

# COMMUNICATING SAFE BEHAVIOUR INFORMATION

## INTRODUCTION



'Detergent Industry's approach to irritancy labelling'

Providing consumers with adequate safe behaviour information and advice to optimise product use and safeguard health and the environment is of particular importance to A.I.S.E. and the whole soaps, detergents and maintenance products industry.

The industry has supported the objectives and implementation of European legislation (regulating the classification, labelling and packaging of all preparations including detergents) to ensure the protection of consumers, people at work and the environment. Even though, the vast majority of A.I.S.E. products are not classified as 'dangerous', the industry wants to remind consumers of some of the key and basic rules to be observed when using its products. In this light and in an attempt to align the industry's safety information and communicate unified messages, A.I.S.E. has developed a combined set of safe behaviour tips together with related pictograms, which companies will be highly encouraged to use. These are applicable for household cleaning products.

## "BEFORE YOU START CLEANING, REMEMBER: SAFETY FIRST"

The household cleaning products generally used are safe when applied and stored according to the instructions detailed on the label. Always be sure to read and follow the directions carefully. The following messages should be constantly taken into account.

### Safe Behaviour Tips



Keep away from children.



Keep away from eyes. If product gets into eyes rinse thoroughly with water.



Rinse and dry hands after use.



People with sensitive or damaged skin should avoid prolonged contact with the product.



Do not ingest. If product is ingested then seek medical advice.



Do not change container to store contents.



Do not mix with other products.



Ventilate the room after use.

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