



The Future of Transparency and Ingredient Labeling Compliance

Wednesday, January 29th

11:00 am EST

Presented by CleanGredients and HCPA

Disclaimer



- Information presented in this slide deck should be used only as a reference. Although care has been taken in creating this presentation, participants should consult the actual text of the statutes and regulations published by the appropriate state or federal authority.

Who Am I



- Owen Caine
 - Executive Vice President, Government Relations and Public Policy
 - Household & Commercial Products Association



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

What Are We Covering Today?



- Increased interest in transparency (communication)
- California SB 258

Increased Interest in Transparency



- A steady increase in interest from
 - NGO's
 - Legislators
 - Regulators
 - Retailers
 - Market Advantage

California SB 258



- SB 258 – The Cleaning Products Right to Know Act of 2017
- A negotiation between
 - Sen. Ricardo Lara
 - CA and National NGO's
 - Labor Unions
 - Manufacturers
 - HCPA

California SB 258 Continued



- No one got everything they wanted, but all sides could live with the result
- **Could** serve as a national model
- Seen as de-facto national law

Who must Disclose



- **Manufacturer** of Designated Product Sold in California
 - A person or entity who manufactures the designated products and whose name appears on the product label; OR
 - A person or entity who the product is manufactured for or distributed by, as identified on the product pursuant to the federal Fair Packaging and Labeling Act.

What Products Must Disclose



- Chemically Formulated Consumer Product” sold in California
 - Household
 - Institutional
 - Commercial
 - Concentrates
 - Ready to use
 - NOT industrial use
- ▶ Designated Products
 - ▶ Air care Product
 - ▶ Automotive product
 - ▶ General cleaning product
 - ▶ Polish or floor maintenance product
 - ▶ Used primarily for janitorial, domestic, or institutional cleaning purposes

When to Disclose



- January 1, 2020: Online disclosure requirements trigger
- January 1, 2021: On-label disclosure requirements trigger
- January 1, 2023: Intentionally added Prop. 65 ingredients must be listed on-label and online.

Disclosure Online



- All intentionally added ingredients, listed in order of predominance by weight, except ingredients present at a weight below one percent may be listed in any order.
- A list of all nonfunctional constituents present in a product at a concentration at or above 0.01 percent (100ppm)
- 1,4 dioxane must be disclosed at 0.001 percent (10ppm)

Disclosure On-Label



Two options for on-label disclosure

Option 1

- ▶ List each intentionally added ingredient in a product that is included on a designated list
- ▶ List each fragrance allergen present at or above 0.01 percent (100ppm)

Option 2

- ▶ List all intentionally added ingredients in a product
- ▶ A predetermined statement the product contains fragrance allergens.

Designated Lists



- Lists are 23 authoritative lists individually codified and largely inclusive of those on the California Department of Toxic substances Control Safer Consumer Products Candidate Chemicals list, including and subsequent revisions.
- The lists are not static.



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Ingredient Information Websites

Beth Ludwick, Executive Director, Alliance for Consumer Education (ACE)
and Vice President, Communications, HCPA



Overview of Ingredient Information Websites

- Common themes across ingredient information webpages
 - Meet the requirements for the California Cleaning Product Right to Know Act
 - Make ingredient and safety information digestible and approachable
 - Reinforce scientific expertise
 - Track company milestones
 - Provide opportunities for those seeking a deeper dive

Overview of Ingredient Information Websites

- Common sections built into ingredient information websites
 - How ingredients are chosen
 - How we determine what is safe (standards)
 - Product catalog with ingredient information and SDS
 - Links to and area promoting SMARTLABEL
 - Functions of common ingredients or an ingredient glossary
 - FAQs about certain ingredients, including fragrance
 - FAQs about allergens and other specific issues
 - Support of California Cleaning Product Right to Know Act
 - Lists of Lists
 - It is a requirement that links to the relevant designated lists be grouped together in a single location.

Most sites have all of these and more, but we cannot cover everything today. If one section is not covered for a particular company, that does not mean it is not there.



HEALTH • HYGIENE • HOME

BRANDS

INGREDIENTS

RESPONSIBILITY

ABOUT US



TRUSTED BRANDS



HEALTH



HYGIENE



HOME

TRUSTED PRODUCTS

YOU CAN SEE RIGHT
THROUGH US

LET US EXPLAIN
OUR INGREDIENTS

LEARN MORE



Examples of Ingredient Information Landing Pages

<http://www.rbnainfo.com/>



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Our ingredients and why they're there

We know that, like us, you care about everything you bring into your home and how it affects those you love. We take great care in shopping for just the right product to keep your home clean, disinfected and smelling great. Similarly, the choices for cleaning products, air fresheners, disinfectants, polishes and other related products are of great importance and value. Whether you have children or pets in your home, you want only the best for you and your family...and to ensure that these products are safe, as well as effective. That way you can be confident they'll improve your life and make it easier.

Understanding what's in these products as well as what they actually do is important to you. So, in an effort to better serve you, we have published the ingredients that go into our products. Here you will find the inside scoop on not only what is in each of our products, but why it's there and its function, and including the ingredients within the fragrance.

Our team of experts take pride in the products that we make available to you. We want you to have this same confidence!



THE MAKING OF RBNAINFO



WHAT'S IN A NAME



THE ARTISTIC SIDE OF FRAGRANCES



DESIGNATED LISTS

Examples of Ingredient Information Landing Pages

<http://www.rbnainfo.com/whats-whys-hows.php>



SAFETY DATA SHEETS

COUNTRY

LANGUAGE

PDF

EMAIL

FAX

PRODUCT

UPC

SIZE

COUNTRY

0-51700-32037-0

1.8 kilograms box

Canada

0-51700-31300-6

3.0 kilograms box

Canada

0-51700-79679-3

5.1 kilograms box

Canada

Items that are greyed out indicate discontinued UPCs.

View by Weight %

View by Function



This "View by Weight %" tab shows the ingredients in this product grouped into the following categories: Active Ingredients, Intentionally Added, Fragrance Components and Non Functional Constituents. Ingredients that appear on a Designated List are fragrance allergens included on Annex II of the EU Cosmetics Regulation No. 1223/2009 are indicated by the **DL** symbol. [Click here](#) for more information on the Designated Lists.

Intentionally Added

Sodium Sulfate **DL**



Sodium Carbonate



Sodium Citrate



Examples of Ingredient Information Landing Pages

<http://www.rbnainfo.com/whats-whys-hows.php>



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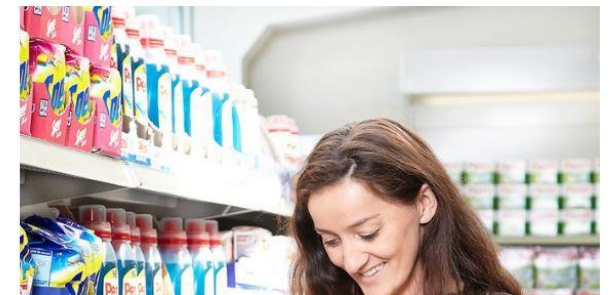


[Home](#) > [Company](#) > [Corporate Compliance](#) > [Laundry & Home Care: Ingredient Information and Disclosure](#)

Laundry & Home Care: Ingredient Information and Disclosure

Our Consumers are Our Top Priority

The safety and well-being of our consumers is our top priority. Henkel products are formulated to be safe when used as intended, which includes ensuring the safety of the ingredients used in our products. Henkel actively participates in industry efforts to evaluate the safety of new ingredients and emerging data on current ingredients. Each Henkel product ingredient and the levels used in the formulas are assessed and appropriate standards applied to ensure safety. Sensitive subpopulations are taken into consideration and we account for additional restrictions requested by our customers while always meeting our strict quality standards with the goal of delivering products that consistently perform well for our consumers.



Examples of Ingredient Information Landing Pages

<https://www.henkel-northamerica.com/brands-and-businesses/laundry-and-home-care>



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OUR CLEANEST WAY TO CLEAN

all® free clear mighty pacs®—
gentle laundry detergent that is safe for all washers.

From the #1 Recommended detergent brand, all® free clear mighty pacs® give you the perfect amount of detergent every time—all with just a flick of your wrist. They're tough on stains, gentle on skin and make no mess at all. Mind. Blown.

[mighty pacs® FAQs >](#)

Available in 19ct, 25ct, 39ct, 60ct, 66ct and 67ct

[Safety Information >](#)

WHERE TO BUY

 **smartlabel**
Click [here](#) for ingredients list

Examples of Ingredient Information Landing Pages

<https://www.all-laundry.com/products/sensitive-skin-detergent/all-free-clear-mighty-pacs-detergent>



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- Home
- Brands
- What's in our products

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[Unilever UK](#)



WHAT'S IN OUR PRODUCTS

SEE THE INGREDIENTS IN OUR HOME AND PERSONAL CARE PRODUCTS

Transparency is important to our consumers and so it's important to us. On this website you can find out more about the ingredients we use in our home and personal care products. By searching our database you can find lists of ingredients we have included in each of our products. We also offer a database to search for products you can use, if you know you have an allergy to a particular ingredient(s).

[Search our home and personal care products](#)

[Our approach to ingredients](#)

[Your ingredients questions answered](#)

Search our home and personal care products



Look up your favourite products and find out what goes into them.

[FIND OUT MORE >>](#)

Our approach to ingredients



Our approach to developing safe products that meet regulations and keep our consumers happy.

[FIND OUT MORE >>](#)

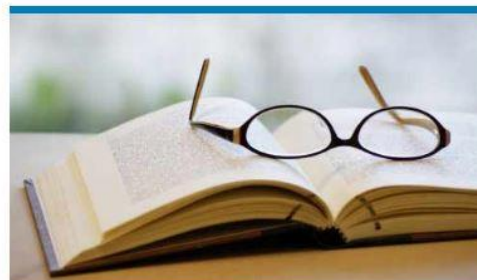
Your ingredients questions answered



Our answers to the most common questions we get about our ingredients.

[FIND OUT MORE >>](#)

A-Z of ingredient functions



Look up different ingredient types and why we use them.

[FIND OUT MORE >>](#)

About allergies and products



Learn more about skin allergies and search for products which might suit you.

[FIND OUT MORE >>](#)

"OUR HOME AND PERSONAL CARE PRODUCTS ARE USED EVERY DAY BY MILLIONS OF PEOPLE AROUND THE WORLD. PEOPLE TRUST US TO PROVIDE THEM WITH PRODUCTS THAT ARE SAFE FOR THEM, THEIR FAMILIES AND THE ENVIRONMENT"

Examples of Ingredient Information Landing Pages
<https://www.unileverusa.com/brands/whats-in-our-products/>



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Where to Buy

Blog

Contact Us



PRODUCTS ▾

INSIDE SEVENTH GENERATION ▾

ACTION ▾



INGREDIENT *science*

Examples of Ingredient Information Landing Pages

<https://www.seventhgeneration.com/insideSVG/ingredient-science>



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GLOSSARY OF TERMS

Plant-Based

Plant-Derived

Minerals

Plant-Modified
Synthetic

Preservatives

Synthetic

Sometimes a plant oil is minimally modified with carbon from other sources to improve its performance. When carbon in the modified plant oil is mostly (more than 50%) from the plant, Seventh Generation refers to the ingredient as plant-based. The remaining carbon may be derived from petroleum based sources.

Seventh Generation Ingredients

jump to: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

A

INGREDIENT NAME

WHAT IT IS

ENVIRONMENTAL IMPACT

Abies balsamea (balsam fir)

Fragrance component

Essential Oil of balsam fir (Abies balsamea)

Aloe Barbadensis Leaf Juice

Skin Conditioner

Plant-derived, Biodegradable

Examples of Ingredient Information Landing Pages

<https://www.seventhgeneration.com/insideSVG/ingredient-glossary>

Anthemis nobilis (chamomile) flower oil

Fragrance component

Essential Oil of Chamomile Flower (Anthemis nobilis)



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Ingredient choices and how we make them

Some people believe natural product ingredients are safer to use than man-made, synthetic ones. The reality is that it's not that simple; both natural and synthetic ingredients have a safe range and an unsafe range. Even basics like sunlight, oxygen, and water have safety limits. So what goes into choosing our product ingredients?

__1) Safety__ First we define **the safe range for every ingredient**, whether natural or synthetic. Then we apply the same science-based approach as regulatory agencies around the world.

__2) Performance__ Every ingredient has a role in delivering the performance you expect from our

Examples of Ingredient Information Landing Pages

<https://us.pg.com/ingredients/>



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Understanding common ingredients

Even though we ensure our products are safe to use before they hit shelves, we know there's a lot of conversation around certain product ingredients. Here's our point of view:

1,4-Dioxane

1,4-dioxane is not an ingredient, but rather a by-product that can form in tiny (trace) amounts when making a variety of ingredients in some cleaning products. Importantly, the presence of 1,4-dioxane in our products is already well below established safe limits. For example, if you washed and wore over 1,000 loads of laundry every day, you'd still be below the safe limit for 1,4-dioxane. Our household cleaning products are at or below 25 parts per million (ppm) and many are even below 10 ppm. Our beauty products are reliably at or below 10 ppm. We're continually working to reduce and/or eliminate it while still delivering the performance we all expect.

Phosphates

Phosphates are essential nutrients for plant growth and a healthy ecosystem, and are commonly found in fertilizers. While phosphate is naturally present in the environment, it can also be released in much smaller amounts from some cleaning products after their use. A series of product innovations now allow us to produce many effective, phosphate-free cleaning

Phthalates

You may have heard general safety questions about phthalates. There are several types of phthalates and each one is different (much like there are safe and unsafe types of mushrooms). We comply with all phthalate bans globally. In fact, we have removed the only phthalate that was used in our product fragrances even though agencies found it to be safe.

Triclosan and Triclorcarban

Triclosan and triclocarban are antimicrobial ingredients that slow or stop the growth of germs such as bacteria and mildew. We have already eliminated triclosan from our products globally and have an exit plan for our few remaining uses of triclocarban.

Microbeads

Microbeads are solid plastic particles of 5 mm or less and are used to exfoliate or cleanse in personal care products.

We previously included microbeads in some of our exfoliating cleansing products and toothpastes based on positive feedback from

Fragrance Ingredients

We share more details on the list of fragrance ingredients we use to make our fragrances, as well as the list of ingredients we do not use

[here](#)

You will see that we do not use many common food allergens in our fragrances, including Egg Derivatives, Milk Derivatives, Gluten, Barley, Rye, Soy Derivatives, Fish or Shellfish. In total, we exclude over 140 ingredients from our fragrances – more exclusive than the list of ingredients banned by the International Fragrance Association. We are committed to completing fragrance transparency listings for all products sold in U.S. and Canada by the end of 2019. You can read more about our commitment at: news.pg.com



Ingredients we do not use

Here is a list of some of the most common materials we get asked about that we do not use as ingredients in any of our formulated products (health care, skin and personal cleansing, hair care, laundry, home care, and oral care):

- Alkylphenols and alkylphenol ethoxylates
- Benzene
- Bisphenol A (not in formulas*)
- Heavy metals: Arsenic, Lead, Chromium VI, Mercury, Cadmium, Nickel
- Microbeads
- Organotin (TBT, DBT, MBT, DOT)
- PVC (not in formulas*)
- PAHs (Polycyclic aromatic hydrocarbons)
- PCBs (Polychlorinated biphenyls)
- Phthalates**
- Triclosan
- Triclocarban**

This list is not exhaustive but a starting point. For specific product ingredients, please see the Brand website [here](#).

Preservatives (including parabens and others)

Preservatives help keep all of us safe by preventing growth of bacteria and mold during the use of consumer products. Different product types need different preservatives that work best for that particular formula. You can rest assured that all of our preservatives comply with applicable regulations and safe limits wherever they are sold.

	Baby diapers & feminine hygiene	Baby Wipes	Air fresheners	Health & oral care	Laundry & household cleaning	Hair care & personal cleansing	Skin care leave on products	Learn more
Benzoic acid		•		•	•	•	•	VISIT SITE
Benzyl alcohol						•	•	VISIT SITE
CDM Hydantoin						•	•	VISIT SITE
Diisododecyl urea (small number of products)							•	VISIT SITE
Imidazolidinyl urea (small number of products)							•	VISIT SITE
Quaternium-15 (small number of products)							•	VISIT SITE
Formic Acid					•		•	VISIT SITE
Glutaraldehyde					•		•	VISIT SITE
Iodopropenyl Butylcarbamate						•	•	VISIT SITE
Isothiazolinones Benzothiazolinone			•		•			VISIT SITE

Examples of Ingredient Information Landing Pages

<https://us.pg.com/ingredients/>



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Our 4-step process

Safety is at the heart of everything we do. Before we market a new product, we go beyond regulatory compliance to ensure every ingredient's safety through a four-step, science-based process. We use the same process as regulatory agencies around the world, like US FDA, EPA, the EU, the WHO, and others.

Step 1 Doubt



Before we use any ingredient, **our scientists start by asking questions.** If there's any doubt about its safety or benefit to you, we won't use it.

Step 2 Define



We define the ingredient's safe range using the same science-based standards as major regulatory agencies around the world.

Step 3 Determine



We evaluate all ingredients in the product to ensure they are safe when used - both for you and the environment. If we can't confirm that, we go

Step 4 Diligence



Our last step never ends. Once a product is on shelves, **we keep up with new information** on each ingredient, collaborating on new products safety

Keeping Your Family Safe

<https://youtu.be/zoKiUj0AFmc>



Examples of Ingredient Information Landing Pages

<https://us.pg.com/product-safety/>



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What We're Made Of

We know what goes into our products is important to you. Using ingredients that are both effective and safe is also a top priority for us.

Click on a link below to learn about our product stewardship work — and how we're continuing to be a leading voice in the consumer packaged goods industry through initiatives in product safety; ingredient transparency; and fragrances, preservatives and other ingredients. Also in this section, learn everything you need to know about disinfectants.

Ingredients Inside

[LEARN MORE →](#)

Fragrances

[LEARN MORE →](#)

Our Approach to Product Safety

[LEARN MORE →](#)

Disinfecting Lowdown

[LEARN MORE →](#)

Examples of Ingredient Information Landing Pages

<https://www.thecloroxcompany.com/brands/what-were-made-of/>



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Our Approach to Safety

At Clorox, your safety and that of your family, your pets and the environment is a top priority. How do we achieve that? We start with an evaluation of every product's safety, efficacy and regulatory compliance before it ever makes it to store shelves.

Our safety assessments begin with analysis of each of the materials that goes into making the product. This includes consideration of short-term and long-term impact from all types of exposures, including incidental or accidental, and routes of exposure such as skin, eye, ingestion and inhalation.

Another key component of safety is ensuring consumers understand how to safely use, store, and dispose of a product and its packaging. Our labels include clear directions for use, precautionary statements, first-aid measures, and storage and disposal. Additional safeguards such as child-resistant packaging are incorporated for certain products.



Product Safety Steps - PDF

Examples of Ingredient Information Landing Pages

<https://www.thecloroxcompany.com/brands/what-were-made-of/our-approach-to-safety/>



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Disinfecting Lowdown

EVERYTHING YOU NEED TO KNOW ABOUT DISINFECTANTS

FEATURED CONTENT DISINFECTANTS 101 HOW TO DISINFECT SAFELY WHY DISINFECTANTS MATTER



HOW TO DISINFECT SAFELY
How We Test Disinfectants
to the Highest Standards



WHY DISINFECTANTS MATTER
Winning the Superbug Battle
Against MRSA



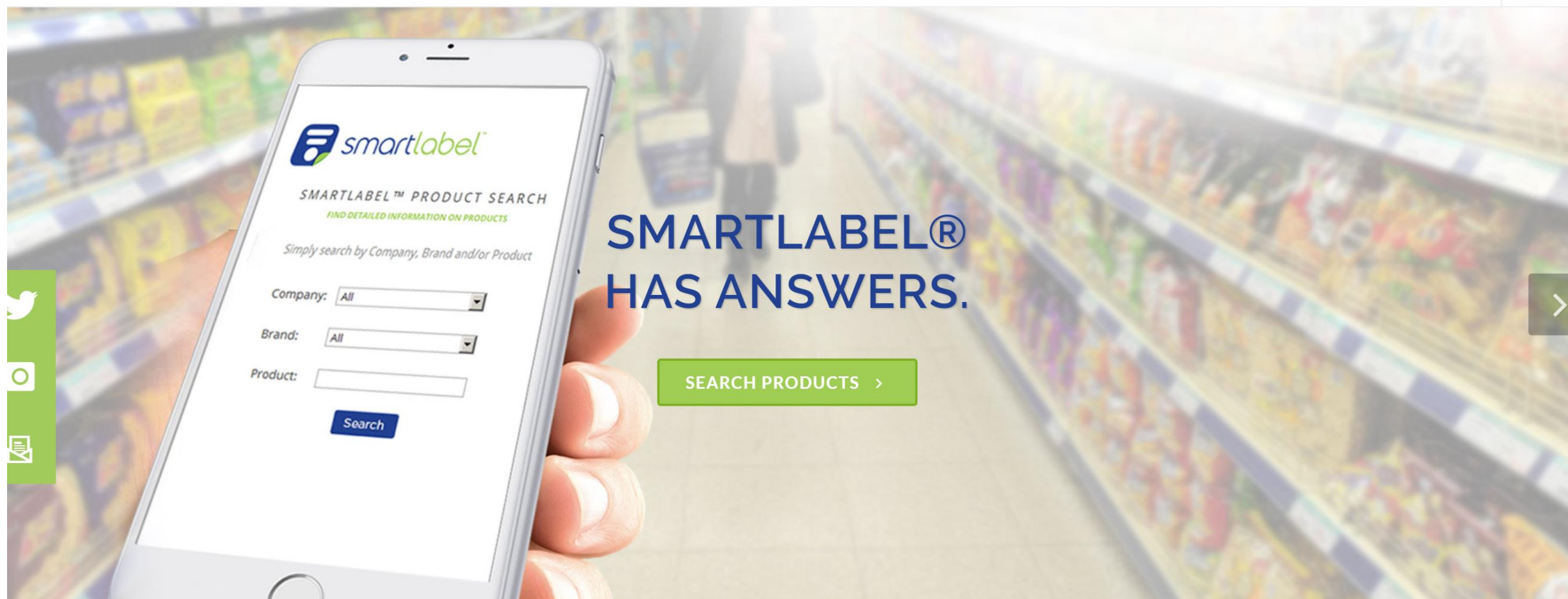
DISINFECTANTS 101
What Are Disinfectants?
Disinfectants help keep our world safe from

Examples of Ingredient Information Landing Pages

<https://www.thecloroxcompany.com/brands/disinfecting-lowdown/>



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Examples of Ingredient Information Landing Pages

<http://www.smartlabel.org/>



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Ingredient Communication

Implementation Update

Steve Bennett
Senior Vice President
Scientific Affairs

Public Meeting on Household Cleansing Products Regulations (6 NYCRR Part 659)



- DEC is holding a public meeting to discuss amendments to the household cleansing product rules (6 NYCRR Part 659) that are being considered for adoption. Amendments include specifying what information must be reported about covered products and their ingredients, how information should be shared with DEC for the public record, the type of studies that must be reported, and how confidential business information should be handled.
- DEC is looking for input on disclosure of nonfunctional ingredients, issues around confidential information, and how to disclose when a product's formulation temporarily changes, as well as other regulatory concerns.
 - **Date:** February 24, 2020 @ 1:00 pm
 - **Location:** NYS DEC, 625 Broadway, Public Assembly Room 129 A/B, Albany, NY 12233
- DEC is undertaking a rulemaking process to amend Part 659. Amendments will include specifying what information must be reported about covered products and their ingredients, how information should be shared with DEC for the public record, the type of studies that must be reported, and how confidential business information should be handled. Interested parties are encouraged to review the recommended [best management practices for cleaning product ingredient disclosure](#) (PDF), which offers more detail on what is being considered for inclusion in the rulemaking.

Cleansing Product Information Disclosure Program Recommended Best Management Practices



Cleansing Product Information Disclosure Program Recommended Best Management Practices

Purpose and Background:

This document provides recommended best management practices (BMPs) for cleaning product information disclosure.

6 NYCRR Part 659.6, authorized by ECL Article 35, requires that “manufacturers of household cleansing products distributed, sold, or offered for sale” in New York State shall furnish to the Commissioner of the Department of Environmental Conservation “such information regarding such products as the Commissioner may require, in such form as may be prescribed by the Commissioner.” Information to be disclosed includes, but is not limited to, “a list naming each ingredient,” “the content by weight of each ingredient,” and “the nature and extent of investigations and research performed by or for the manufacturer concerning the effects on human health and the environment of such product[s] or such ingredients.” The regulation allows for Confidential Business Information (CBI) to be withheld from disclosure.

The NYS Supreme Court declared DEC’s Program Policy on Household Cleansing Product Information Disclosure, meant to implement the existing statute and regulation, null and void. The Department maintains these recommended BMPs as it moves forward to implement the statute and regulation.

DEC has determined that the most efficient, cost effective and accessible way for manufacturers to provide information regarding household cleansing products sold in New York State is on the manufacturer’s website in a manner that is obvious, noticeable and readily accessible, via the internet, to both DEC and the public.

CA CPRKA – When to Disclose



- Online disclosure now required (effective January 1, 2020)
- January 1, 2021: On-label disclosure required
- January 1, 2023: Intentionally added Prop. 65 ingredients must be listed on-label and online

Hierarchy

- HCPA Name or INCI Name
- IUPAC Name
- Chemical Abstracts Name
- Common Name

HCPA Product Ingredients Dictionary



- **Facilitate Ingredient Communication**
 - Maximize transparency
 - Clear, simple, precise and consistent terminology
 - Exact definitions and all synonyms
 - Maintain CBI and proprietary technology
- **Ingredient Disclosure**
 - Preferred nomenclature for CA CPRKA & NYSDEC BMP criteria
 - U.S. Environmental Protection Agency Safer Choice Standard
 - Walmart Policy on Sustainable Chemistry in Consumables
- **Assist in Regulatory Compliance**
 - VOC Status – VOC, Non-VOC, Exempted VOC, etc.
 - EPA Safer Choice and EPA FIFRA 25(b) Approval Status
 - Technical and Regulatory References
- **Assist in Research and Development**
 - Find candidate ingredients and manufacturers for formulation

Isopropanol is the aliphatic alcohol that conforms to the formula: C₃H₈O

[Save this Ingredient](#)
[Export](#)
CAS Numbers:

➤ 67-63-0

EC/List Numbers:

➤ 200-661-7

Trade Names:

➤ DOW Isopropanol ([Dow Chemical Company](#))

Technical Names:

- 1-Methylethanol
- 2-Hydroxypropane
- 2-Propanol
- Alcohol Isopropilico (Spanish)
- Alcool Isopropylique (French)
- Isopropanol (French)
- Isopropyl Alcohol (INCI)
- Propan-2-ol
- sec-Propyl Alcohol

Trade Name Mixtures:

➤ BIO-TERGE PAS-8S ([Stepan](#))
[CleanGredients URL](#)

Product Categories:

- Aerosol Products
- Air Care Products
- Antimicrobial Products
- Cleaning Products

VOC Status:

VOC

Chemical Formula:

C₃H₈O

Ingredient Type:

Chemical Compound

Chemical Class:

➤ Alcohols

Ingredient Sources:

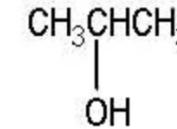
➤ Synthetic

Ingredient Functions:

- Antifoaming Agent
- Antimicrobial Agent
- Deicer
- Solvent
- Viscosity Decreasing Agent

Ingredient References:

- CPSC Federal Hazardous Substances Act Regulations Title 16 Subchapter C of the U.S. Code of Federal Regulations
- FDA Regulations on Foods, Drugs and Cosmetics Title 21 Code of Federal Regulations
- CAS Registry - Chemical Abstracts Service Registry
- EPA FIFRA Pesticide Regulations Active Ingredient Title 40 Code of Federal Regulations Subchapter E

Chemical Structure:

EPA Safer Choice Ingredient:

Yes

EPA FIFRA 25(b):

Yes

REACH Listing:

Yes

Isopropanol Example



- HCPA Name - *isopropanol*
- INCI Name - *isopropyl alcohol*
- IUPAC Name - *propane-2-ol*
- Chemical Abstracts Name - *2-propanol*
- Common Name - *rubbing alcohol*

Other Technical Names

- 1-Methylethanol
- 2-Propanol
- Alcohol Isopropilico (Spanish)
- Alcool Isopropylique (French)
- Isopropanol (French)
- sec-Propyl Alcohol

Glossary of Ingredient Functions



- **Antifoaming Agent** is a substance that reduces the tendency of finished products to generate foam on shaking or agitation. The ability of a material to act as an antifoam depends on its tendency to concentrate on the surface of existing or forming bubbles and to disrupt the continuous films of liquid surrounding them.
- **Antimicrobial Agent** is a substance that kills microorganisms or prevents or inhibits their growth and reproduction. An Antimicrobial Agent can be used as an antimicrobial preservative. Antimicrobial Agents are also used as active ingredients in FIFRA-registered sanitizers, disinfectants and sterilants, which are products that destroy, neutralize, or inhibit the growth of microorganisms on a surface or in water. See also Preservative.
- **Solvent** is a substance employed to dissolve and maintain in homogenous solution other ingredients in consumer products, and/or to allow the product to solubilize soils on surfaces and facilitate removal. The most common solvent used in consumer products is water. Common organic solvents include hydrocarbons or oxygenated hydrocarbons (alcohols, glycol ethers, glycols, etc.).
- **Viscosity Decreasing Agent** is a substance that enhances the fluidity of products without significant lowering of the concentration of the active constituents. Its efficacy depends on concentration and is highly specific for each type of product.

Regulatory List Name

California CPRKA

Walmart

CA Prop 65	X	
CA Prop 65 (repro only)		X
EU CMRs	X	X
EU Endocrine Disruptors	X	X
IRIS Neurotoxicants	X	
IRIS Carcinogens	X	
EU PBTs	X	X
Canada PBTs	X	
EU Respiratory Sensitizers	X	
IARC Carcinogens	X	X
ATSDR Neurotoxicants	X	
US EPA Priority Chemicals List	X	X
US NTP Reproductive or Developmental Toxicants	X	
US EPA PBTs	X	X
WA PBTs	X	X
US NTP Carcinogens	X	X
CA NLs	X	
CA MCLs	X	
CA TACs	X	
CA Priority Pollutants	X	
OEHHA REL	X	
CA Non-Cancer Hazards		
CA Priority Chemicals	X	
Marine Priority Action Chemicals	X	
UNEP POPs		X
ME Chemicals of High Concern		X
ME Priority Chemicals		X
MN Chemicals of High Concern		X
MN Priority Chemicals		X
WA Chemicals of High Concern		X
EU Fragrance Allergens	X	

WELCOME TO CONSUMER PRODUCT INGREDIENTS DATABASE

What's Next for Ingredient Communication and Product Transparency

Elizabeth Ritch
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GreenBlue
January 29, 2020





A close-up photograph of a hand holding a black pen, poised to write on a document. The document has a blue background with a white grid pattern. The hand is wearing a red and white checkered shirt. The text 'Why seek transparency?' is overlaid on the bottom right of the image.

Why seek
transparency?

Consumers have **less trust** in brands, but want brands to help them lead a **healthy and sustainable lifestyle.**

78% of consumers say they
trust transparent brands
more.

87%

of corporate experts
think consumers are
satisfied with product
transparency

55%

of consumers think
brands should provide
more information

A woman with long, wavy brown hair, wearing a pink tank top and a thin necklace, is looking down at a white plastic bag of laundry detergent she is holding. She is standing in a grocery store aisle with shelves of various products in the background. Another person is visible in the background on the left. The text "What do consumers really want to know?" is overlaid on the right side of the image in a white box.

What do
consumers really
want to know?

The Role of Third-Party Certifications





CLEANGREDIENTS®



The definitive database of market-ready chemical ingredients pre-approved to meet **EPA's Safer Choice** standard

CleanGredients.org

770 ingredients

and counting!

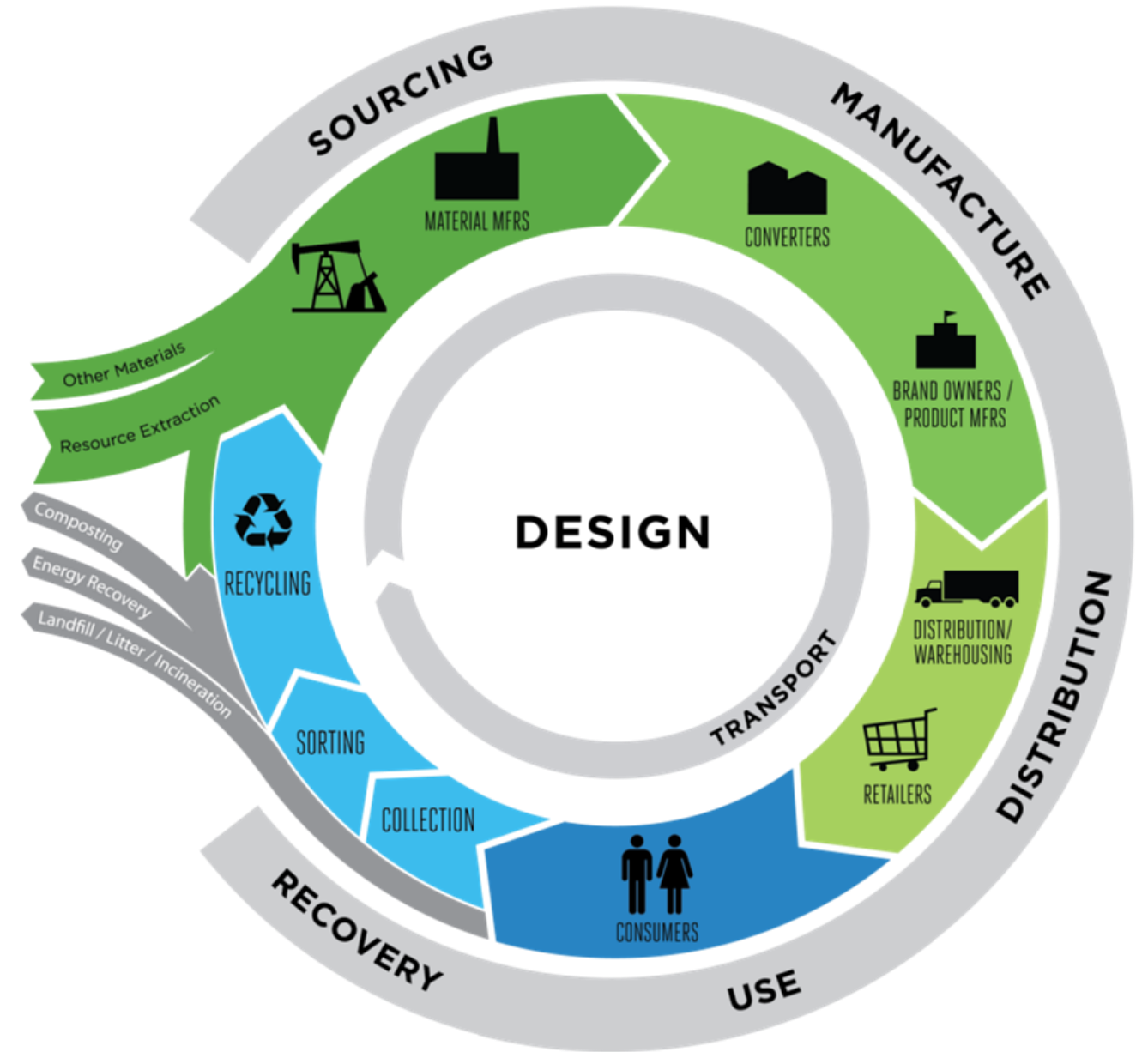


Chelating Agents
Colorants
Defoamers
Emollients
Enzymes and Enzyme Stabilizers
Fragrances
Odor Eliminators
Optical Brighteners
Oxidants and Oxidant Stabilizers
Plasticizers
Polymers
Preservatives and Antioxidants
Processing Aids and Additives
Solvents
Specialized Industrial Chemicals
Starter Formulations
Surfactants
Water Soluble Films



Getting Value from Product Certifications

Think Beyond Ingredient Disclosure





- Keep container fully closed.
- Never leave any pacs out of container.
- DO NOT let children handle pacs, even if supervised.

DISTRIBUTED BY: Wal-Mart Stores, Inc.,
Bentonville, AR 72716



how2recycle.info

†Gain® is a registered trademark of the Procter & Gamble Company. This product is not manufactured or distributed by the Procter & Gamble Company.

490010975

87%

Of consumers report having a **more positive impression** of a company when they see the **Not Yet Recycled** label, because the brand is "being **honest and transparent**, even if something is not recyclable."

Key Takeaways

1. Transparency helps build trust and brand reputation
2. Third-party certifications can help boost credibility, but make sure consumers understand what they mean
3. Think about the whole product lifecycle
4. Honesty is a good thing – even when there's work to be done



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Questions?

This webinar was recorded and will be sent out to the attendees, along with the PowerPoint Presentation