



Innovative Products For **Home. Work. Life.**

HCPA Preservation Summit December 11, 2019

8:00 – 8:05 AM: Opening Remarks

Steve Caldeira, President & CEO, Household & Commercial Products Association

8:05 – 8:15 AM: Preservatives Overview

Speaker: Beth Ann Browne, Ph.D., DuPont

Preservatives are a key component of household, consumer and commercial products, and enable sustainable formulation while providing protection against microbial spoilage. Due to product evolution, product formulations are inherently more hospitable to microbial growth and, therefore, more susceptible to microbial spoilage. There is no one-size-fits-all preservative because preservation selection is product and application specific.

8:15 – 8:45 AM: Category Under Fire

Speaker: Tony Rook, Sherwin-Williams

The preservative category currently faces increasing global pressure which has greatly limited the palette of favorable preservatives, including recent regulatory actions and supply chain disruptions of key preservatives. Additionally, there continues to be misunderstandings and misinformation regarding the safe and effective use of preservatives, including that preservatives are unnecessary, not regulated, or not tested for safety. The Preservation Summit will address this misinformation and provide clarity about these and other misunderstandings of the preservative category.

8:45 – 9:30 AM: Preservatives Undergo Extensive Testing to Be Registered with the US EPA

Myth: Preservatives are not tested or regulated.

Speaker: Erin Tesch, TSG Consulting

Speaker: Anita Pease, U.S. Environmental Protection Agency

This presentation will provide an overview of how materials preservatives are regulated under TSCA and FIFRA, and will also cover data requirements, risk assessments, and the regulatory process, including opportunities for public participation.

9:30 – 10:15 AM: What Is the Fuss All About?

Myth: Skin irritation from consumer products is caused only by preservatives.

Speaker: Dr. Amber Atwater, Duke Dermatology

There are other causes to allergic reactions and skin irritation than just preservatives. This presentation will address what ingredients in consumer products cause these types of issues.

Myth: Eliminating preservatives from products always results in less risk to the consumer.

Speaker: Raphaël Tremblay, Procter & Gamble

Preservatives are a necessity for many high-water content products to prevent microbial contaminations which could lead to consumer health concerns. As for all other ingredients used in consumer products, preservatives are formulated at levels demonstrated to be safe for consumers, taking into account the intended use of the products and profile of the ingredients. Safe use of preservatives in household care products is strongly supported by the limited consumer exposure to these products.

10:15 – 10:30 AM

BREAK

10:30 – 11:00 AM: Things That Go Rot in the Night

Myth: Preservatives are unnecessary for consumer products.

Speaker: Phil Geis, Geis Microbiological Services

This presentation will explain why under-preserved products are at risk of spoiling, and how product spoilage can cause unintended consequences.

11:00 – 11:30 AM: Navigating Naturals and Synthetics In a Preservative World

Myth: Natural is always synonymous with safe and environmentally friendly.

Speaker: Kelly Pippine, Emerald Kalama Chemical

There is consumer demand for natural, environmentally friendly and safer household products. This presentation will compare natural, nature identical and synthetic chemistries, as well as explain the preservation options within green certifications, such as Safer Choice and EcoCert.

11:30 AM – 12:00 PM

BREAK

12:00 – 12:30 PM: Lunch Presentation: The Impetus and Impact of Free-From and Related Marketing Claims

Myth: Consumers believe that products with “free-from” claims are preferable.

Speaker: Kavin Senapathy, Science Writer/Journalist

This presentation about “free-from” claims will discuss how marketers use fear of chemicals to sell and why widespread chemophobia persists despite evidence to allay these fears.

12:30 – 1:00 PM: Difficulties of Making an Unpreserved Product

Myth: Removing preservatives from consumer products is easy.

Speaker: Jeff van Komen, Procter & Gamble

This presentation will explain why it is difficult to formulate products without preservatives and why preservatives are an essential ingredient for product performance.

1:00 – 1:30 PM: Perspectives on Preservative Innovation

Myth: Innovation for new preservatives is easy.

Speaker: Dr. Sabrina Behnke, Symrise

This presentation will offer a supplier’s perspective on the challenges and opportunities associated with innovations in cosmetic product preservation.

1:30 – 1:45 PM

BREAK

1:45 – 2:25 PM: The Benefits of Preservatives

Myths: Preservatives offer little benefit to consumer products and products without preservatives are more sustainable.

Speaker: Doug Mazeffa, Sherwin-Williams

This presentation will explore the benefits of product preservation, including preservatives’ positive impact on sustainability.

2:25 – 2:30 PM: Closing Remarks

Tony Rook, Sherwin-Williams and Andrea Mojica, HCPA