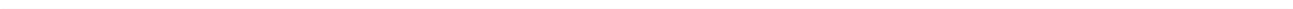




Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien

**A.I.S.E. CODE  
OF GOOD ENVIRONMENTAL PRACTICE  
FOR HOUSEHOLD LAUNDRY DETERGENTS**



## **A.I.S.E. CODE OF GOOD ENVIRONMENTAL PRACTICE FOR HOUSEHOLD DETERGENTS**

A.I.S.E. has long been committed to protecting consumers and the environment and indeed A.I.S.E. members have been active in establishing, publishing and implementing environmental policies. In order to maintain and progress further this commitment to the reduction of the environmental impact of detergents, A.I.S.E. has developed this present code of practice. Compliance with this code of practice signifies a clear and unequivocal commitment to consumer and environmental safety as well as to environmentally sustainable development. This code requires manufacturers to commit to continued environmental innovation, in partnership with consumers and other stakeholders who also influence the environmental impact of household products. A.I.S.E. is committed to reviewing this code of practice at least every five years and to report progress at least every two years.

This voluntary scheme is open to all manufacturers, importers, or other persons (subsequently referred as "the manufacturer") whether or not affiliated to A.I.S.E. national associations, placing household detergents on the market.

For the purpose of this code the term "products" comprises in the first instance all household laundry detergents as defined in appendix. To comply with this code, a manufacturer must make the following commitments:

- 1.** The manufacturer shall design composition and packaging of his products taking into account major impacts on the environment identified by acknowledged scientific criteria (see appendix).
- 2.** The manufacturer shall provide consumer information designed to encourage the correct use of product. This information will be based on Life Cycle Analysis considerations for the product category.
- 3.** The safety evaluation of products, with respect to the consumer and the environment must comply with the principles of the Guidelines for Risk Assessment established by the EU Commission in the context of Regulation EU 1488/94 which describes the environmental and consumer parameters for safety reassurance. Any actions indicated from the evaluation shall be carried out.
- 4.** The manufacturer's products must fully comply with all relevant environmental and consumer protection legislation, including the European Union Directives on biodegradability of surfactants (EU 73/404, 82/242, 82/243), classification and labelling under the Dangerous Preparations Directive (EU 88/379), the limitation to marketing of some dangerous substances and preparations (EU 76/769 + adaptations) and the Packaging Waste Directive (EU 94/62). In addition to complying with safety labelling provisions, the package must also carry an ingredients declaration complying with the EU Recommendation on Ingredients Labelling (EU 89/542) and when appropriate, dosage instructions covering different soils, loads and water hardnesses.
- 5.** The environmental advertising claims made by the manufacturer for his products must be truthful, supported by factual data and designed to inform the consumer. They must meet the requirements of the specific ICC (International Chamber of Commerce) codes for environmental advertising claims or equivalent national codes, providing guidance on what kind of claims are acceptable and how they should be supported.
- 6.** Any manufacturer which commits itself to this Code of Practice and its appendix shall provide a written declaration signed by his legal representative to A.I.S.E. that he fully complies with all the principles of the present code of practice and give a commitment of continued work to use Life Cycle Analysis and Risk Assessment techniques to identify and collect any necessary further data to implement further reductions in environmental impact.

## APPENDIX

### **A.I.S.E. CODE OF GOOD ENVIRONMENTAL PRACTICE FOR HOUSEHOLD LAUNDRY DETERGENTS \***

Any manufacturer, importer or other persons (subsequently referred to as manufacturer) within the European Detergent Industry, whether or not affiliated to A.I.S.E. national associations, which adopts the A.I.S.E. Code of Good Environmental Practice for household laundry detergents, should commit itself to striving to achieve the following targets. These are targets for the European Economic Area (EEA), starting in January 1997. They may need to be adjusted for individual countries depending on ongoing environmental progress, washing habits and consumer choices. They are established for five years.

#### ***Energy Savings*** (kWh per wash cycle) :

- **TARGET** : 5 % reduction of the energy used in the washing process.

#### ***Product Consumption***

- **TARGET** : 10 % reduction of the detergents consumption per capita.

#### ***Packaging Consumption*** (includes primary and secondary packaging)

- **TARGET** : 10 % reduction of packaging consumption per capita.

#### ***Biodegradability*** (measured by recognized biodegradability tests)

- **TARGET** : 10 % decrease of the consumption per capita of the organic ingredients of household laundry detergents which are not inherently biodegradable.

- 1.** Manufacturers who make these commitments will also commit to provide base line data (1996 data) from their operations on each of the environmental progress area listed, and to track and report progress made to A.I.S.E.
- 2.** The commitment of A.I.S.E. is to monitor and collect this data and to compound it in one report to be published per country and on a European basis, at least every two years.

---

\* Covering household laundry powder and liquid, heavy and light duty detergents.

