

ADDENDUM TO THE LETTER OF PARTICIPATION/COMMITMENT TO THE A.I.S.E. STEWARDSHIP PROGRAMME FOR LIQUID DETERGENT CAPSULES (2015 & 2017)

Addendum to the Letter of Commitment

("the Company") with a principal place of business at _____

("Address Headquarters") to the **A.I.S.E. Liquid Detergent Capsules Stewardship Programme** ("the Project") of the Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien AISBL with its registered office at Boulevard du Souverain 165, 1160 Brussels, Belgium ("A.I.S.E."), dated _____, 201__

WHEREAS

A.I.S.E. with the support of the industry launched in 2015 a voluntary industry initiative, the "A.I.S.E. Product Stewardship Programme for Liquid Detergent Capsules" ("the Project"); The Project was updated in 2017;

The aim of the Project is to secure safe use and storage of liquid detergent capsules by consumers with an ultimate objective to reduce significantly the incidence of accidental exposure, in particular of small children, to these products;

The Project includes among others the requirement to use specific communication material on packs to raise consumers awareness about the need to follow a number of safety rules to prevent access by children to liquid detergent capsules;

Among the communications requirements the safety icon "keep away from children" has been designed to remind consumers to keep hazardous liquid laundry detergent capsules away from children; this icon is required to be placed on a "yellow patch" on the pack and also on all advertisings for capsules as safety disclaimer ;

Recent data obtained from market and consumer research show that changing the current "yellow patch" by including a more emotional picture of a toddler should be more impactful in driving safer closure and storage of the packs;

In addition, and also following consumer research, the A.I.S.E. safe use icon "do not ingest" has also been made more comprehensible when used without text;

Both visuals are included in the same patch (the "Yellow Patch"); They are featured in Appendix 1;

The new Yellow Patch design shall apply to communication around hazardous liquid laundry detergent capsules whatever the version of the PSP the Company has signed;

The Company has signed the Letter of Application/Commitment of the Project ("Agreement") and as such is recognised as being a participant to the Project;

The Company is willing to implement the change of design of the Yellow Patch;

WHEREBY the Company shall implement the provisions described hereof in Annex 2 of the Project Description in the following sections:

- Part 2/Section 1/
- Part 2/ Section 2/ Patch: layout for Group 1 (Hazardous LLDC)
- Part 4.

The amended annex 2 of the Project Description is presented in Appendix 2.

The Company shall implement the required changes in the Yellow Patch hereof within 18 months as of 1 July 2019, date of the official release by A.I.S.E. of the new requirements. This means that the Company shall no longer use the “old” version of the Yellow Patch on-pack or in industry safety messages or on brand websites once the transition period of 18 months has elapsed.

Save for the new requirement indicated hereof, the Agreement remains applicable in all its elements.

.....
.....
(Signature) Authorised to sign on behalf of the Company
(Date)

.....
(Name)

.....
(Position)

Contact person for the PSP 2015/2017 (please indicate name, function, contact details):

.....
.....
.....
.....

APPENDIX 1

SAFE USE ICONS – CHANGES

1. “Do no ingest” icon



Do not ingest. If product
is ingested then seek
medical advice.

Previous version



Do not ingest. If product
is ingested then seek
medical advice

New version

2. “Yellow Patch”



Previous version



New Version

N.B. various combinations of the “Keep out of reach of Children” with other safe use icons are still possible – see Appendix 2.

APPENDIX 2

UPDATED PROJECT DESCRIPTION - ANNEX 2

UPDATE
1 JULY 2019



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

A.I.S.E. PRODUCT STEWARDSHIP PROGRAMME FOR LIQUID DETERGENT CAPSULES

ANNEX 2

On-pack and off-pack consumer communication requirements and activities for LDC and hazardous LLDC

This documents summarises the communication requirements for both regarding both on pack and off pack activities for 2 product categories:

- **Group 1: LLDC hazardous products (falling under CLP)**
- **Group 2 : Other LDC products (as defined in 2015 PSP, including LLDC non-hazardous)**

Timing for implementation is indicated in the Section V of the Project Description.

NOTES:

A.I.S.E. has developed a communication toolkit containing the on-pack patch, a consumer leaflet, a 5 second video/tag on, and animated web banners. These are available online¹ and can be used by companies.

A.I.S.E. has also developed the pan-European and multi-stakeholders Keep Caps From Kids project², campaign and website (www.keepcapsfromkids.eu); this campaign is especially targeting safe use of LLDC products. References to this campaign are being made hereafter.

This Annex is being updated in June 2019 due to recent data obtained from market research which should enable more impactful communication. See new set of yellow patches to be used hereafter and one A.I.S.E. safe use icon updated.

In case of any question, please contact the A.I.S.E. Secretariat :
valerie.sejourne@aise.eu – anamarija.tomicic@aise.eu

¹ <http://www.aise.eu/library/other-communication-toolkits/liquid-laundry-detergent-capsules-communication-toolkit.aspx>

² <http://www.aise.eu/our-activities/product-stewardship-programmes/liquid-laundry-detergent-capsules-634/keep-caps-from-kids---consumer-education-campaign.aspx>

PART 1 : SUMMARY OVERVIEW OF COMMUNICATION REQUIREMENTS FOR LDC (including LLDC)

		GROUP 1: HAZARDOUS LLDC	GROUP 2: OTHER LDC (non-hazardous LLDC and other LDC)
In/On-pack	1. On-pack communication	MANDATORY USE OF YELLOW PATCH ON PACK (see PART 2) + P102 sentence in CLP box	MANDATORY USE OF YELLOW PATCH ON PACK (see PART 2)
	2. In the container (e.g. leaflet)	VOLUNTARY Possibility to customise the industry leaflet and insert it or distribute it on shelves, via direct marketing, care lines etc.	
At the point of sales	3. At the point of sales (e.g. shelf stopper, stickers, etc)	VOLUNTARY Possibility to customise the industry leaflet (or others) and insert it or distribute it on shelves, or to display the LDC/LLDC or Keep caps From Kids safe use advice via shelf stoppers (with retailers) etc. Promote reference to www.keepcapsfromkids.eu via on-line retailers site	
Traditional media	4. Advertorial, print ads or billboards	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand ads + include written reference to www.keepcapsfromkids.eu (*See details/guidelines in PART 3)	VOLUNTARY
	5. TV advertising	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand ads + include written reference to www.keepcapsfromkids.eu (*See details/guidelines in PART 3)	VOLUNTARY (see aside, best practice for hazardous LLDC, recommended)
	6. TV 5sec tag-on to brands advertising and/or Keep Caps from kids video	VOLUNTARY 5 sec tag available for use and/or Keep Caps from kids 15 sec video (see conditions for use by brands)	
Online	7. Company/brand websites (e.g. industry web-banners)	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand websites, on landing page (*See details/guidelines in PART 4)	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand websites, on landing page (*See details/guidelines in PART 3)
	8. Other Social media activities	VOLUNTARY (NB: adequate coordination with A.I.S.E. Keep Caps from Kids social media campaign to be secured)	VOLUNTARY

PART 2: ON PACK ACTIVITIES/A.I.S.E SAFE USE ICONS OF RELEVANCE – GUIDELINES FOR IMPLEMENTATION

1) Safe Use Icons of relevance for this product category:

A.I.S.E. has developed various voluntary safe use icons for use by industry. Those are available from <https://www.aise.eu/library/artwork/safe-use-icons.aspx> and a number of those are particularly relevant for this product category, in particular the ones presented below:



Keep away from children.



Keep away from eyes. If product gets into eyes rinse thoroughly with water.



Do not ingest. If product is ingested then seek medical advice



Use with dry hands.



Close the lid properly.



Close the bag properly.



Do not pierce, break or cut.

The Safe Use Icons Guidelines for on pack use are provided by A.I.S.E. under <https://www.aise.eu/library/artwork/safe-use-icons.aspx>

2) Safe use patch for liquid laundry detergent capsules:

For the purpose of securing optimal guidance to the consumers on the safe use and storage of liquid laundry detergent capsules, the Safe Use Icons shall be presented in patches to be displayed on the outer packaging of the Products in accordance with the following requirements:

• Patch – Photo/Safe Use Icons/Size/Requirements:

- Photo and/or priority icons shall be featured in a patch and display on pack as follows:

GROUP 1 (HAZARDOUS LLDC)	GROUP 2 (OTHER LDC/LLDC)
<p>⇒ SEE LAYOUT BELOW</p> <ul style="list-style-type: none">• © A.I.S.E.• www.keepcapsfromkids.eu to be featured (minimum size: 10 points – reference font : Futura Condensed)	<p>⇒ SEE LAYOUT BELOW</p> <ul style="list-style-type: none">• © A.I.S.E.• www.cleanright.eu to be featured (minimum size: 10 points – reference font : Futura Condensed)
<ul style="list-style-type: none">• Colour of the icons – same as in A.I.S.E. safe use icons guidelines: black (if necessary, a dark colour may replace it – only dark blue in this context can apply). <p>NB: Translations of the required sentences are available in Annex or via :</p> <p>*: CLP regulation (official P102 sentence)</p> <p>**: A.I.S.E. safe use material- see www.aise.eu/end_user_info</p>	

- Recommended positioning of patch on packaging: on Top or Front of the pack. Excluded: underneath the pack. In any event, the patch should be readily seen by consumers.
- Patch to be placed on pack (as per A.I.S.E. guidelines and models below) BUT with yellow background (reference colour recommended: yellow CMYK: 100%).
- Other relevant A.I.S.E. icons to be used on a voluntary basis on pack according to general A.I.S.E. guidelines. The Conditions of Use of the A.I.S.E. Safe Use Icons can be found on <https://www.aise.eu/library/artwork/safe-use-icons.aspx>

Exceptions for packs containing more than 3 languages and for packs containing too little on-pack space (NB: applicable for group 2 products):

In order to ensure visibility of icons and accompanying sentences on packs, companies may exceptionally use “silent” icons or “title only” patch, or “silent” patch, provided the size of the icons is bigger than what is required in the guidelines for the implementation of the PSP.

Examples of those complementary patches are provided but should only be used in exceptional cases as the langue version is strongly preferred and recommended.



- Patch : Layout

Professional files of the patches below are available from:
<https://www.aise.eu/library/other-communication-toolkits/liquid-laundry-detergent-capsules-communication-toolkit.aspx>





FOR GROUP 1 (HAZARDOUS LLDC):

Panel to use in case the company provides on pack its own, brand specific communication on how to close/open the pack :

NB: the brand's personalized communication should not be in a yellow background but should be positioned in proximity to the yellow patch

COLOUR VERSION	OR BLACK AND WHITE VERSION
	

Panel to use in case the company does not provide on pack its own, brand specific communication on how to close/open the pack :

COLOUR VERSION	OR BLACK AND WHITE VERSION
	
	

FOR GROUP 2 (NON HAZARDOUS LLDC- OTHER LDC):

PATCH FOR BOXES		
WITH TITLE AND TEXT (PREFERRED OPTION)	WITH TITLE ONLY	SILENT
		

PATCH FOR STAND-UP POUCHES		
WITH TITLE AND TEXT (PREFERRED OPTION)	WITH TITLE ONLY	SILENT
		

PART 3: INFORMATION REGARDING THE “INDUSTRY SAFETY MESSAGE” ON BRANDS COMMUNICATIONS (except WEBSITES) AND GUIDELINES FOR IMPLEMENTATION:

General introduction notes:

- For any communication, it is recommended that packaging do not get “cleaned” for display in the ads, in the sense that they should be featured in their real form INCLUDING all the safe use material.
- The guidelines below are valid but the consistency in how the safety communication is displayed across industry players prevails. The concept of staying as close as possible to the yellow patch (i.e. safe use icon in yellow background) is recommended as best practice so as to secure consistent communication across the industry.

A. GROUP 1: Hazardous LLDC products : Mandatory industry safety message: content

- **BRANDS TV COMMERCIALS** : Must include at the end of the ad an oral disclaimer with the following elements :

- Text: “**Always keep away from children**” or “**Always keep [BRAND NAME] away from children**” (see agreed A.I.S.E. translations in Annex 3) or “**Keep out of reach of children**” (P102 CLP sentence – c.f. CLP translations).

NB: Selection of the sentence should be done so as to secure CONSISTENCY with what is communicated on pack on the patch.

- Visual: A.I.S.E. “Keep away from children” (KAFC) safe use icon



(see link herewith for download :

<https://www.aise.eu/library/artwork/safe-use-icons.aspx>)

- KAFC icon must stay square and be sufficiently big/visible and then, go back to where it actually stand on the pack/artwork ; its colour should be the same as the one used on pack (and in line with A.I.S.E. design guidelines i.e. black or dark colour e.g. dark blue)
- Oral voice over must say the following sentence: “**Always keep away from children**” or “**Always keep [BRAND NAME] away from children**” or “**Keep out of reach of children**” (P102 CLP sentence – c.f. CLP translations- (see above, consistency vs pack info); actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key.
- This sentence may in addition come on top as well on the screen (optional)
- © A.I.S.E. and “LEARN MORE” www.keepcapsfromkids.eu shall be visibly featured in a written and readable way on this TV commercial
- Display of the zoom in, zoom back-to-pack (or “pop-up”) should appear at the end of the TV commercial. The duration should

coincide with the actor's voice over and be sufficiently visible, long enough to be visible/understandable by consumers.

NOTA BENE: KEEP CAPS FROM KIDS 15 Seconds VIDEO also available for use/airing by companies; Please consult A.I.S.E for guidelines on how this can be done, as agreed on 19 Sept. 2014.

○ **FOR BRANDS' PRINT ADS/BILLBOARDS ETC:**

- KAFK icon (or yellow patch as outlined in PART 2 above, see also introductory notes) must be displayed as a stand-alone advice in a corner of the ad. It should be sufficiently big/visible ; its colour should be the same as the one used on pack (and in line with A.I.S.E. design guidelines i.e. black or dark colour e.g. dark blue)
- It needs to be accompanied the following written sentence: **"Always keep away from children"** or **"Always keep [BRAND NAME] away from children"**; actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key. (see agreed A.I.S.E. translations in Annex 3), with the exception of the P102 sentence **"Keep out of reach of children"**.
- © A.I.S.E. must be displayed; and shall be accompanied by "LEARN MORE" with www.keepcapsfromkids.eu displayed in a visible and readable way.
- Minimum execution of the size of the icon should be minimum 20mm x 20mm based on an A4 print ad format and should be proportionally displayed in case of smaller/bigger formats, always taking into consideration the fact that it is key that should be readable/visible by consumers.

○ **FOR RADIO COMMERCIALS :**

- Oral voice over must be added at the end of the oral/radio commercial and say the following sentence: **"Always keep away from children"** or **"Always keep [BRAND NAME] away from children"** ; actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key,), with the exception of the P102 sentence **"Keep out of reach of children"**.
- © A.I.S.E. or www.cleanright.eu or www.keepcapsfromkids.eu may exceptionally not be put on this radio commercial

B. GROUP 2 : Other non-Hazardous LLDC and LDC products :

Same as above but in a voluntary way.

NB : Selection of the sentence should be done so as to secure CONSISTENCY with what is communicated on pack on the patch.

PART 4: INFORMATION REGARDING THE “INDUSTRY SAFETY MESSAGE” ON BRANDS WEBSITES AND GUIDELINES FOR IMPLEMENTATION:

Brand websites of the LLDC or LDC products must include (MANDATORY):

GROUP 1 (HAZARDOUS LLDC)	GROUP 2 (OTHER LDC/LLDC)
<p>Landing page of the brand site :</p> <p>RECOMMENDED :</p> <p>Feature the Keep Caps from Kids³ visual and/or Keep Caps From Kids web banner</p>  <p>AND/OR</p> <p>Yellow patch as follows:</p>  <p>OR</p>  <p>Link to www.keepcapsfromkids.eu</p>	<p>Landing page of the brand site :</p> <p>Yellow patch including title and sentences</p>  <p>Link to www.cleanright.eu</p>

³ Accessible by being partner to the A.I.S.E. Keep Caps from Kids project.

Inner page of the brand site :

Use of complete web banner with all relevant safe use tips available from A.I.S.E. + link to www.cleanright.eu

OR

The panel of 6 relevant A.I.S.E. LLDC safe use advices including text + link to [www.cleanright](http://www.cleanright.eu) (see aside)



PART 5: TRANSLATIONS

OFFICIAL TRANSLATION FOR P 102 SENTENCE

English:	Keep out of reach of children (P102- CLP sentence)
Bulgarian	Да се съхранява извън обсега на деца.
Croatian	Čuvati izvan dohvata djece.
Czech	Uchovávejte mimo dosah dětí.
Danish	Opbevares utilgængeligt for børn.
Dutch	Buiten het bereik van kinderen houden.
Estonian	Hoida lastele kättesaamatus kohas.
Finnish	Säilytä lasten ulottumattomissa.
French	Tenir hors de portée des enfants.
German	Darf nicht in die Hände von Kindern gelangen.
Greek	Μακριά από παιδιά.
Hungarian	Gyermekektől elzárva tartandó.
Icelandic*	
Irish	Coimeád as aimsiú leanaí.
Italian	Tenere fuori dalla portata dei bambini.
Latvian	Sargāt no bērniem.
Lithuanian	Laikyti vaikams neprieinamoje vietoje.
Maltese	Żommu 'l bogħod minn fejn jistgħu jilħquh it- tfal.
Montenegrin*	
Norwegian*	
Polish	Chronić przed dziećmi.
Portuguese	Manter fora do alcance das crianças.
Romanian	A nu se lăsa la îndemâna copiilor.
Russian*	
Serbian*	
Slovakian	Uchovávať mimo dosahu detí.
Slovenian	Hraniti zunaj dosega otrok.
Spanish	Mantener fuera del alcance de los niños.
Swedish	Förvaras oåtkomligt för barn
Turkish*	

**Translations of the P102 sentence are not provided in the CLP text as these countries are outside of EU 28 geographical scope. The A.I.S.E. text (cf www.aise.eu/end_user_info) can be used in such circumstances/countries.*

AGREED A.I.S.E. TRANSLATION FOR THE MANDATORY INDUSTRY SAFETY MESSAGE

English:	Always keep away from children
Bulgarian	Винаги дръжете далеч от деца.
Croatian	Uvijek držite podalje od djece.
Czech	Vždy uchovávejte mimo dosah dětí.
Danish	Bør altid opbevares utilgængeligt for børn
Dutch	Altijd buiten bereik van kinderen bewaren.
English	Always keep away from children.
Estonian	Hoida alati lastele kättesaamatus kohas.
Finnish	Pidä aina poissa lasten ulottuvilta.
French	Toujours conserver hors de portée des enfants.
German	Stets außer Reichweite von Kindern aufbewahren.
Greek	Να φυλάσσεται πάντα μακριά από παιδιά.
Hungarian	Gyermekektől mindig távol tartandó.
Icelandic	Geymið ávallt þar sem börn ná ekki til.
Italian	Conservare sempre fuori dalla portata dei bambini.
Latvian	Vienmēr glabāt bērniem nepieejamā vietā.
Lithuanian	Visada laikykite vaikams nepasiekiamoje vietoje.
Maltese	Dejjem żomm 'il bogħod mit-tfal.
Montenegrin	Uvijek držati van domašaja djece.
Norwegian	Hold alltid utilgjengelig for barn.
Polish	Przechowywać zawsze poza zasięgiem dzieci.
Portuguese	Manter sempre fora do alcance das crianças.
Romanian	Nu lăsați niciodată la îndemâna copiilor.
Russian	Всегда храните в недоступном для детей месте.
Serbian	Uvek držati van domašaja dece.
Slovakian	Vždy uchovávať mimo dosahu detí.
Slovenian	Vedno hranite nedosegljivo otrokom.
Spanish	Mantener siempre fuera del alcance de los niños.
Swedish	Förvaras alltid oåtkomligt för barn.
Turkish	Daima çocuklardan uzak tutun.





AGREED A.I.S.E. TRANSLATION FOR THE MANDATORY INDUSTRY SAFETY MESSAGE
(continued)

English	Always keep [BRAND NAME] away from children.
Bulgarian	Винаги дръжте [BRAND NAME] далеч от деца.
Croatian	[BRAND NAME] uvijek držite podalje od djece.
Czech	[BRAND NAME] vždy uchovávejte mimo dosah dětí.
Danish	Opbevar altid [BRAND NAME] utilgængeligt for børn.
Dutch	[BRAND NAME] altijd buiten bereik van kinderen bewaren.
English	Always keep [BRAND NAME] away from children.
Estonian	Hoida [BRAND NAME] lastele kättesaamatus kohas.
Finnish	Pidä [BRAND NAME] aina poissa lasten ulottuvilta.
French	Toujours conserver [BRAND NAME] hors de portée des enfants.
German	[BRAND NAME] stets außer Reichweite von Kindern aufbewahren.
Greek	Να φυλάσσετε πάντα το [BRAND NAME] μακριά από παιδιά.
Hungarian	A [BRAND NAME] gyermekektől mindig távol tartandó.
Icelandic	Geymið ávallt [BRAND NAME] þar sem börn ná ekki til.
Italian	Conservare [BRAND NAME] sempre fuori dalla portata dei bambini.
Latvian	[BRAND NAME] vienmēr glabāt bērniem nepieejamā vietā.
Lithuanian	Visada laikykite [BRAND NAME] vaikams nepasiekiamoje vietoje.
Maltese	Dejjem żomm [BRAND NAME] 'il bogħod mit-tfal.
Montenegrin	Uvijek držati [BRAND NAME] van domašaja djece.
Norwegian	Hold alltid [BRAND NAME] utilgjengelig for barn.
Polish	Przechowywać [BRAND NAME] zawsze poza zasięgiem dzieci.
Portuguese	Manter sempre [BRAND NAME] fora do alcance das crianças.
Romanian	Nu lăsați niciodată [BRAND NAME] la îndemâna copiilor.
Russian	Всегда храните [brand name] в недоступном для детей месте.
Serbian	Uvek držati [BRAND NAME] van domašaja dece.
Slovakian	[BRAND NAME] vždy uchovávať mimo dosahu detí.
Slovenian	Vedno hranite [BRAND NAME] nedosegljivo otrokom.
Spanish	Mantener siempre [BRAND NAME] fuera del alcance de los niños.
Swedish	Förvara alltid [BRAND NAME] oåtkomligt för barn.
Turkish	[BRAND NAME] ürününü daima çocuklardan uzak tutun.

AGREED A.I.S.E. TRANSLATION FOR THE MANDATORY INDUSTRY SAFETY MESSAGE
(continued)

English	LEARN MORE
Bulgarian	НАУЧЕТЕ ПОВЕЧЕ И ПРЕДАЙТЕ
Croatian	SAZNAJTE VIŠE
Czech	DOZVĚĎTE SE VÍC
Danish	FÅ MERE AT VIDE
Dutch	KOM MEER TE WETEN
English	LEARN MORE
Estonian	LOE LÄHEMALT
Finnish	LISÄTIETOJA
French	EN SAVOIR PLUS
German	HIER MEHR ERFAHREN
Greek	ΜΑΘΕΤΕ ΠΕΡΙΣΣΟΤΕΡΑ
Hungarian	TUDJON MEG TÖBBET
Icelandic	FREKARI UPPLÝSINGAR
Italian	SCOPRI DI PIÙ
Latvian	UZZINIET VAIRĀK
Lithuanian	SUŽINOKITE DAUGIAU
Maltese	Itaghllem iżjed
Montenegrin	--
Norwegian	LÆR MER
Polish	DOWIEDZ SIĘ WIĘCEJ
Portuguese	SAIBA MAIS
Romanian	AFLAȚI MAI MULTE
Russian	УЗНАЙТЕ БОЛЬШЕ
Serbian	Сазнајте више
Slovakian	ZISTITE VIAC
Slovenian	IZVEDITE VEČ
Spanish	NFORMATE
Swedish	TA REDA PÅ MER
Turkish	Daha fazla bilgi edin

PART 6: AVAILABLE A.I.S.E. MATERIAL FOR THE SAFE USE OF LLDC/LDC

	Material type	Available Translations	Link to material
ARTWORK	Safe use icons, incl.: <ol style="list-style-type: none"> Keep away from children Keep away from eyes. If product gets into eyes rinse thoroughly with water. Do not ingest. If product is ingested then seek medical advice. Use with dry hands Close the bag properly Close the lid properly Do not pierce, break or cut 	All 27 languages	
	Safe use patch	All 27 languages MANDATORY USE ON-PACK	
ONLINE	Animated safe use icons (gif): <ol style="list-style-type: none"> Keep away from children Keep away from eyes. If product gets into eyes rinse thoroughly with water. Do not ingest. If product is ingested then seek medical advice. Use with dry hands Close the bag properly Close the lid properly Do not pierce, break or cut 	Silent	
	web-banners “Handle & store safely”	All 27 languages	
OTHER	Consumer leaflet “Please handle cleaning products safely”: <ol style="list-style-type: none"> Long version 8-pager Short version 4-pager 	DE, DK, FI, FR, HE, NL, PL, PT, SE, ES	
	TV/ 5-second tag-on “Keep away from children”	Silent	
	KEEP CAPS FROM KIDS TOOLKIT Web banners, 15 second video and others 	All languages	Contact A.I.S.E. if you are not yet a partner to Keep Caps from Kids.

To access this material, please use the following links:

A.I.S.E. icons: <https://www.aise.eu/library/artwork/safe-use-icons.aspx>

A.I.S.E. capsules communication toolkit: <https://www.aise.eu/library/other-communication-toolkits/liquid-laundry-detergent-capsules-communication-toolkit.aspx>

Others: via Keep Caps from Kids extranet

or contact valerie.sejourne@aise.eu or anamarija.tomicic@aise.eu at A.I.S.E. (tel : 32 2 679 62 69)