



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

2019-2020

ANNUAL REPORT





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A MESSAGE FROM LEADERSHIP

HCPA is a force for positive change. By encouraging innovation and sustainability and successfully advocating for your priority issues on Capitol Hill and in the states, HCPA is helping shape the future of the household and commercial products industry.

This annual report was completed as COVID-19 wreaked havoc around the globe. Our industry responded quickly by ramping up production of lifesaving cleansers and EPA-approved disinfectants. HCPA successfully ensured that officials at the Department of Homeland Security and all levels of government understood that our supply chain was part of the critical infrastructure workforce. We also redoubled our media relations efforts to educate consumers through interviews, podcasts, op-eds and various online platforms. We worked together and with outside groups to make the world a safer place. As our fight against this terrible disease continues, we will keep you informed about our stepped-up activities.

In the meantime, we know that consumers and workers expect brands to earn and keep their trust by being transparent. That commitment will not waver. Helping people understand the ingredients in their products is a key building block of that trust. That's why HCPA continues to call on Congress to establish a national ingredient communication standard based on the California Cleaning Product Right to Know Act of 2017 that was signed into law by then Governor Jerry Brown.

Since the California law was passed, states like New York have tried to create their own ingredient labeling requirements. However, a patchwork of conflicting state requirements will hurt more than it will help. It's critical to have one comprehensive federal law that standardizes what ingredient information is shared with consumers and how.

Our deep issue expertise, expanded advocacy programs at the federal and state levels, proactive communications, and strong bipartisan relationships with policymakers will allow us to accomplish this goal.

Our voice, position, and vision must be clear because our industry is changing faster than ever before. Our members continue to evolve, and innovate to meet increasing consumer and commercial demands for cleaner, greener and more sustainable products. HCPA has a powerful story to tell — our member companies support 200,000 direct jobs, represent 0.5 percent of U.S. GDP and contributed \$180 billion to the U.S. economy in 2019 — and the HCPA team is proud to advocate on its behalf.

Reflecting on the issues that we have proactively and aggressively addressed over the last year, we could not be prouder of the HCPA team's tireless and dedicated efforts to deliver on the key priorities within the Strategic Plan. We would like to thank the HCPA Board of Directors and the member volunteers who serve on our Product Divisions and Advisory Councils for their steadfast leadership and engagement. Moving forward, we will continue to advance our strategic vision for HCPA to be a collaborative, nimble, and results-driven Association.

Sincerely,

Pamela Lam, Jerry Porter and Steve Caldeira



2019 HCPA CHAIR

Pamela Lam

PAMELA LAM

VP, PRODUCT DEVELOPMENT, NORTH AMERICA
R&D/LAUNDRY CARE/SUSTAINABILITY,
HENKEL CONSUMER GOODS INC.



2020 HCPA CHAIR

Terrence Porter

TERRENCE "JERRY" PORTER

VP, R&D, GLOBAL HOME CARE AND
P&G PROFESSIONAL.

THE PROCTER & GAMBLE COMPANY



Stephen J. Caldeira

STEPHEN J. CALDEIRA

PRESIDENT & CEO,
HCPA



“HCPA STRIVES FOR POSITIVE CHANGE IN OUR INDUSTRY BY FOSTERING COLLABORATION, INNOVATION, AND PROMOTING BEST PRACTICES ACROSS THE SUPPLY CHAIN.”

WE ARE INNOVATIVE PRODUCTS

FOR HOME. WORK. LIFE.

HCPA is known as the trade association that works collaboratively and proactively to get things done. Our ability to partner with diverse stakeholders means that problems can be negotiated and solved to protect your company's ability to grow and prosper.

At the heart of HCPA are the Divisions that cover seven distinct product categories: Aerosol, Air Care, Antimicrobial, Cleaning, Floor Care, Industrial & Automotive, and Pest Management.

Directed by volunteer leaders from our member companies, these Divisions address emerging issues, help shape policy positions, and advise on the latest scientific and regulatory developments affecting their product categories. The Divisions work in tandem

with HCPA advisory councils: Air Quality, Federal, International, Regulatory, and State. These Divisions and member councils have weekly calls and meet in-person multiple times.

This structure gives everyone a seat at the table and allows the Association to effectively address a wide range of issues across the industry.

HCPA PRODUCT DIVISIONS

AEROSOL — AIR CARE — ANTIMICROBIAL — CLEANING
FLOOR CARE — INDUSTRIAL & AUTOMOTIVE — PEST MANAGEMENT



HCPA'S STRATEGIC PRIORITIES



OUR MISSION

To protect, promote, and enhance the household and commercial products industry and the lives of consumers and workers who use our member companies' products.



ADVOCATE

Create an environment that promotes sound scientific reasoning, fosters competition, and enables product innovation.

- Elevate HCPA policy positions and mobilize key constituencies on legislative and regulatory issues to strengthen our collective impact.
- Expand and strengthen relationships with policymakers at all levels of government.



COMMUNICATE

Solidify HCPA as the trusted go-to voice of the household and commercial products industry with policymakers, the media, and the public.

- Tell key audiences about the benefits of our members' products and refute misinformation about our industry.
- Educate and activate members, retailers, consumers, and strategic partners to support the industry's policies.



CONNECT

Serve as a forum to build relationships, share best practices, and provide programs and resources that strengthen the value proposition for members.

- Enhance networking and knowledge-sharing forums that foster business development.
- Promote the adoption of practices that maximize safety and sustainability.



STRATEGIC PRIORITY

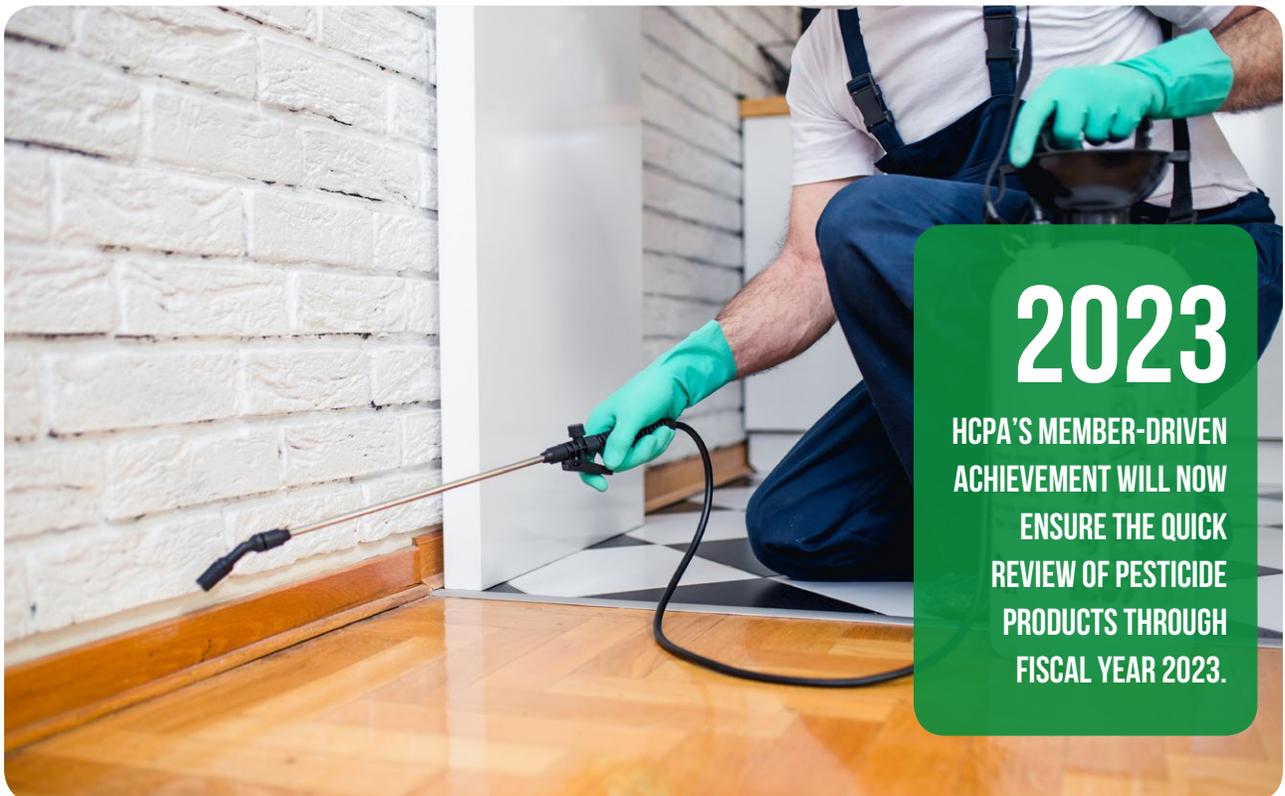
ADVOCATE

Create an environment that promotes sound scientific reasoning, fosters competition, and enables product innovation.

PASSAGE OF THE PESTICIDE REGISTRATION IMPROVEMENT ACT (PRIA)

A reauthorization of PRIA was passed unanimously in both chambers of Congress and signed into law by President Trump in March 2019.

In late 2018, reauthorization of PRIA was stalled in the U.S. Senate due to concerns about Environmental Protection Agency (EPA) regulations. Then, the U.S. House of Representatives delayed its vote on PRIA reauthorization during Farm Bill negotiations. A federal government shut down shuttered the Pesticide Registration program in December 2018. In February 2019, HCPA and the PRIA Coalition successfully pushed Congress to reauthorize PRIA. President Trump signed it into law on March 6, 2019.



2023

HCPA'S MEMBER-DRIVEN
ACHIEVEMENT WILL NOW
ENSURE THE QUICK
REVIEW OF PESTICIDE
PRODUCTS THROUGH
FISCAL YEAR 2023.

UPDATES ON INGREDIENT COMMUNICATION

Federal Level Pursuing A National Solution



CLEANING PRODUCT RIGHT TO KNOW ACT OF 2017

HCPA created a coalition of diverse stakeholders and played a lead role in negotiating the Cleaning Product Right to Know Act of 2017 in California. The law mandated that the ingredients in cleaning products be clearly communicated to consumers. The bipartisan legislation, which was signed into law by then Governor Jerry Brown (D-CA), was backed by more than 100 environmental and public health groups, ranging from breast cancer prevention and clean water advocates to janitors and some of the world's largest multinational cleaning product companies.

Other states have since proposed their own ingredient communication standards. But, a patchwork of different state standards presents significant business and compliance risks for manufacturers.

HCPA and its allied trade associations have proposed federal legislation that includes similar standards as those in California. Ingredient communication continues to be a priority for the industry. HCPA is committed to pursuing a national standard.

**The
Washington
Times**

Steve Caldeira, President & CEO, co-authored an op-ed with Melissa Hockstad, President & CEO, American Cleaning Institute, for *The Washington Times* titled "Cleaning products can kill COVID-19, but consumers should know what's in them", on March 16, 2020.



State Level New York



HCPA and the American Cleaning Institute (ACI) initiated litigation in October 2018 to challenge New York's proposed Household Cleansing Product Information Disclosure Program. The lawsuit argued that the New York State Department of Environmental Conservation (NYSDEC) exceeded the scope of its authority in issuing the regulation.

On August 27, 2019, a supreme court judge invalidated the Disclosure Program on the grounds that the NYSDEC did not follow the proper rulemaking process.

The judge sent the Program back to the NYSDEC. NYSDEC will have to refile the Disclosure Program and follow the proper rulemaking process.

New York State's budget proposal contained an ingredient communication proposal that was vague and unworkable. HCPA objected and was able to remove the language from the budget that was passed by the legislature.

The relationships HCPA developed during the debate will help it advance its issues in Albany.



american cleaning institute®
www.cleaninginstitute.org



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

TARIFFS AND TRADE WARS WITH CHINA

Tariffs continued to be a major issue in the manufacturing sector in 2019, and HCPA was among the first to take a stand against the debilitating tariffs on imported steel and aluminum from China.

Tariffs have been applied to imported steel and aluminum goods from China. These tariffs made trade unreliable between the U.S. and China, and caused economic anxiety for American businesses, workers, and investors.

HCPA participated in several coalitions that called for the de-escalation of trade disputes and supported reductions in tariffs. Letters were sent to Congress, administrative officials, and foreign governments that highlighted the damage done by the tariffs to the global economy. HCPA specifically called attention to the household and commercial products industry. The tariffs drastically increased the cost of raw materials on unfinished products.

On December 13, 2019, the U.S. reduced its tariffs in exchange for China spending \$50 billion on U.S. agricultural goods, tightening its intellectual property protections, and opening its financial services markets.

The Wall Street Journal Letter to the Editor by Steve Caldeira titled “Tariffs and the Future of U.S. Manufacturing”

Your editorial “How Tariffs Hurt Manufacturing” (Dec. 31) is on the mark. Tariffs have had a negative impact on manufacturers, including the household and commercial products industry, which develops products that Americans depend on for health and hygiene. Many of the products our members manufacture relies on aerosol technology and require large amounts of high-quality imported steel and aluminum. The tariffs have made it more difficult and costly to access these materials and slowed innovation, which has negatively affected aerosol can and component manufacturers – an example of the downstream industry the Federal Reserve study references.

The economic facts speak for themselves: Tariffs and trade wars are affecting manufacturing employment and causing an uptick in consumer and commercial prices. As an industry that employs 200,000 Americans, we remain hopeful that the Trump administration will continue to engage productively with our closest allies and trading partners to bring certainty and stability.



AMERICANS FOR
FREE ★ TRADE



THE WALL STREET JOURNAL.

U.S. MEXICO CANADA AGREEMENT

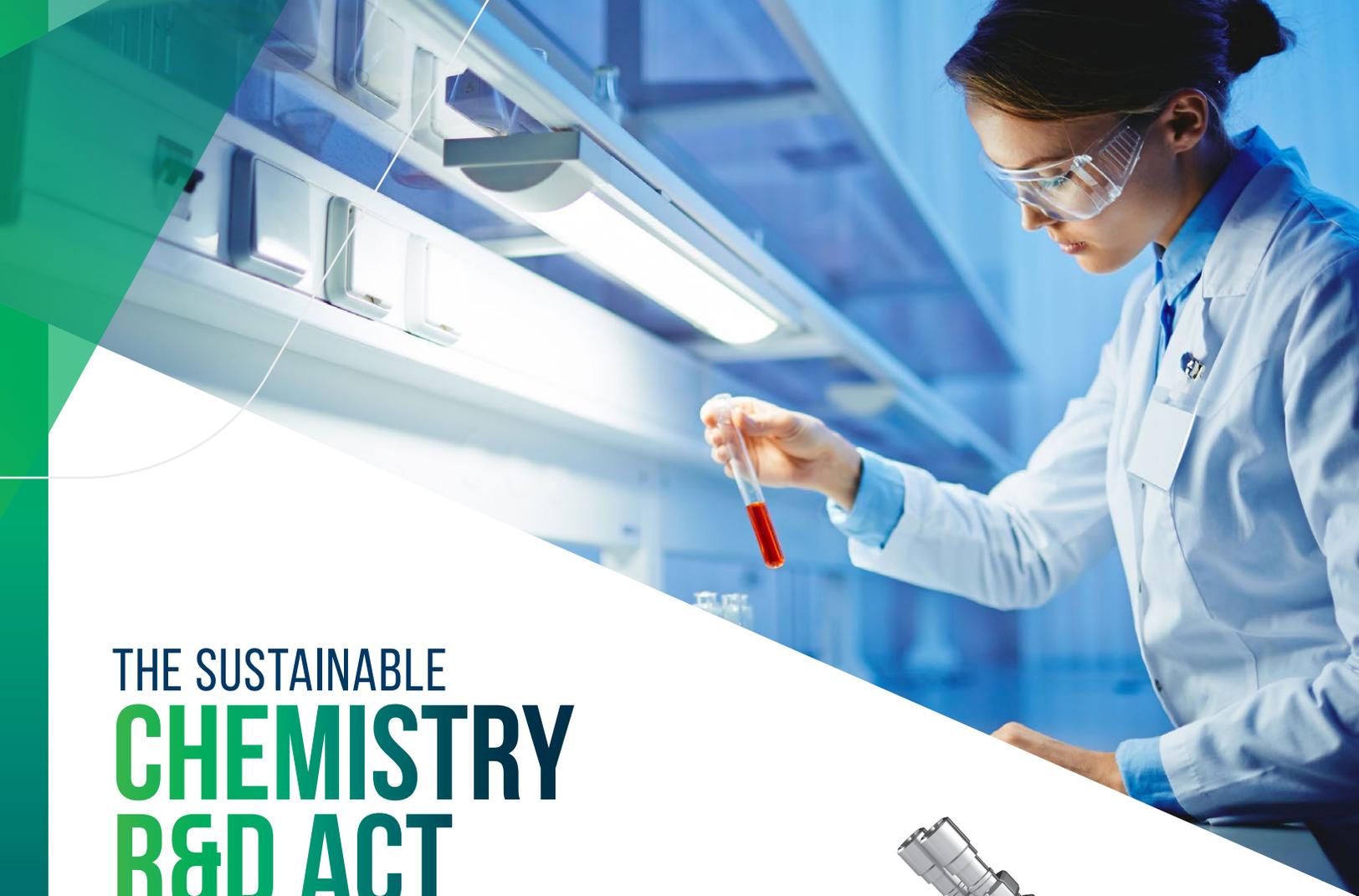


A new trade agreement was reached in late 2019 between the U.S., Mexico and Canada. The U.S.-Mexico-Canada Agreement (USMCA) provides a clear and reliable path for trade between America's two closest neighbors. This is important to the household and commercial products industry, which uses aluminum and steel.

President Trump signed the USMCA on January 29, 2020, ensuring that the U.S. will continue to have reliable trade with its two closest neighbors and strong allies. HCPA was proud to support the efforts of the U.S. Chamber of Commerce and the National Association of Manufacturers (NAM) to advance this economic priority.

The USMCA will replace the North American Free Trade Agreement (NAFTA), and, according to the International Trade Commission (ITC), is expected to increase U.S. GDP by \$68.2 billion and create approximately 176,000 new jobs by the time it is fully implemented.





THE SUSTAINABLE **CHEMISTRY** **R&D ACT**

The Sustainable Chemistry Research & Development Act (S. 999 / H.R. 2051) would create a federal interagency task force to oversee the development of new chemistries and chemical processes that improve sustainability.

The bill would encourage agencies to formulate a “roadmap” to define the biggest challenges in sustainable chemistry and streamline research to meet market demands. The House Committee on Science, Space, and Technology approved the legislation in October 2019 and the Senate Committee on Commerce, Science, and Transportation passed it the next month.

These successes mark the furthest progress the bill has seen in several sessions of Congress. HCPA and its coalition partners remain optimistic that the bill will be passed by both chambers of Congress in 2020.



Efforts to streamline federal investment in sustainable chemistry has advanced further in the 116th Congress than in any previous Congress, driven by a broad coalition of industry stakeholders and NGOs.



HCPA's political action committee, HCP-PAC, continues to support candidates for federal office that understand the challenges facing the household and commercial products industry.

In 2018, HCPA re-launched its PAC with the goal of supporting candidates for federal office, from both parties, that understand the household and commercial products industry and the challenges it faces. The HCP-PAC has raised \$50,000 in contributions since its launch and has supported 11 candidates in both the 2018 and 2020 election cycles. Many candidates supported by HCP-PAC hold positions on committees with jurisdiction over key issues affecting HCPA members or represent areas with significant HCPA member presence.

SECOND ANNUAL CAPITOL HILL DAY

On May 2, 2019, during IMPACT2019, HCPA's Mid-Year Meeting in Washington, D.C., members brought HCPA's most pressing public policy issues to policymakers on Capitol Hill. HCPA members attended meetings with House and Senate lawmakers and their staffs. The members expressed their thanks for the reauthorizing of PRIA and asked for a national standard for ingredient communication. They also requested more effective congressional oversight of the EPA.

HCPA awarded its 2019 Legislator of the Year Awards to Senator Pat Roberts (R-KS) and Senator Debbie Stabenow (D-MI), the Chair and Ranking Member of the Senate Agriculture Committee, respectively, for their leadership in reauthorizing PRIA.

HCPA would like to thank the following HCPA member companies for participating in this advocacy event: Ceva Animal Health, Crown Holdings, DowDuPont, ECOLAB, Givaudan, Hillyard Industries, Jelmar, KIK Custom Products, MGK, PLZ Aerescience, Procter & Gamble, RB, SC Johnson, ScottsMiracle-Gro, Sherwin-Williams, and Woodstream.



Senator Pat Roberts
(R-KS), Chair, Senate
Agriculture Committee



Senator Debbie Stabenow
(D-MI), Ranking Member,
Senate Agriculture
Committee





IN THE STATES

HCPA engaged in advocacy on 336 state bills in 2019 that could affect member companies' interests.

PESTICIDE RESTRICTIONS

States continue to focus significant effort on reclassifying neonicotinoids as restricted-use pesticides to protect pollinator populations. Twelve states considered banning these products. HCPA was successful in stopping all restrictions from moving forward.

In Sacramento, legislators again keyed in on legislation restricting the use of anticoagulants in rodenticides in order to protect animals in the state. HCPA was successful in holding this legislation in committee, though the bill will probably resurface in 2020.

HCPA defeated proposals aimed at restricting the sale of neonicotinoids in Oregon, Minnesota, Illinois, New York, Virginia, New Jersey, Hawaii, Texas, and North Carolina. Legislation is still pending in Massachusetts. Vermont passed a measure classifying neonicotinoids as restricted-use pesticides in its final day of session.

EXTENDED PRODUCER RESPONSIBILITY

Legislators in Oregon again proposed a bill that requires manufacturers to fund a new waste program for products that finish their lifecycle as household hazardous waste. The legislation has been pursued for years by Metro, a local government consortium near the Portland area. HCPA was able to contain this bill in the House Ways and Means Committee.

Legislators in Sacramento proposed one of the most expansive packaging bills in the country. Two companion bills, titled the Circular Economy and Packaging Pollution Reduction Act, would have required all single-use packaging sold in California on or after January 1, 2030, to be recyclable or compostable. Nearly all consumer product packaging would have been included in the proposal. The legislature adjourned before acting on the bill. HCPA is working with stakeholders on alternative language and amendments to the bills that will identify a solution to improve recycling efforts and reduce plastic waste.

ENVIRONMENTALLY PREFERABLE PROCUREMENT & GREEN CHEMISTRY

Legislators across the nation sought to enact purchasing requirements for schools, hospitals, offices, and public buildings. Lawmakers also proposed legislation to create or amend existing green chemistry programs for consumer products or to restrict certain chemicals in cleaning products.

Legislators in Sacramento proposed a bill to make changes to the state's Safer Consumer Products (SCP) program currently being implemented by the Department of Toxic Substances Control (DTSC). This proposal followed the release of a report that reviewed the SCP program 10 years after its creation and provided recommendations for making the program more efficient. This bill was held in committee and will likely resurface in 2020.

Washington State passed and enacted green chemistry legislation to protect marine life in the Puget Sound. The bill authorizes the Department of Ecology to restrict priority chemicals and consumer products that are significant sources of those chemicals. The intent of the legislation is to protect the region's orca whale population after a task force identified toxic contaminants as a key threat to the whale population. HCPA was part of a large industry coalition opposed to the measure. The bill was amended to provide limited oversight to the Department of Ecology. The Department has suggested that it will focus on an initial group of products, including phenolic compounds in laundry detergent and phthalates in cosmetic fragrances.

1,4-DIOXANE LEGISLATION

Despite collaborative efforts on the part of the industry, the New York legislature passed a bill banning the sale of cleansing products containing more than two parts per million (ppm) of 1,4-dioxane, a manufacturing byproduct.

This ban takes effect on December 31, 2022, with the threshold dropping to one ppm on December 31, 2023.

The Government Relations & Public Policy team met with Governor Cuomo's office several times to discuss the issue and offered an amendment that was supported by the industry that proposed raising 1,4-dioxane levels to 10 ppm.

HCPA made sure our side of the story was told to the media, policymakers, and New York residents about this unworkable legislation.

HCPA published an open letter to Governor Cuomo in the Albany Times Union in July (right), and the Newsday Editorial Board published a Letter to the Editor (below) in response to Newsday's editorial calling on Governor Cuomo to sign the legislation.



Newsday Letter to the Editor by Steve Caldeira titled "Look Beyond Toxin in Household Items"

The Dec. 2 editorial, "Protect LI's drinking water," assumes that banning 1,4-dioxane will improve Long Island's contaminated groundwater, when it will have no measurable impact.

The minuscule amounts of 1,4-dioxane found in cleaning products are irrelevant to this issue, and banning them is not a solution.

We recognize the severity of this issue and empathize with Long Island residents. However, efforts and resources should be focused on cleaning the groundwater contamination caused by former industrial and military facilities. Conversely, the fact that industrial uses of 1,4-dioxane are not addressed in a bill awaiting consideration by Gov. Andrew M. Cuomo is an example of why the logic behind the legislation is ill-advised.

This well-intended but misguided legislation — which would limit the amounts of 1,4-dioxane in household products like laundry soap, dish and hand soaps, and bath products — is only directing attention away from cleanup efforts that deserve immediate and widespread support.

We call on New York residents to urge Gov. Andrew M. Cuomo not to sign the bill. We hope he will work with us on a responsible, common-sense solution.



An Open Letter to Governor Cuomo

LET'S WORK TOGETHER TOWARD A SCIENCE-BASED SOLUTION THAT KEEPS HOMES AND WORKPLACES CLEAN AND HEALTHY.

To The Honorable
Andrew M. Cuomo
Governor of New York State

July 21, 2019

The blame for Long Island's poor water quality lies with former industrial and military facilities that unfortunately leaked chemicals into the ground. That's a universally recognized fact. The cost of cleaning the contaminated water will run in the billions of dollars and this effort clearly deserves strong support from lawmakers, the private sector, non-governmental organizations (NGOs) and the public. In the face of this monumental challenge, the New York legislature has instead chosen to blame the products that we all use to wash our hands, clean our dishes and wash our clothes.

The legislation in question bans 1,4-dioxane, a byproduct of the manufacturing process that can be found in minuscule amounts in some cleaning products, as well as cosmetics and personal care products. These products are an important part of our day that many people may take for granted, but this bill could change the way these integral and everyday products are made and could even prevent them from being available in New York.

The 1,4-dioxane residue from your laundry detergent isn't the problem. The level of 1,4-dioxane in products is already so low that being forced to lower it further is not always feasible. Most importantly, this bill will have no measurable benefit to groundwater and be of no help to Long Island's residents.

Cleaning products are used everywhere... so why isn't this an everywhere problem? We truly recognize the severity of this issue and empathize with Long Island residents. However, efforts should be focused on addressing Long Island's specific water quality issues — the contamination caused by former industrial and military facilities, which is coincidentally the area's largest groundwater pollution source.

Now, only you, Governor Cuomo, can prevent the serious consequences of this legislation from rippling across the supply chain, which would surely threaten public health and not have any impact on the true goal of improved water quality.

Cleaning products, especially the ones that also disinfect, are essential to preventing the spread of disease and bacteria in our homes, hospitals, schools, restaurants, hotels and government offices. If this bill is signed into law, many of these products that are critical to public health and overall hygiene could be pulled off store shelves. Prices for laundry and dish detergent could dramatically increase. Consumers and workers would feel the pain in their pocketbooks, and there could be negative economic consequences for the state and potentially the entire U.S. in terms of lost jobs.

Our industry prides itself on working in a bipartisan manner with legislators, NGOs, and regulatory agencies at all levels of government to find responsible solutions. A recent example of this successful approach was in California, where the Cleaning Product Right to Know Act of 2017 was signed into law by then Governor Jerry Brown as a direct result of industry working in good faith with NGOs.

In a similar collaborative spirit, industry proposed a 10 parts per million (ppm) limit for 1,4-dioxane, which is in line with other regulations around the world. The level chosen by the legislature — two ppm — has absolutely no scientific justification. The 1,4-dioxane residue from the products used during daily household activities is already so small that when the water goes down the drain, the level of 1,4-dioxane in the discharge is lower than the drinking water standard proposed by the New York Drinking Water Quality Council. This legislation would effectively hold these products to a tighter standard than drinking water.

As a major representative of the collective household and commercial cleaning product supply chain, we respectfully urge you to work collaboratively with us toward a responsible, science-based solution.

This well-intended but clearly misguided legislation is only directing attention away from the cleanup efforts that truly deserve immediate and widespread support.

Sincerely,

Stephen J. Caldeira
President & CEO



MAJOR REGULATORY EFFORTS

AIR QUALITY COUNCIL

California

Since the California Air Resources Board (CARB) initiated its rulemaking in April 2019, HCPA staff and member companies held numerous in-person meetings and conference calls with CARB staff to provide technical data and to convey concerns about revised volatile organic compound (VOC) limits for products. In July, HCPA organized a three-day session that included more than 40 members of HCPA, the Personal Care Products Council (PCPC), the Fragrance Creators Association (FCA), and the American Cleaning Institute (ACI). They delivered technical presentations on specific product categories to educate CARB staff. In major part due to these efforts, CARB reduced its list of 47 product categories to six product categories. HCPA Air Quality Council members also continued to work with the FCA and PCPC to oppose the CARB initial staff draft proposal that would “sunset” the two-percent fragrance

exemption by 2027. If this draft proposal were adopted, CARB would include all VOC constituents (including fragrance ingredients) in determining compliance with applicable VOC limits and eliminate a key regulatory flexibility provision that has been in effect for more than 30 years. HCPA will participate in the monthly CARB work group meetings, and will file written comments and present testimony at the CARB board hearing in 2020.



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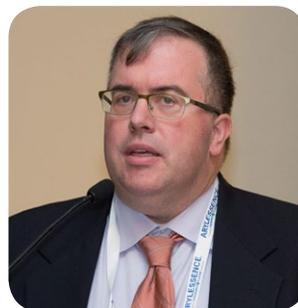


FRAGRANCE CREATORS ASSOCIATION™



Colorado

On July 18, the Colorado Air Quality Control Commission (AQCC) conducted a rulemaking hearing and unanimously approved a new regulation to limit the amount of VOCs that can be contained in consumer products that are sold in the state. The new regulation is based on the Ozone Transport Commission Consumer Products Model Rule Phase IV and will take effect on May 1, 2020. HCPA participated in five meetings in Denver, filed several detailed comments, and submitted a redline text document that identified extensive revisions to the proposed regulation. We are pleased to report that the Colorado Department of Public Health and the Environment Department’s Air Quality Division incorporated almost all of HCPA’s extensive recommended revisions.



HCPA was very pleased to have David Edwards, Assistant Chief of Air Quality Planning & Science Division at CARB, join us for a special session at XPAND2019 to discuss CARB’s proposal and listen to members’ concerns.

SCIENTIFIC AFFAIRS COUNCIL

Our Scientific & Regulatory Affairs staff has completed a number of ongoing activities related to the implementation of a reformed Toxic Substance Control Act (TSCA), now known as the Frank R. Lautenberg Chemical Safety for the 21st Century Act (LCSA). Scientific staff regularly updates members on the significant actions under LCSA implementation, including development and implementation of alternative test methods, substantiation of confidentiality claims, and identification of the next 20 High-Priority Chemicals and the first 20 Low-Priority Chemicals. HCPA's Dr. Steve Bennett and other members of the Science Advisory Committee on Chemicals (SACC) have played an important role, providing independent advice to the EPA on scientific and technical aspects of the implementation of LCSA.

Throughout 2019, the SACC has provided expert peer review to the EPA on Pigment Violet 29, 1,4-dioxane, HBCD, 1-bromopropane, methylene chloride, N-methyl pyrrolidone, carbon tetrachloride and trichloroethylene and will peer-review perchloroethylene, and asbestos in the coming months. Scientific staff continues to pursue opportunities to improve use and exposure information on member company products. The need for this information is expected to increase significantly under LCSA, both for manufacturers or via gnite Solutions, HCPA's research consortium. All of these activities are fundamental in ensuring the scientific underpinnings of LCSA and restoring confidence in the U.S. chemicals management program.



Alexandra Dunn, Assistant Administrator for the Office of Chemical Safety and Pollution Prevention, joined HCPA at both IMPACT and XPAND to meet with members and to present at the Federal Advisory Council sessions.



EPA's Safer Choice Program

HCPA was recognized by the EPA as a 2019 Safer Choice Partner of the Year. This award recognizes the leadership contributions of Safer Choice partners (including many HCPA member companies) and stakeholders that demonstrate outstanding and measurable results in the design, manufacture, selection, and use of products with safer chemicals.

HCPA is a proud to advocate for the Safer Choice Program and will continue to facilitate conversations with the industry and the EPA.

HCPA would like to congratulate member companies BASF, Jelmar, The Procter & Gamble Company, and RB, which were also honored as 2019 Safer Choice Partners of the Year.



HEALTH • HYGIENE • HOME

GLOBAL REACH INTERNATIONAL AFFAIRS

HCPA monitors and updates members of the International Affairs Council on a wide range of international issues, including governmental chemical management regulatory systems, chemical restrictions and/or bans in other countries, implementation of GHS, new product-related extended producer responsibilities, and product-related emerging regulations. HCPA is building its international network of allied trade associations to better serve our members on both advocacy and assistance with international issues.



Canada

In July 2019, the Environment and Climate Change Canada (ECCC) issued a proposed VOC regulation. We anticipate that the ECCC will issue the final regulation in early 2020. In September, HCPA filed detailed written comments identifying necessary revisions to a substantial number of product category definitions that were either omitted or were inconsistent with CARB definitions. HCPA will continue to work closely with the Canadian Consumer Specialty Products Association (CCSPA) and actively support their advocacy efforts on this pending rulemaking.

Circular Economy

The International Network of Cleaning Product Associations (INCPA) has been drafting a document for the group's Principles for Plastics Packaging in a Circular Economy. HCPA has provided feedback on each version of the draft. A final version was approved at the group's last meeting in January 2020.

Efforts in Canada on HFCs

HCPA is working with our colleagues at the CCSPA on the Canadian rules to ensure consistency between the U.S. and Canada. When Canada adopted its HFC regulations, it missed vital, exempted uses in the U.S. where nonflammability is a must for a product's characteristics. CCSPA and HCPA are working with ECCC on updating the exempted uses so that the two countries are aligned.

International Liaison Committee | Tokyo, Japan

In October 2019, Nicholas Georges, VP, Scientific & International Affairs, along with Scott Smith (P&G) and Bill Auriemma (Diversified CPC International), represented the U.S. at the International Liaison Committee (ILC), a global aerosol association meeting.





AEROSOL DISPENSING FORUM (ADF) **PARIS, FRANCE**

Steve Caldeira, President & CEO, and Nicholas Georges, VP, Scientific & International Affairs, presented at ADF 2019 in New York City on September 17 and 18. The ADF New York conference program was designed in collaboration with HCPA and the National Aerosol Association (NAA). Caldeira also attend ADF Paris, in January 2020, which is considered the world's largest aerosol conference. Caldeira presented on ingredient disclosure in the U.S. and efforts to pursue a national solution.



REGULATORY SUMMIT EUROPE **BRUSSELS, BELGIUM**

On October 14, 2019, Steve Caldeira, President & CEO, and Nicholas Georges, VP, Scientific & International Affairs, attended Chemical Watch's Regulatory Summit Europe in Brussels, Belgium. Caldeira presented to nearly 200 attendees from across the globe on ingredient disclosure in the U.S. and efforts to pursue a national solution.



STRATEGIC PRIORITY

COMMUNICATE

Solidify HCPA as the trusted go-to voice of the household and commercial products industry with policymakers, the media, and the public.

PROVIDING AIR COVER FOR ADVOCACY

HCPA is clearly and effectively delivering compelling messages to defend and build trust in this industry by providing the media relations air cover to support and advance our public policy positions.

IN 2019, HCPA PUBLISHED ARTICLES IN:



HCPA BY THE NUMBERS:

400+

TIMES THAT HCPA WAS MENTIONED IN THE NEWS

230+

ARTICLES WRITTEN BY HCPA STAFF

60%

INCREASE IN NEWS PAGE TRAFFIC ON WEBSITE



(back left to right) Raphael Tremblay, Procter & Gamble; Dr. Amber Atwater, Duke Dermatology; Tony Rook, Sherwin-Williams; Dr. Sabrina Behnke, Symrise; Jeff Van Komen, Procter & Gamble; Doug Mazeffa, Sherwin-Williams; Kavin Senapathy, Science Writer/Journalist; Beth Ann Browne, DuPont; Allie Hayes, HCPA; Anita Pease, EPA; Erin Tesch, TSG Consulting (front left to right) Tiffany Jones, Lonza; Kelly Pippine, Emerald Kalama Chemical; Andrea Mojica, HCPA; Dolores Shaw, DuPont

HCPA'S INAUGURAL PRESERVATION SUMMIT

HCPA is working proactively and aggressively to tell the story of our industry, while simultaneously fighting the spread of misinformation, especially chemophobia. A great example of this is the Preservation Stewardship Task Force, which came together to change the narrative surrounding preservatives — a chemical class that is underappreciated and widely misunderstood.

The inaugural Preservation Summit at XPAND2019 was a chance to initiate a conversation about the safety and effectiveness of preservatives in household and commercial products, with the goal of educating retailers and NGOs, and explaining to legislators the benefits of product preservation.

HCPA would like to thank P&G, Sherwin-Williams, BASF, Clorox, DuPont, Lonza, Lanxess, Emerald, and Clean Control for helping underwrite this important event.




HCPA JOINS RECYCLING LEADERSHIP COUNCIL

HCPA was proud to become a member of the Recycling Leadership Council, a sustainability initiative launched by the Consumer Brands Association (CBA). The Recycling Leadership Council is comprised of consumer-facing industries, packaging companies, and the recycling ecosystem with the goal of building a public policy framework to create consistency in the recycling system by working with legislators at the federal, state, and local levels.

“The household and commercial products industry has dedicated an incredible amount of effort and resources to decreasing packaging and plastic waste,” said Steve Caldeira, President & CEO of HCPA. “However, consumers are often confused about the correct way to recycle, and with nearly 10,000 unique recycling systems across the U.S., that confusion is understandable.”



(left to right)
Kevin Serafino, HCPA; Rep. Haley Stevens (D-MI), and
Owen Caine, HCPA



Pictured (left to right) Jim Jones, HCPA Retail Engagement consultant; Chris Cassel, Lowe's; Roger McFadden, Canberra; and Scott Mackey, Smarter Sorting, during the Retail Engagement Session at XPAND2019.



UPDATES ON RETAIL ENGAGEMENT

Retailers play a major role in connecting consumers to the best available products, and many are increasingly focused on ingredient communication and transparency. Along with government policymakers, some retailers are actively shaping the market for consumer products by setting strict procurement policies. HCPA members are responding by collaborating with major retailers in pursuit of shared goals regarding chemical safety, hazardous waste, labeling, and ingredient communication.

FINDING A COMMON GROUND WITH RETAILERS

The Retail Engagement Work Group (REWG) continued to work cooperatively with major retailers to provide practical recommendations for developing and implementing the retailers' ingredient communication and chemical management policies. The REWG's goal is to identify a "common ground" that meets retailers' transparency objectives without imposing unnecessary reporting requirements on HCPA member companies. The REWG also began to work with retailers as they develop ingredient communication policies.

HCPA works closely with lead trade associations, including the National Retail Federation, and the Retail Industry Leaders Association.



UL WERCSMART GROUP

For years, the UL's WERCSmart Group has held separate annual meetings with retailers and suppliers to discuss issues related to WERCSmart and its operations. HCPA and the Ignite Solutions SIR group have encouraged UL to hold these meetings jointly so that suppliers and retailers can directly discuss issues of mutual interest. In March 2019, UL hosted the first such joint meeting. Jim Jones represented HCPA at the meeting, which had more than 100 suppliers, including many HCPA member companies, and several dozen retailers. The joint meeting was so successful that UL has decided to increase the amount of time spent with suppliers and retailers at their 2020 meeting.





Educating Consumers. Improving Lives.



THE ALLIANCE FOR CONSUMER EDUCATION

Approximately 82 percent of consumers look for ingredient transparency when buying household products. Transparency is well known to build trust with consumers.

That's why companies like Clorox, Henkel, The Procter & Gamble Company, RB, and Unilever are working with the Alliance for Consumer Education (ACE), HCPA's foundation, to build trust with consumers through transparency and education.



ACE is dedicated to helping people understand the safety and benefits of household products.

We believe that transparency in cleaning and household products benefits everyone. The ACE Board of Trustees approved a new strategic plan in 2019 to help consumers sort through the fact and fiction of household products.

Also, in 2019, ACE launched the second phase of the Healthy Starts at Home campaign in partnership with The Procter & Gamble Company to provide a deeper understanding of the products we use to freshen our air. The campaign was designed to help neutralize some of the negative or uninformed content that exists in the public domain about air care. ACE recently completed a similar campaign with RB focused on educating consumers about the proper way to disinfect, including reading the label to determine the right contact times for hard and soft surfaces.



#MYHEALTHYHOME



[momishstyle](#) • Follow

[momishstyle](#) With two kiddos in elementary we have to stay on top of the germs and nip them in the bud! #myhealthyhome @aceconsumereducation

BEYOND THE LABEL

Both The Procter & Gamble Company and RB campaigns focused on creating landing pages that featured informative articles, shareable videos about health benefits and the safety of products, and targeted social media.

ACE is also working on its new Beyond the Label campaign to help consumers understand the ingredient information available to them. Chemophobia, click-bait headlines, and fear-based marketing are not going away anytime soon.

To learn more about how you can help maximize ACE's potential to strengthen trust with consumers and balance the debate, visit www.consumered.org.

PHASE 2 SUCCESSES AT A GLANCE

200

NEW FOLLOWERS ON
INTSAGRAM & FACEBOOK

321

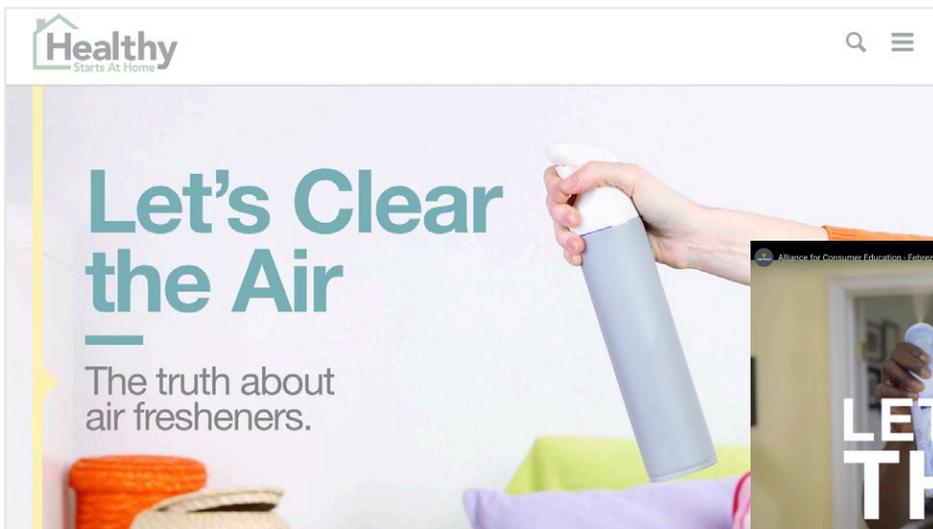
RESOURCE BANK
MATERIAL DOWNLOADS

837

UNIQUE VISITORS
TO LANDING PAGE

183

PARTICIPANTS IN
SOCIAL MEDIA CONTESTS





STRATEGIC PRIORITY

CONNECT

Serve as a forum to build relationships, share best practices, and provide meaningful programs, events, and resources that strengthen the value proposition for members.

ENHANCED B2B

NETWORKING OPPORTUNITIES

HCPA provides a forum for members to gain insight, drive innovation, and develop new business relationships throughout the year.

These conferences, webinars, and workshops are a beneficial resource for career development and knowledge growth, and are hosted by experienced staff and industry experts.

The collaborative sessions bring forth timely discussions on regulations, trends, and new advancements within the household and commercial products industry.

2019 RECAP EVENTS & WEBINARS

HCPA hosted webinars and workshops on trending industry issues in 2019. These events included:

CONFERENCES & B2B OPPORTUNITIES

- IMPACT2019 Mid-Year Meeting
- XPAND2019 Annual Meeting
- XPAND2019 Innovative Ingredient Forum

WEBINARS

- 2019 Labeling Deadlines
- CDPR California Pesticide Regulations
- Cleaning Fundamentals
- Diverting Hazardous Waste

WORKSHOPS

- CPSC A-Z and Beyond
- FDACS Florida Pesticide Regulations
- Preservation Summit
- Ingredient Communication
- U.S. Overview of Pesticide Registrations
- The Future of Regulation



2019 EVENT NUMBERS

1,477

TOTAL EVENT ATTENDEES

314

COMPANIES ATTENDED

HCPA GIVES ACCESS TO INDUSTRY EXPERTS

Political, consumer trends, and industry leaders provide unique and timely insights on complex legislative, regulatory, and economic issues at IMPACT and XPAND.



JONAH BERGER

Best-Selling Author
IMPACT2019 | Keynote



NANCY GIORDANO

Strategic Futurist, Corporate Strategist
XPAND2019 | Keynote



MARK VERGNANO

President & CEO, Chemours
IMPACT2019 | Guest Speaker



CEO PANEL DISCUSSION

GEOFF FREEMAN

President & CEO
Consumer Brands Association
(pictured left)



CAL DOOLEY

President & CEO
American Chemistry Council
(pictured left center)



HEIDI BROCK

President & CEO
The Aluminum Association
(pictured right center)



STEVE CALDEIRA

President & CEO
HCPA
(pictured right)



HCPA'S AWARDS & RECOGNITIONS



Charles E. Allderdice Jr. Memorial Award

HCPA awarded the Charles E. Allderdice Jr. Memorial Award to Diane Boesenberg, Director, Hygiene Home, RB. The Allderdice Award is presented annually to an individual who has made exceptional contributions to the advancement of the household and commercial products industry.



HEALTH • HYGIENE • HOME



The Chair Award

HCPA awarded its prestigious Chair Award to John Conner, Senior Counsel, Crowell & Moring, for his service and dedication to HCPA. The Chair Award is presented annually to an individual selected by the HCPA Chair in recognition of his/her steadfast contributions during the Chair's tenure in office.



HCPA awarded seven individual member-company executives with Volunteer Recognition Awards, honoring their outstanding work in one of HCPA's seven Product Divisions. The awards were presented during the opening session of XPAND2019, HCPA's Annual Meeting in Fort Lauderdale, FL. (left to right): Carmine Savaglio, SC Johnson; Mauricio Amaya, Genesis Biosciences; John Kawalchuck, Precision; Gregory Johnson, Sherwin-Williams; Rick Kingston, Ph.D., SafetyCall International; Elaine Black, ECOLAB; Kelly Hoskins, PetIQ, LLC.



HCPA LEADERSHIP EXCELLENCE



Steve Caldeira, President & CEO, was named a Top Lobbyist in 2019 by *The Hill*.



Steven Bennett, Ph.D., SVP, Scientific & Regulatory Affairs continues to sit on the EPA's Science Advisory Committee on Chemicals (SACC) and also serves as HCPA's representative to the Pesticide Public Dialogue Committee (PPDC).



Kevin Serafino, Director, Federal Government Relations & Public Policy, received the Bryce Harlow Foundation Fellowship for a consecutive year.



HCPA'S INAUGURAL INNOVATION AWARDS

In 2019, HCPA had its first annual HCPA Innovation Awards, which honors companies for accomplishments in product innovation and sustainability in five categories: Ingredients, Sustainability, Consumer Communication, Technology, and Game-Changer.

HCPA member companies Clean Control, Croda, DS Containers, and RB were all recognized with their awards at XPAND2019.

HCPA is honored to work with companies that create products with consumers and sustainability in mind, and congratulate the winners on their significant accomplishments in developing the next generation of products that will move the industry forward.



*RB was awarded for
Ingredients*



*Clean Control Corporation was awarded for
Consumer Communication*



*Croda was awarded for
Sustainability and for Game Changer*



*DS Containers was awarded for
Technology*



HCPA'S COMMUNITY RELATIONS

HCPA supported the Alzheimer's Association's annual Brain Ball which brings together influential and respected corporate, civic, and philanthropic leaders to lead the fight against this increasingly prevalent disease. Steve Caldeira, President & CEO, served as the Alzheimer's Association, National Capital Area Chapter, 2018-2019 Board of Directors Chair.

Pictured right is (left) Dave Parker, former President & CEO, American Gas Association, and 2019 Brain Ball Regional Honoree of the Year, (center) Connie Tipton, Former President & CEO, International Dairy Foods Association, and (right) Tom Kuhn, President, Edison Electric Institute.



alzheimer's  association®

Other philanthropic and professional societies that HCPA worked with in 2019:



HCPA'S 2020 BOARD OF DIRECTORS

HCPA OFFICERS

Terrence Porter (Chair), VP, R&D, Global Home Care and P&G Professional, The Procter & Gamble Company

William Schalitz (First Vice Chair), VP, R&D, Spartan Chemical Company, Inc.

Greg Adamson, Ph.D. (Second Vice Chair) SVP, Global Regulatory Affairs, Product Safety & Sustainability, Givaudan Fragrances Corporation

Lisa Pankiewicz, (Treasurer) VP, Global Stewardship, The Clorox Company

Pamela Lam (Immediate Past Chair), VP, Product Development, NA R&D/Laundry Care/Sustainability, Henkel Consumer Goods Inc.

HCPA BOARD OF DIRECTORS

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Ann Aquillo, VP, Corporate Affairs, The Scotts Miracle-Gro Company

Bart Bastian, President & CEO, Spray Products Corporation

Marcus Boolish, Director of Government Affairs, Energizer Holdings, Inc.

George Buckland, VP, Commercial, CAPP Division, Crown Holdings

Joel Burdick, Ph.D., VP, Scientific & Regulatory Affairs, MAST Global / LBrands

Luciana Castro, SVP, Global Regulatory Service, Firmenich Inc.

Steven Christenson, Global Regulatory Affairs VP and Associate General Counsel, ECOLAB, Inc.

Laura Coelho, VP, Home Care Business Unit, Scent & Care, Symrise, Inc.

John Dowd, VP, Corporate Marketing, Diversified CPC International

Nick Ferring, General Manager, PLZ Aerospace

Steven Goldberg, VP & Deputy General Counsel Regulatory & Government Affairs, BASF Corporation

Steven Gullickson, President, MGK

Rick Hanson, Managing Director, Performance & Technologies & Industrial Chemicals, Croda, Inc.

Robert Israel, Ph.D., VP, Global Sustainability, The Sherwin-Williams Company

Cheri Kedrowski, Executive Director, Compliance & Regulatory Affairs, Medical & Product Stewardship, 3M Company

Rebecca Korwin, EVP, Science and Innovation, State Industrial Products

Meghan Lieb, Ph.D., Global Director, Research & Development, WD-40 Company

Michael Pfefferkorn, Division VP and General Counsel, United Industries Corporation

Cynthia Reichard, EVP, Arylessence, Inc.

Frank Salek, VP, Purchasing and Global Supply Chain, KIK Custom Manufacturing

Adam Selisker, VP, Global Research & Development, CRC Industries, Inc.

Richard Stepan, Director, Consumer Products North America, Stepan Company

HCPA BOARD ADVISORS: DIVISION CHAIRS

Aerosol Products Division, Michael Pleus, RB

Air Care Products Division, Cynthia Reichard, Arylessence, Inc.

Antimicrobial Products Division, Teresa Moore, The Procter & Gamble Company

Cleaning Products Division, Mauricio Amaya, Genesis Biosciences

Floor Care Products Division, Carmine Savaglio, SC Johnson

Industrial & Automotive Products Division, Michelle Rudnick, CRC Industries, Inc.

Pest Management Products Division, Lisa Dreilinger, RB

2020 HCPA STAFF ROSTER

HCPA STAFF

Steve Caldeira, President & CEO

Cecelia Bond, Executive Assistant to the President & CEO, Director of Board Administration

Jim Jones, Executive Consultant

Owen Caine, EVP, Government Relations & Public Policy

Steven Bennett, Ph.D., SVP, Scientific & Regulatory Affairs

Cassandra LaRussa, SVP, Meetings & Strategic Development

Nicholas Georges, VP, Scientific & International Affairs

Beth Ludwick, VP, Communications

Andrea Mojica, VP, Regulatory Affairs

Ryan Nau, VP, Marketing & Member Engagement

Joe Yost, VP, Strategic Alliances & Industry Relations

Allyson Azar, Director, State Government Relations & Public Policy (Western Region)

John Fawkes, Director, Member Services

Allie Hayes, Director, Communications & Public Affairs

Kevin Serafino, Director, Federal Government Relations & Public Policy

Damien Spruell, Senior Manager, Support Services

J.D. Darr, Manager, State Government Relations & Public Policy (Eastern Region)

HCPA AFFILIATE STAFF

ALLIANCE FOR CONSUMER EDUCATION (ACE)

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Allie Hayes, Director, Communications & Program Development

Ben Horn, Manager, Communications & Strategic Development

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Hannah Alleman, Executive Director

Julia Brotton, Project Manager



2019-2020 ANNUAL REPORT

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