

**For Immediate Release**

**Education is Key – Say No to the Laundry Packet Challenge**

**January 15, 2018, Ottawa, Ontario** - An alarming fad is circulating online out of the United States, where college students have been challenging each other online to eat laundry soap. This laundry packet challenge is putting young people at risk. “Education is key to stopping this fad”, says Shannon Coombs, President of the Canadian Consumer Specialty Products Association. “These products are highly concentrated packets and can cause serious harm if they are ingested. They are not meant to be played with or used in pranks.”

CCSPA has reported the dangerous content of these online videos and is working with members and media networks to have them removed immediately. We want to thank the various outlets who have taken swift action when we have reported the dangerous nature of the videos by removing them. However, if you see a video with material/content that puts people’s health and safety at risk, you should report it to that social media site and request it be removed.

CCSPA is also working with our partners to distribute a bilingual poster for use at post-secondary education institutions. We want the message of “Laundry pacs are made to clean clothes. They should not be played with whatever the circumstance” to be front and centre for teenagers. It is important that this fad end immediately.

**About Canadian Consumer Specialty Products Association ([www.ccspace.org](http://www.ccspace.org)):** CCSPA is a national trade association that represents 35 member companies across Canada, collectively a \$20 billion industry directly employing 12,000 people in over 120 facilities. Our companies manufacture, process, package and distribute consumer, industrial and institutional specialty products such as soaps and detergents, pest control products, aerosols, hard surface disinfectants, deodorizers and automotive chemicals.

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**For more information, or to arrange interviews, please contact:**

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