

FOR IMMEDIATE RELEASE
December 9, 2004

Get the “dirt” on dirt New consumer website about cleaning and pest control products

Ottawa – The Canadian Consumer Specialty Products Association (CCSPA) has launched a new Consumer Education Website, at www.healthycleaning101.org, that provides Canadians with a one-stop source for information about the characteristics and safe use of a wide range of everyday household products produced by CCSPA member companies.

Shannon Coombs, CCSPA Executive Director, said the consumer-oriented content on the new website covers cleaning tips and in-depth information about soaps and detergents; disinfectants and sanitizers; pest control products, and household cleaning products.

“Since these products have proven to contribute significantly to the health and wellbeing of Canadians,” Coombs said, “we wanted to take some of the mystery out of issues such as how they are made, how they should be used and how they are regulated by government.”

The website provides information about manufacturing processes, main ingredients, and how to select the right products for specific tasks. The site also contains an extensive section of Frequently Asked Questions (FAQs) that addresses everything from concerns about the use of antibacterial products to additional cleaning tips, and the proper storage and disposal of cleaning products.

###

For more information: Shannon Coombs, CCSPA, (613) 232-6616

CCSPA is a national trade association representing Canada’s consumer, industrial and institutional specialty products industry. Its mission is to enhance the ability of its 40 member companies to conduct business fairly, ethically and effectively by fostering industry cooperation, providing a national voice for communications and developing effective partnerships with governments, other stakeholders and the public.