

PRESERVATIVES: KEY BIOCIDAL INGREDIENTS TO PRESERVE LIQUID DETERGENTS

A call to secure their future availability

A.I.S.E. Fact sheet • December 2017

Product portfolio concerned: Water-based liquid detergents in the household care business and for professional cleaning and hygiene usages.

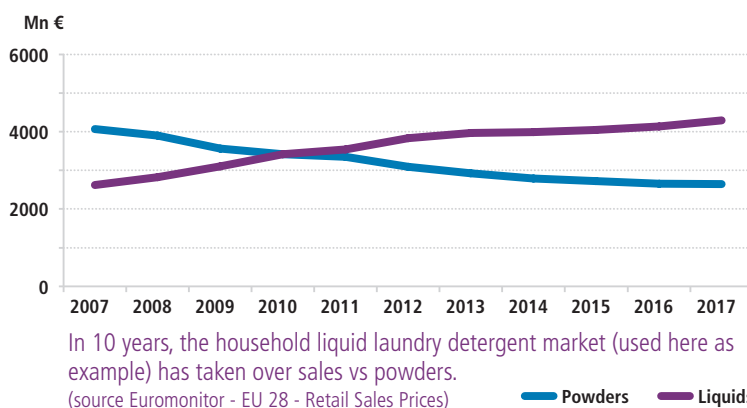
About **70%** of the total household market (laundry detergents, laundry aids, fabric conditioners, surfaces cleaners, hand dishwashing, insecticides, air fresheners etc).



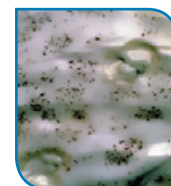
And about **30%** of the professional cleaning sector

PRESERVATIVES: KEY INGREDIENTS IN A GROWING LIQUID DETERGENT MARKET

- The current market trend – in line with consumer choices – shows an **increasing preference for liquid formats**; those also enable compaction and sustainability savings.



- Water-based liquid detergents need a **method of preservation**; without this, they would be contaminated by micro-organisms' proliferation.
- Preservatives are biocidal substances** which play a fundamental role in tackling this point and thus:
 - ▶ have a durable shelf and storage life
 - ▶ thereby reducing product losses
 - ▶ and eventually, support sustainability by optimising use of resources.



After some time, liquid detergents with no preservatives start to degrade.

THE ISSUE: FUTURE AVAILABILITY SERIOUSLY THREATENED UNDER BPR

- Whilst many preservatives are available, in practice, **only a handful** of these are actually technically compatible with detergents and maintenance product formulations.
- The detergents' industry is concerned that authorities – in the context of the Biocidal Products Regulation (BPR) – take very **conservative decisions** that unnecessarily restrict (or ban) the use of preservatives.
- The downstream consequences of hazardous classification (Classification & Labelling Regulation vs Biocidal Products Regulation) drive industry into reformulation whilst some **ingredients can be safely used** in detergent & cleaning products.

MAIN PRESERVATIVES USED BY A.I.S.E. MEMBERS:

BIT	Bronopol
MIT	Phenoxyethanol
CMIT/MIT	

CLP ↔ BPR

INNOVATION CHALLENGES

- The development of new substances is a **very challenging and costly** process which is not in the hands of downstream users. In addition, other means to preserve products are **not conceivable nor sustainable** (for example storing liquid detergents in fridges throughout the supply chain and even at home).
- Finally, delivering products and/or services without preservatives may be subject to **long-term innovations but:**
 - ▶ would require **time** as well as major **R&D** investments – challenging for SMEs;
 - ▶ will need **market acceptance** and drastic habit changes... for quasi the entirety of the product portfolio;
 - ▶ will very likely lead to issues due to **more severe classification** of products.



A.I.S.E.'S REQUEST:

A.I.S.E. seeks to ensure that decisions taken by Authorities (ECHA, Commission, Member States) **do not critically disrupt** the market to the point where no safe preservatives remain available.

A.I.S.E. considers that the BPR review process should integrate both:

- **the reliance of industry on specific substances;**
- **the societal role that these biocidal ingredients play in the delivery of cleaning products, enabling to provide a sustainable, clean and hygienic environment.**

