

**FOR IMMEDIATE RELEASE**

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## **HCPA Announces First-Ever Air Care Summit**

*New event will take deep dive into consumer attitudes towards air care products*

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WASHINGTON, DC – Today the Household & Commercial Products Association (HCPA), announced a new event that will bring together the entire supply chain to build trust in air care products – The HCPA Air Care Summit. This Summit will take a deep dive into consumer attitudes towards air care products, such as air fresheners, odor eliminators, and the ingredients and fragrances that make these products beneficial to consumers and workers.

The Summit seeks to strengthen understanding of what consumers are expecting from brands, foster discussion of the benefits of air care products and illustrate ways diverse stakeholders can work effectively to educate consumers, workers and the media. By bringing together trusted scientific experts, third-party voices, and diverse opinions, the Summit will foster a robust debate on the available or needed scientific resources that will resonate with the public, and build trust in air care products as safe and beneficial solutions for eliminating odors, freshening the air, and imparting a sense of wellbeing.

The HCPA Air Care Summit is occurring in conjunction with IMPACT2018, HCPA's annual mid-year meeting and will take place at the Gaylord National Resort in National Harbor, Md., just outside Washington, D.C., on Friday, May 18, 2018, from 8:00 am – 2:30 pm EDT.

The Summit is being hosted by the HCPA Air Care Division. The HCPA Air Care Division represents products designed to enhance or condition the indoor environment by eliminating unpleasant odors, freshening the air or removing airborne particles.

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### **About HCPA**

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that make and sell \$180 billion annually of products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers create cleaner, healthier and more productive lives.