

Canadian Consumer Specialty Products Association Voluntary Guidance for Labelling and Packaging of Liquid Laundry Detergent Packets

The Canadian Consumer Specialty Products Association promotes the safe, effective and responsible use of household cleaning products.

Purpose

To provide guidance for the household laundry products industry on appropriate labelling, packaging and design measures to help reduce the likelihood of child exposure to the contents of liquid laundry detergent packets.

Background:

In July 2012, Health Canada issued an advisory to inform parents and caregivers that liquid laundry detergent packets need to be kept away from children, as those who are exposed to packet contents are at risk of serious injury, due to the highly concentrated nature of the product. Children who have accidentally ingested liquid laundry detergent packets have experienced respiratory distress, vomiting, coughing, choking and drowsiness; and in cases where there has been contact with the eyes, painful irritation of the eyes and corneal burns have occurred.

Guiding Principles:

- targeted at measures likely to be most effective for reducing child exposure incidents relating to the consumers' use of liquid laundry detergent packets in the Canada,
- voluntary, but supported by leading laundry detergent companies in the Canadian market and open to all companies including *non-members of the Canadian Consumer Specialty Products Association*,
- consistent with similar initiatives or actions in other leading markets (such as the United States, the European Union and Australia),
- flexible and outcomes-based that will facilitate use as an industry 'benchmark' for safety purposes; and
- is not intended to preclude companies from adopting additional safety measures, should they wish to do so.

Industry Guidelines for Liquid Laundry Detergent Packets:

Companies following these guidelines commit to progressive implementation of the following measures, to the extent not already taken. These Labelling and Packaging Guidelines aim to reduce the incidence of child exposure by:

- reducing *visibility* of liquid laundry detergent packets to young children,
- reducing the *accessibility* of liquid laundry detergent packets for young children,

- ensuring all containers of these products provide appropriate label warnings and other advice, and
- educating parents and caregivers about the safe use and storage of these products.

Liquid laundry detergent packets are a relatively recent innovation in household laundry products. The detergent ingredients are concentrated and enclosed in single-dose water soluble packets. This offers the advantages of:

- simple, convenient, no-mess dispensing into the laundry machine;
- environmental benefits of not overdosing the wash plus a reduced environmental footprint in transport due to concentration of the product; and
- benefits of ease of use for individuals who may have difficulty with measuring powder or liquid products, including the elderly and disabled.

Voluntary Practices:

- Reducing the visibility of liquid laundry detergent packets via obscure or opaque packaging or any equivalent measure.
- Making access to liquid laundry detergent packets difficult by a package closure design that discourages, delays, or otherwise impedes the ability of young children to open the package, and does not discourage the intended behavior of securing the package.
- On-package communication in a prominent place on the package and label, which reinforces the need to:
 - *Not let children handle liquid laundry detergent packets.*
 - *Keep liquid laundry detergent packets closed in their original container when not in use.*
 - *Keep liquid laundry detergent packets out of the reach and sight of children.*
 - *Keep liquid laundry detergent packets, when not in use, away from moisture and avoid handling them with wet hands.*
 - *Call your Provincial Poison Control Centre immediately if the liquid laundry packet is swallowed or gets in the eye.*
- While these measures are being progressively implemented, participating companies commit to promoting the safe consumer storage, handling and use of the liquid laundry detergent packets.
- CCSPA will assist in educating consumers about the safe storage, handling and use of liquid laundry detergent packets and other household cleaning products.

- Participating companies also commit to ongoing cooperation with Health Canada in addressing liquid laundry detergent packet safety. Or say liquid laundry detergent packet safety