



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

## HCPA Preservation Summit Schedule At-A-Glance December 11, 2019

### 8:00 – 8:05 AM: Opening Remarks

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

### 8:05 – 8:15 AM: Preservatives Overview

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

Preservatives are critical for the protection of the household, consumer, and industrial products from microbial contamination. Preservatives are highly regulated by the US EPA. The evolution of consumer products drives the need for effective preservation while the preservative toolbox is shrinking. Preservative selection is highly specific.

### 8:15 – 8:45 AM: Category Under Fire

Speaker: Tony Rook, Sherwin Williams

- Overview of Public Perception: Consumer examples from the media
- Overview of Stakeholder Perception: Why is it important for us to have this Summit?
- Set the Goals of the Preservation Summit: We will address key questions surrounding myths of preservatives.
- Sustainable Preservation: A shrinking pallet of preservative are available, current regulatory actions on the biocide category, impacts of preservative availability (e.g., BIT shortages)

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

*Myth: Preservatives are not tested nor regulated*

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

- EPA: Review the process for registering a preservative for material protection

Speaker: Regulatory Consultant, Erin Tesch, TSG

- Overview of FIFRA Requirements as compared to Regulation of Chemicals through TSCA
- Hazard vs. Risk Analysis
- FIFRA requires demonstration of Safe and Effective for specific end-use application

### 9:30 – 10:15 AM: So What is the Fuss All About?

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

Speaker: Dr. Amber Atwater, Duke Dermatology

- Explanation of the many causes of skin sensitization, including that there is a predisposed population to skin issues, and “naturals” also causing issues.

Speaker: Raphaël Tremblay, P&G

- Discussion will focus on the unintended additive effect of increased exposure to remaining available preservatives.

### 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

- Review the history of preservative use within household and commercial products
- Consequences of under-preserved products

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

*Myth: Natural is always synonymous with safer and environmentally friendly*

Speaker: Kelly Pippine, Emerald Kalama Chemical

- Consumers desire natural, environmentally friendly and safer household products. Natural, nature identical and synthetic chemistries will be compared and a view on the preservative options within green certifications such as Safer Choice and EcoCert will be discussed

**11:30 AM – 12:00 PM**

BREAK

**12:00 – 12:30 PM: Lunch Presentation: The Impact of “Free of” Claims**

Speaker: Kavin Senapathy, Forbes Contributor

Co-author of “How Marketers Use Fear of Chemical for Profit: 3 Easy Steps” January 2016

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

*Myth: Removing preservatives from consumer products is easy*

Speaker: Jeff van Komen, P&G

- It is difficult to make products without preservatives. Time, resources, manufacturing process will be discussed.

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

*Myth: Innovation for new preservatives is easy.*

Speaker: Sabrina Behnke, Symrise

- A supplier’s perspective on challenges and opportunities for innovating within consumer 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 unpreserved products are more sustainable*

Speaker: Doug Mazeffa, Sherwin Williams

- Positive aspects of preservatives including the impact on sustainability (life cycle assessment).

**2:25 – 2:30 PM: Closing Remarks**

Speakers: Tony Rook, Sherwin Williams and Andrea Mojica, HCPA