

UNIT DOSING

Innovative and convenient technology

- Provides the right amount of active ingredients for one full wash load
- Initially for automatic dishwashing; more and more used for laundry
- The concentrated formulation inside the capsule is released in the machine after coming into contact with water



Highly concentrated and more environmentally sustainable

- Optimal use of resources
 - More concentrated ingredients
 - Less water
 - Less packaging
 - Less transport/lower CO₂ emissions

One capsule

- The exact amount of detergent for one standard wash load
- Optimal performance

SAFE HANDLING PRECAUTIONS

- Millions of consumers in Europe use unit dose capsules safely every day
- Instructions for safe use, handling and storage of capsules are emphasised on-pack – especially important to keep them away from children and other vulnerable persons due to the high concentration of chemicals



A.I.S.E. steers safe design, use and storage

Long track record of helping its membership promote **SAFE DESIGN** and **SAFE USE** of products:

Since end 2012, A.I.S.E. has been instrumental in **steering best practice design** for liquid laundry detergents capsules, expanding this to liquid detergent capsules in general in 2015

- Packaging modifications (transparent to opaque)
- Guidance on the use of an aversive agent
- Improved closures to restrict access for children
- Direct engagement with Poison Control Centres



Voluntary initiatives implemented ahead of EU Regulation (EU) No 1297/2014 amending CLP, extending the scope of this legislation

This is complemented by **targeted consumer education** to actively promote safe use and storage of liquid detergent capsules:

- Development of safe use icons since 2004, displayed voluntarily on billions of packs
- Mandatory yellow patch on product packs
- Mandatory use of an industry safety message on all brand advertising

- Advertising code of conduct
- Ongoing consumer education via pan-European multi-stakeholder safety education campaign "Keep Caps from Kids" www.keepcapsfromkids.eu

