Packets Up & Store, Not Décor

AMERICAN CLEANING INSTITUTE

Pandemic & Poison Exposures

With millions of people spending more time at home during the pandemic, a surge in interest in home décor trends, interior design projects and remodeling inspiration emerged. Unfortunately, in the same vein, the pandemic also drove an increased opportunity for accidental exposures to household cleaning products among young children. In fact, in 2020, there was a 10% increase in exposures to household cleaning products among children compared to the same period in 2019 (American Association of Poison Control Centers).

Taking liquid laundry packets and cleaning products out of their original packaging and storing them in clear containers for laundry room aesthetics increases the potential for accidental poisoning exposures.

Store, Not Décor

As people sought home décor and organization inspiration, an alarming trend emerged that prioritizes style over safety. Over the last year and a half, we have seen just how common this trend of storing liquid laundry packets in clear containers and glorifying unsafe storage practices in the laundry room has become. PACKETS UP®, an initiative aimed to educate on proper storage of liquid laundry packets to reduce accidental exposure, launched the Store, Not Décor Challenge to address this unsafe trend.

We could use your help! Never prioritize aesthetics over safety and point out the danger in this practice when you see it online!

Mommy blogger, Jennifer Borget, conducted a series of polls on her Instagram Stories to find:

POLL #1 – 711 responses

- 69% reported seeing the trend on social media

POLL #2 – 435 responses

- 64% reported seeing it on Instagram
- 36% reported seeing it on Pinterest

For more information, visit www.PacketsUp.com