

# 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 CO<sub>2</sub> 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

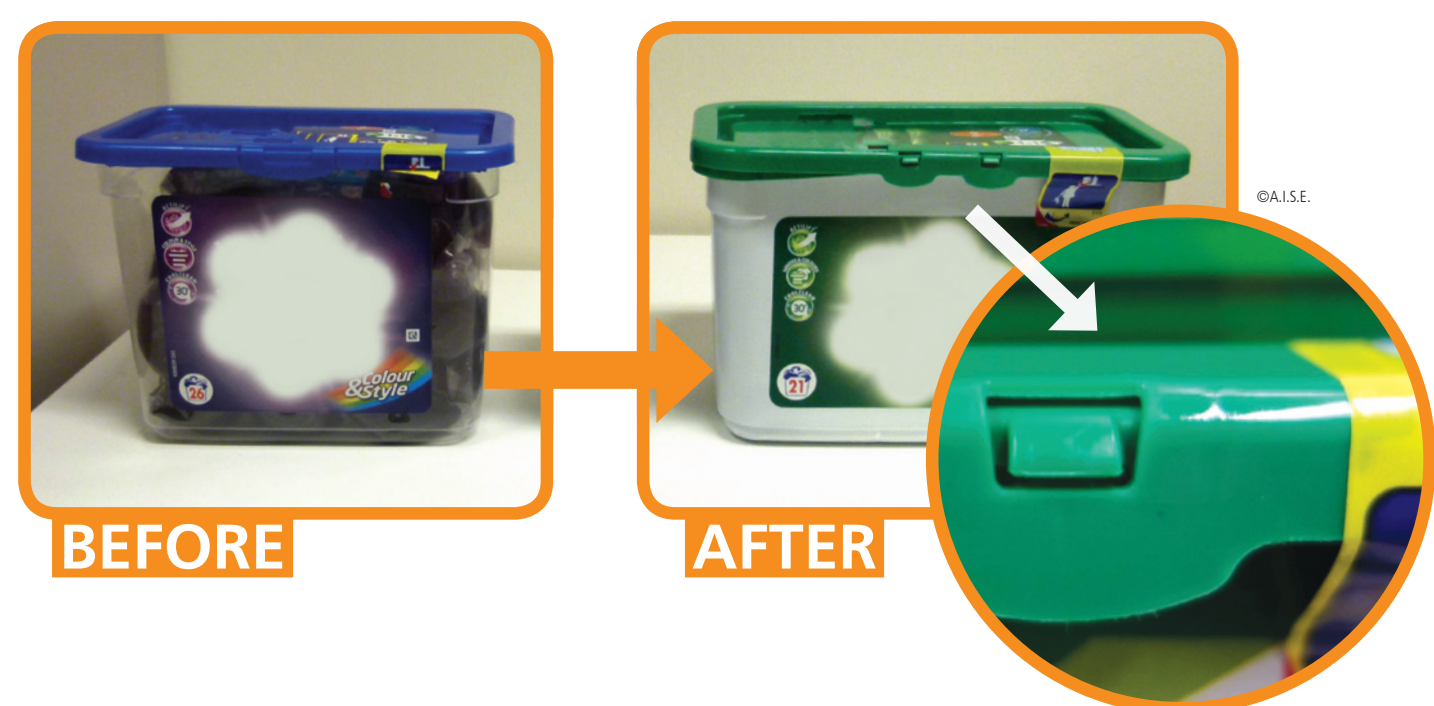


## A.I.S.E. steers safe design, use and storage

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



KEEP  
CAPS  
FROM  
KIDS



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](http://www.keepcapsfromkids.eu)

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

