



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING

CONSUMER ACTIVITIES: INFORMATION MATERIAL (incl. SAFE BEHAVIOUR TIPS)

(Version 1.0, 13 may 2005)

Introduction

The provision of appropriate information on how to use of products can have positive impacts on their performance, and hence on the end results, whilst minimising the environmental impact and ensuring safety for consumers.

The advent of the Charter provides the opportunity to introduce small, but important improvements to the information provided that could have significant benefits in the everyday usage of A.I.S.E. products by consumers.

The A.I.S.E. objectives are to:

- Improve and/or develop clear messages for consumers on how to use A.I.S.E. consumer products safely/sensibly to minimise potential negative impacts on human health and the environment and on how best to use them to maximise their performance benefits. Those messages are meant to be communicated via on-pack labelling and other communication tools;
- Promote these messages and their comprehension among the public via A.I.S.E., its member national associations and their member companies with the support of Governmental Organisations and Non-Governmental Organisations. The experience gained through the "Washright" campaigns will be a good starting point for developing additional communication.

Voluntary safety information

The large majority of A.I.S.E. products are not classified as "dangerous" according to the EC Dangerous Preparations Directive and are not to be considered as representing a high level of hazard. However, even non-classified products should be kept away from children and should be used sensibly by adults (e.g. they are not meant to be put in the eyes, to be ingested, etc.).

In order to minimise the potential risk of products being misused, A.I.S.E. wants to remind consumers about some basic common sense rules, defined in a set of "safe behaviour tips" which comprise a combined set of phrases and pictograms.

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Currently some on-pack safety information or sensible advice tips already exists but are conveyed in different ways across companies and sometimes across brands within the same company.

To improve this situation, A.I.S.E. has developed a common set of “safe behaviour phrases” which are to be coupled with a set of standard pictograms (to be available latest Feb. 2005).

These phrases are:

1. Keep away from children.
2. Keep away from eyes. If product gets into eyes rinse thoroughly with water.
3. Rinse and dry hands after use.
4. People with sensitive or damaged skin should avoid prolonged contact with the product.
5. Do not ingest. If product is ingested then seek medical advice.
- 6.a. Do not change container to store contents.
- 6.b. Transfer refill content in the original container only.¹
7. Do not mix with other products.
8. Ventilate the room after use.

Whilst A.I.S.E. encourages each Company to use the maximum number of relevant messages for each product category, the following set of rules apply:

- a. Statements 1 and 2 and respective pictograms should be applicable to all product categories.
- b. Statements 3 and 4 and respective pictograms should be used on products that are likely to come into prolonged contact with skin, for example hand dish wash and hand wash laundry products. These two statements should be used at companies' discretion, based on the knowledge of their own specific products.
- c. Statements 5 to 8 and respective pictograms should be used as appropriate and at the discretion of the company. For items 6.a and 6.b, the most appropriate message should be used recognising that they are designed for a normal or a refill pack respectively.

¹ This message is only available as text.

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This information should be grouped in a "safe behaviour box" to draw consumers' attention.



A.I.S.E. expects companies to apply a stepwise approach: initially both pictograms and sentences will be shown with the objective to move to pictograms only when A.I.S.E. has evidence of consumer comprehension. The commitment to show these sensible advice phrases applies to all products either non-classified or classified by the Dangerous Preparations Directive. A.I.S.E. will provide appropriate guidance to avoid duplication and/or confusion for classified products.

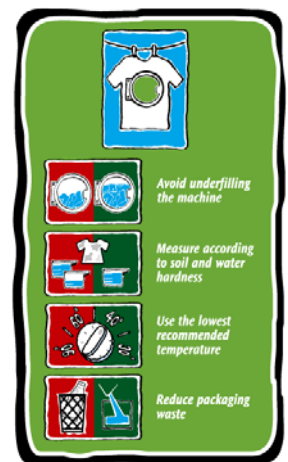
⇒ **THIS MATERIAL INCLUDED TRANSLATIONS OF THE SENTENCES AND GUIDELINES FOR USE WILL BE PROVIDED BY A.I.S.E. TO COMPANIES LATEST IN FEBRUARY 2005.**

Best use information

The "A.I.S.E. Wash-right panel" developed in the context of the "A.I.S.E. Code of Good Environmental Practice" will continue to be used on all washing machine laundry detergents.

Companies committing to this project will have to implement the following actions:

- a. Whenever² specific safe/sensible/best use advice is being provided for a certain product, it must use the centrally developed pictograms / sentences.
- b. On household washing machine laundry brands, it must use,



² Bearing in mind label sizes.

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whenever feasible², the A.I.S.E. wash right panel developed in the context of the A.I.S.E. "Code of Good Environmental Practice".

Specific commitments:

- Companies commit to start by placing two message-icon combinations on their packs;
- Companies commit to select the most relevant additional message-icon combinations for their product categories to be placed on packs;
- Companies commit to keep the wash right panel on washing machine laundry detergents.

⇒ **THIS MATERIAL INCLUDED TRANSLATIONS OF THE SENTENCES & GUIDELINES FOR USE IS ALREADY AVAILABLE UNDER THE CONDITIONS STIPULATED BY A.I.S.E. TO COMPANIES AS PER THE DOCUMENT HEREAFTER & ARE DOWNLOADABLE FROM THE CHARTER WEBSITE (EXTRANET SECTION VISUALS).**

Notes :

- Companies committed to the Charter are also asked to report on a set of Indicators related to the use of these visuals ; See section "Key Performance Indicators for details).
- The above material is also made available for companies independently from the Charter, to optimize use and visibility of these sensible advices.

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