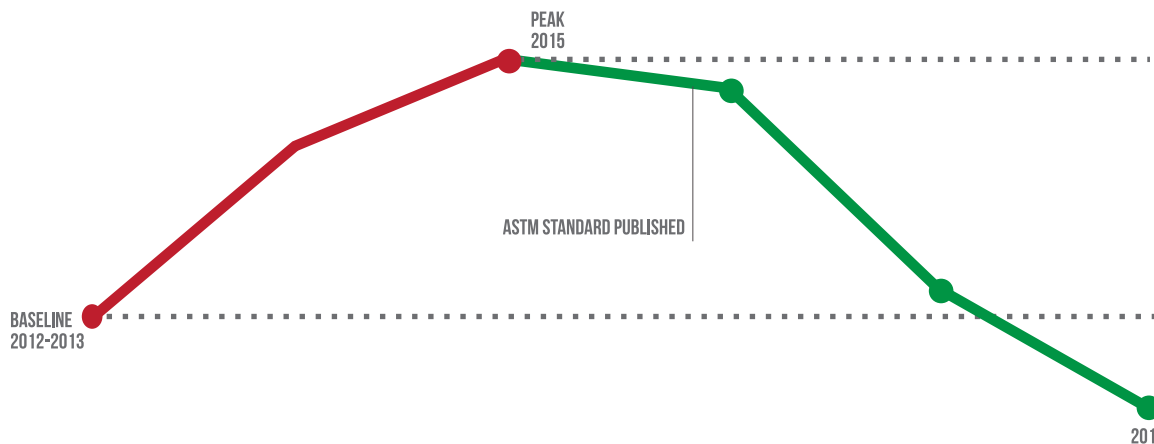


RATE OF SEVERE CASES DECLINED

95%

## LIQUID LAUNDRY PACKETS USED MORE SAFELY THAN EVER IN 2018

ABSOLUTE NUMBER OF INCIDENTS AT ALL-TIME LOW, DECREASING FOR THIRD CONSECUTIVE YEAR



# OF INCIDENTS SINCE PEAK DECREASED

28%

TOTAL INCIDENTS SINCE PEAK DECREASED BY

3,676

Laundry packet sales are a surrogate measure for the number of households using the product. Rate of total accidents and severe cases decline based on sales-adjusted rates (baseline vs. 2018); accident total decline based on absolute numbers (peak vs 2018). Source: Rocky Mountain Poison & Drug Center, Liquid Laundry Detergent Packet Exposures Reported to the National Poison Data System (NPDS): Surveillance and Evaluation of ASTM Standard, Presentation to ASTM International Subcommittee 15.71, July 2019. Source for laundry packet sales increase data: calculations based in part on data reported by Nielsen, through its Strategic Planner Service for the Liquid Laundry Packets category for four-week periods from July 2012 through December 2018 for the Total U.S. market for Nielsen's Expanded All Outlets Combined channel, which includes Food, Drug, Mass Merchandise, Club, Dollar and Military/Deca. Conclusions drawn from use of the Nielsen data do not reflect the views of Nielsen.