

# Issues and Programs Report

American Cleaning Institute®

Mid-Year Meeting

2023



american cleaning institute®  
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### **1,4-Dioxane**

ACI has been engaged in state-level efforts concerning 1,4-dioxane in consumer products, focusing efforts on New York and California. ACI expects U.S. EPA to release a supplemental analysis of 1,4-dioxane risk in Summer, 2023. [Learn more.](#)

- **Government Affairs:** 1,4-Dioxane limits for household cleansing, personal care and cosmetic products went into effect December 31, 2022, in New York State. ACI counsel in New York briefed the Department of Environmental Conservation on our concerns in March. California's Department of Toxic Substances Control (DTSC) has indicated that a report and subsequent workshop will be available Summer, 2023.
- **Technical Affairs:** Manuscript, "*Precise measurement of 1,4-dioxane concentration in cleaning products: A review of the current state-of-the-art*" available [here](#). Manuscript, "*A novel protocol for quantitative determination of 1,4-dioxane in finished cleaning products*" available [here](#).

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### **Asthma**

ACI has been actively engaged in efforts to provide a science-based perspective on the benefits and risks of cleaning products in relation to asthma. The ACI Asthma-Respiratory Task Force is currently evaluating future research opportunities to further understand the relationship of cleaning products to respiratory health.

In 2022 ACI initiated a project to analyze the relevant literature to identify the extent of any association between cleaning product use and respiratory disease. The literature analysis will provide a systematic review, inform the identification of scientific data gaps, and provide information to support future ACI messaging on health and safety as well as potential future research activities. The final report from this project will be available later this year.

ACI sponsored a Workshop on March 2, 2023, entitled, "*New Approach Methods (NAMs) for the In Vitro Assessment of Cleaning Products for Respiratory Irritation.*" This Workshop provided information on NAMs that support cleaning product development and safety assessment. A manuscript on the proceedings from this workshop is currently being prepared, and it is expected to be submitted for publication by 3Q 2023. The publication of this manuscript will provide access to the workshop's state of the art content to all ACI members as well as to all interested stakeholders.

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### **Chemical Management**

#### **Certification Programs**

ACI's Environmentally Preferable Products Task Force endorses principles to serve as a guide as to when ACI will proactively engage with U.S. certification programs that include cleaning products and/or their ingredients in order to maximize formulation options and access to markets including federal and state procurement. [Learn more.](#)

- **The United States Department of Agriculture (USDA) BioPreferred Program:** ACI continues to review the biobased products and intermediates criteria that qualify products and

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ingredients for mandatory federal purchasing and certify products through the associated voluntary labeling initiative.

- **EPA’s Safer Choice:** ACI continues to work closely with EPA’s Safer Choice program and provides input on the Safer Chemical Ingredients List (SCIL). ACI was named a Safer Choice Partner of the Year in 2022 for its continued support of the program.
- **Other Certification Programs:** ACI continues to engage on cleaning product-related standards from third-party certifiers. ACI is a standards technical panel member tasked to review UL Solution’s standard for sustainability of cleaning products and continues to inform Green Seal on its cleaning product standards. Such programs continue to inform or direct state-level Environmentally Preferred Procurement (EPP) policymaking activities, demonstrating the importance of ACI’s work with these groups.

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### State Chemical Management

ACI drafted, introduced and successfully passed amendments for the first-in-the-nation household hazardous waste extended producer responsibility law. While the law is not written as we had originally sought, we were able to incorporate meaningful change and are well-positioned to see this law through to implementation.

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### Communications & Outreach

#### Consumer Education

##### *Cleaning is Caring*

ACI continued the Cleaning is Caring program, underscoring the role cleaning plays in today’s society and further communicating its connection to a safe and healthy future.

- **Spring Cleaning Survey:** Deployed a spring-cleaning survey to inform outreach efforts and deployed a spring cleaning-focused press release highlighting key survey findings.
- **Media Outreach:**
  - Leveraged ACI’s new spring-cleaning survey data and secured coverage of spring-cleaning data in *Clean Link*, *American Coin Op*, *Cleaning & Maintenance Management* and *Essence*.
  - Positioned ACI resources and Brian Sansoni and Jessica Ek as cleaning experts in multiple interviews with *Real Simple*.
- **Next Steps:**
  - Launch the “Clean First Steps – A Program for New Parents” program, including resources, survey results and first-time parent influencer outreach.
  - Activate partnership with the American Academy of Family Physicians (AAFP) to utilize their healthcare professional voice to communicate the health benefits of cleaning.

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### *Healthy Schools, Healthy People*

Healthy Schools, Healthy People is a joint initiative between ACI and the Centers for Disease Control and Prevention (CDC) dedicated to supporting school systems nationwide with tools to help reinforce hand hygiene and cleaning practices to prevent the spread of infectious disease and reduce related absenteeism. [Learn more.](#)

- CDC Webinar '[Back to School Best Practices](#)' planned for August 2, 2023.
- March 2023: Sent quarterly newsletter to over 190 subscribers.

### *Safe Kids Worldwide*

ACI is a gold level sponsor of [Safe Kids Worldwide 2023 PREVCON](#), the largest childhood injury prevention convention, taking place July 23-26 in National Harbor, Maryland. During this event ACI will be highlighting safety materials including:

- New Parent Toolkit (forthcoming)
- Laundromat one pager (forthcoming)
- Packets Up resources
- Cleaning is Caring

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### *Media Outreach*

Major publications continue to turn to ACI as an expert voice and has been featured in 1,500 articles so far in 2023, generating a total potential reach of 2.1 billion. This is twice the visibility we had during the same time last year.

- 47.7% percent of the coverage was positive toward cleaning products and practices, and 51.7% of the coverage was neutral.
- 22.1% of the total coverage included information on dishwashing, household cleaning, surface cleaning, 17.7% was about sustainability and 7.6% was on laundry or laundry packets.

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### *Digital*

#### *Blog*

ACI's Cleaning Is Caring blog provides consumers with information that is non-branded, science-based, timely and accurate.

- Traffic to the blog in the first half of 2023 is up 35% over the same time last year, mostly due to an increase in organic search. Popular topics include spring cleaning, laundry additives and washing clothing by hand.

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- *Why it Matters:* As the blog’s visibility increases, it is a valuable channel for addressing any concerns regarding cleaning products in a consumer-friendly way.

### *Social Media Outreach*

ACI uses social media to raise awareness of new resources, share key industry messages and connect with partners. ACI continues to encourage member companies to help amplify industry messaging. [Learn more.](#)

- **Award:** Received Gold winner recognition for the 2023 TRENDY Awards for the Social Media Category
- Followers across ACI’s social media channels ([Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Pinterest](#)) has grown by about 5% so far in 2023.
- Paid, earned and owned social media reach so far during 2023 was four times higher than the same time last year, with much of the increase due to the relaunch of the Cold Water Saves initiative.

### *Website*

ACI’s [CleaningInstitute.org](#) and [Members Only Website](#) attract users each month and share resources for members, consumers and other stakeholders on key industry issues and programs.

- Traffic in the first half of 2023 was about 10% higher than the same time the previous year, as was engagement with more return visits and pages viewed per visit.
- *Next Steps:* ACI will be working over the summer to optimize the site for the latest target keywords, expanding the site’s visibility on current cleaning product industry issues and trends.

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### **Disinfectant Tiger Team**

The “Disinfectant Tiger Team” was formed to address communications on disinfectant products, in light of increased attention during the pandemic. The objective is to educate the public on the importance and safe use of disinfectants. [See the Tiger Team’s work.](#)

- The Tiger Team continues to work on messaging that is available to members and ACI staff on the Members Only Website to ensure a science-based and unified message across the industry.
- To further ensure a unified message, this group also coordinates messaging and information with HCPA and ACC’s Center for Biocide Chemistries (CBC).

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### **Future Leaders**

ACI’s Future Leaders work on cross-cutting issues impacting the cleaning products value chain. They are currently leading two critical projects:

- New sustainability-based initiative focused on concentrates/concentrated products.
  - Continued rollout of the [“What Cleaning Ingredients Do”](#) tool designed to enhance consumer understanding through greater transparency and trust with consumers. The tool is a simple, searchable database of chemical ingredients commonly found in household cleaners to promote consumer understanding with consistent consumer-tested ingredient

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function descriptions. ACI's "What Cleaning Ingredients Do" tool is now available as a resource on SmartLabel's implementation portal.

- Incorporation of the tool content in ACI's broader C3: Cleaning Chemistry Catalogue.
- *Next Steps:* The Future Leaders are developing a plan to conduct consumer research focused on concentrates/concentrated projects with activation in 3Q23. The results, which will be available to members, will be used to inform next steps of the project. This work is in addition to continuing the ingredient communication tool roll out.

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### **Ingredient Communication**

ACI has undertaken a substantial public affairs campaign combining communications and government affairs resources to engage federal policymakers on a nationwide approach to cleaning product ingredient communication. [Learn More](#).

#### Communications

Working with FGS, ACI has developed a robust media campaign to help increase awareness of the need for a national ingredient communication standard. The messaging architecture can be found [here](#).

- ACI ran an advertising campaign in April to coincide with the Congressional Chemistry Caucus Event. This included online placements in Axios, LinkedIn and in display ads, targeted to members of Congress and their staff. Impressions among target audiences reached nearly five million with over 4,700 clicks to the event registration page.

#### Lobbying

Again, working in consultation with FGS, ACI continued to speak with relevant Congressional staff to educate them on ingredient communication and discuss the need for a federal solution.

- ACI hosted a Congressional Reception with the Congressional Chemistry Caucus. Eight ACI member companies showcased their products. More than 100 people attended, including Caucus Co-chairs John Moolenaar (R-MI) and Sanford Bishop (D-GA)
- ACI has continued engagement with senior committee staff and relevant congressional offices of members of the Consumer Protection Subcommittees. This includes meeting with new members and staff of the committee. ACI successfully had a Question for the Record (QFR) submitted by Chairwoman Cathy McMorris Rodgers (R-WA) and Rep. Rick Allen (R-GA) to FTC Chairwoman Lina Khan asking about the benefit of a national ingredient communication standard to consumers.
- ACI developed a [Site Visit Tool Kit](#) to equip member companies with the resources for hosting elected officials and engaging in grass roots lobbying.

#### Legislative Development

Through close consultation with member companies, ACI staff has drafted a federal legislative proposal for a national standard while respecting CA SB258. This draft and complementing materials have been shared with allied trades for feedback as we prepare for a bill introduction this year.

### Next Steps

Based on the successes of the public affairs campaign to date, ACI will continue our work to further awareness of the need for a national ingredient communication standard through a comprehensive media and lobbying campaign.

### Compliance Resource

Designated Authoritative List of Lists Ingredient Search (DALLIS) identifies chemicals that are on lists cited in the California Cleaning Product Right to Know Act of 2017 (CA SB-258). ACI members can access the DALLIS search tool [here](#).

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## **Ingredient Stewardship**

### Enzymes

ACI continues its efforts to foster a program of conscientious stewardship that will support the innovative use of enzyme technology in cleaning products. As ACI pursues this effort, it coordinates with other trade associations with the objective of providing current and comprehensive information and tools that support the health and safety profile of enzyme-containing cleaning products.

- ACI and HCPA are assisting A.I.S.E. in a collaborative effort to update the current A.I.S.E. Guidance on the Safe Handling of Enzymes and to make it more globally focused.
- ACI, HCPA and A.I.S.E. are collaborating to develop a globally focused guidance document entitled, *Guidance for the Risk Assessment of Enzyme-Containing Products for Professional Cleaning*.

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### Polymer Environmental Safety

In response to the increased awareness and concern associated with the presence of microplastics and other polymeric substances in the environment, both industry and government agencies are researching the environmental fate and effect of these substances. ACI continues to contribute to the field, advocating for the establishment of appropriate environmental assessment methodologies for diverse ingredient classification.

- In 2022, ACI committed to a wide-reaching review of publicly available data and information on the mobility of polymers, specific to our industry, in multiple compartments of the natural environment. ACI is now addressing the mobility of water-soluble polymers used within our industry. This exercise is to improve our understanding of the research available and most likely to be used by NGOs and regulators proposing regulatory action.
- In 2023, ACI will be engaging with other stakeholders interested in producing and elevating the leading science on the environmental safety and fate of water-soluble polymers.
- ACI navigated the drafting of amendments to pending microparticle legislation in California ([AB234](#)) which will return next year. Meanwhile, we await final passage of microplastic regulations in the EU which were recently approved by the REACH Committee.
- ACI is preparing to respond to the [addition of “microplastics”](#) to the California DTSC Safer Consumer Products’ Candidate Chemicals List.

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### Surfactants

ACI continues its work to develop technical information on the human and environmental safety of surfactants and to communicate that information to the regulatory and scientific community. [Learn more.](#)

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### Volatile Organic Compounds (VOCs)

Consumer products formulated with volatile organic compounds (VOCs) are under continuous scrutiny and regulatory pressure. ACI continues to monitor and react to proposed regulations limiting VOCs in products. [Learn more.](#)

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## **International Issues**

### International Chemical Management Programs

ACI continues to monitor chemical management initiatives under the auspices of the UN and regional intergovernmental organizations that have the potential to disrupt the North American market, including programs under the Strategic Approach to International Chemical Management (SAICM), discussions in the Chemical Dialogue under the Asia-Pacific Economic Cooperation (APEC) forum.

ACI staff has been appointed to the Industry Trade Advisory Committee on Chemicals, Pharmaceuticals, Health/Science Products and Services (ITAC 3).

- The Committee provides detailed policy and technical advice, information, and recommendations to the Secretary of Commerce and the United States Trade Representative (USTR) regarding trade barriers, negotiation of trade agreements, and implementation of existing trade agreements affecting its sectors.
- The Committee also performs such other advisory functions relevant to U.S. trade policy as may be requested by the Secretary of Commerce and the USTR or their designees.

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Committee: International

### International Collaboration

Members of the International Network of Cleaning Product Associations (INCPA) continue to periodically meet to exchange information on key issues and foster collaboration. The most recent INCPA meeting was held in person in January 2023. The group is investigating potential future INCPA activity focused on green claims, digital labels and a review of its current “Globally Harmonized System of Classification and Labelling of Chemicals” (GHS) position statement. The next meeting will be on June 21, 2023. Presently, there are 13 INCPA member organizations. [Learn More.](#)

Next Steps

INCPA is focused on key issues including microplastics, impacts of the European Green Deal, and 2023 global industry priorities.

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**Liquid Laundry Packets**ASTM International

ACI continues to engage in the ASTM Subcommittee, which endorsed a new standard in the fall of 2015 that provides safety guidelines for liquid laundry packet (LLP) products in the context of reducing accidental exposures involving children under the age of six. This ASTM standard focuses on guidance for packaging (including attributes for the film surrounding the detergent) and labeling and was recertified for an additional five years in 2021.

- The ASTM standard has been shown to be effective in reducing accidental exposures to children using data from the National Poison Data System (NPDS). ACI continues to fund the analyses of these data.

Next Steps

In 2022, ACI sponsored an analysis by Rocky Mountain Poison & Drug Safety for ocular and dermal exposures that demonstrated these exposures were not of major concern, however the ASTM Subcommittee is waiting for additional information from Canada.

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 Committees:               Research, Technology & Regulation, Communications & Outreach

ISO

ISO is pursuing work on a safety standard for liquid laundry packets. ACI, A.I.S.E. and JSDA are organizing to ensure industry participation, with the goal of avoiding conflicts with current regional and national requirements for these products. A.I.S.E. has positioned itself as the secretariat for the work group that would develop the standard. It is expected that the standard will take approximately two years to develop.

Media Outreach and Consumer Education

ACI continued to educate consumers through the Packets Up program on critical laundry room safety and proper liquid laundry packet storage to combat unsafe social media trends and avoid accidental exposures.

- **Research:** Engaged with digital research firm, Maven Road, to conduct large scale digital research on liquid laundry packets storage practices related to user-generated content across various social media platforms.
- **Media Outreach**
  - Leveraged Poison Prevention Week as key moment in time to share Packets Up safety messaging with local markets with high poisoning rates. Secured interviews for Brian Sansoni with CBS12 News - Jackson, Mississippi (WJTV), CBS 9 - Washington, DC (WJTV), and FOX 25 - Oklahoma City, Oklahoma (WJTV).

- Utilized original digital research to raise awareness of prevalence of unsafe storage trends across social media through outreach to national contacts, major home outlets and social media trade outlets. Secured interview for Brian Sansoni with NBC10 Boston (WBTS-CD) (DMA 9) consumer investigative reporter.
- **Digital Influencers:** To further promote cleaning product safe storage, two digital influencers were tapped to share the #StoreNotDecor and #PacketsUp messaging.
  - Activated Dr. Krupa Playforth, The Pediatrician Mom, during Poison Prevention Week with an Instagram reel with a focus on safe storage at home. Her content secured more than 23.1K engagements and 128K impressions.
  - Activated Adria Thompson, dementia caregiver, to share Store Not Décor messaging through a TikTok video highlighting the importance of safe storage as a caretaker. Her content secured more than 5.6K engagements and 139.4K impressions.

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 Committee: Communications & Outreach

### **Microbial-Based Cleaning Products**

ACI's Microbial-Based Cleaning Products Task Force (MBCPTF) was formed to provide a forum for members to develop industry guidance and consumer outreach materials.

- Sub-groups of the MBCPTF have completed the following projects: 1) regulatory “claims” guidance, 2) microbial ingredient information for the ACI website, and 3) a risk analysis framework that was developed collaboratively with AISE and submitted to the EU Commission for consideration in revisions to the Detergent Regulation.
- *Next Steps:* The MBCPTF is forming a work group to address occupational safety and operational issues.

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### **Oleochemical**

#### *Glycerine Innovation Award*

ACI continues its work advocating for the use of glycerine. Namely, ACI and the National Biodiesel Board (NBB), now Clean Fuels Alliance America, support the award through the Industrial Oil Products (IOP) Division of the American Oil Chemists' Society (AOCS) to recognize outstanding achievement for research into new applications for glycerine with particular emphasis on commercial viability.

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 Committee: Oleochemical

#### *Global Oleochemical Market Challenges*

ACI and member companies have begun evaluating the global supply chain of oleochemical feedstocks. Potential dumping into U.S. markets have impacted American feedstock producers. Laws in other regions have made the U.S. more susceptible to dumping of oleochemical feedstocks. ACI has partnered with Whitmer and Worrall to introduce this issue to US federal agencies. ACI has met with U.S. Customs and Border Patrol and the U.S. Department of Commerce to understand how best to initiate an investigation into the dumping issues that impact domestic feedstock profits.

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- **Palm Oil:** Recent actions by the U.S. Customs and Border Protection's Office of Trade have banned shipments of palm oil from at least two major Malaysian producers, tightening the palm markets in the U.S.

#### Next Steps

ACI's Oleochemical Committee will continue engaging with federal agencies to share data and information on the dumping issues, forced labor, child labor and identify the best ways to initiate investigations for US federal agencies to look further into these issues.

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#### Packaging

ACI has prioritized the issue of cleaning product packaging waste and has developed initiatives as well as guiding materials to help members move to more circular packaging. At the heart of this initiative is ACI's Roadmap for Circular Cleaning Product Packaging with ambitious milestones to guide the industry. The ambition and Roadmap were announced publicly in March 2021. A social media toolkit is available to download. Additional information is available on the MOW.

- **Materials Circularity Indicator (MCI) Standardization and Industry Benchmark Project:** As both a tool for members and a foundation for an industry benchmark for circular packaging, ACI is working with the Anthesis Group on the calculation of the industry's Ellen MacArthur's Materials Circularity Indicator (MCI) score for cleaning product packaging. Anthesis has been working with ACI staff and members to collect member data to calculate the updated industry MCI scores. In addition, Anthesis is developing an excel tool that will be available to ACI members on the MOW where members can input their own data to better understand both how their packaging compares to the industry score, and how changes to packaging makeup can impact their score to better inform materials and design choices. The 2021 methodology and baseline score are available on the MOW.

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Committee: Sustainability

#### Extended Producer Responsibility (EPR)

ACI continues to monitor the implementation of EPR laws in Maine, Oregon, Colorado and California; and solicit feedback from members where issues may be arising.

ACI met with New Jersey legislators to express concerns over pending legislation (S.426). ACI also lobbied New York legislators on several EPR proposals under consideration.

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#### FTC's Request for Comments on Green Guide Claims Revisions

ACI worked with our membership and Arnold and Porter to compose comments to address our industry's needs for further clarification on the FTC Green Guides Sustainability claims. From December to March, ACI membership provided comments and input on the letter we crafted to submit to the Federal Trade Commission by April 2023. ACI membership asked for more clarity on certain definitions and the need for more frequent review of the Green Guides.

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Committee: Tech team

### **Polyvinyl Alcohol (PVA/PVOH) Films**

The PVA/PVOH Ad Hoc Work Group was formed to ensure an accurate portrayal of films used in detergent packets, based on available science. Key messaging communicating the most current and reliable scientific information on the biodegradability and safety of PVOH can be found [here](#).

Since January of 2023, ACI has been working with members to address the TSCA section 21 petition submitted to the EPA by Blueland and other stakeholders. This petition requested that the EPA take action on PVA/PVOH to demand more environmental fate testing and remove it from the Safer Choice Ingredient List. ACI continued to elevate the leading science and clearly defend industry's position on PVA/PVOH use in the cleaning products sector.

In March of 2023, the EPA responded negatively to Blueland's petition and provided ample evidence that the petition overlooked key peer-reviewed literature on the biodegradability and safety of PVA/PVOH.

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### **Safety Assessment Tools**

#### *Cleaning Chemistry Catalog (C3)*

C3 is an online database designed as a resource for information on the human and environmental safety of ingredients used in household cleaning products.

- ACI has completed the integration of our CPISI (Cleaning Product Ingredient Safety Initiative) and CPIES (Cleaning Product Ingredient Environmental Safety) databases, now named the Cleaning Chemistry Catalog or C3. As of May 2023, all human screening-level risk information and supporting data have been updated to share ACI's most recent survey of member products.

In 2022, ACI began working with Integral Consulting to establish a high throughput environmental risk assessment methodology while streamlining the ingredient survey into a two-tier process. At the completion of Tier 1 of the process, 67% of the ingredients in our portfolio were assessed, with roughly 300 ingredients requiring a more intensive data collection process to collect production volumes and environmental fate data. ACI has determined that the data needed to address these remaining 300 ingredients may be held by other chemical industry stakeholders which we hope to collaborate with throughout the end of 2023.

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### Alternative Testing

ACI supports the application of appropriate scientific principles for the development, communication and use of emerging methods and types of data in regulatory decisions.

- ACI staff serve as a member of the Scientific Advisory Council for the Evidence-Based Toxicology Collaboration that is based at the Johns Hopkins University School of Public Health.
- ACI staff serve as a member of the Center for Alternatives to Animal Testing (CAAT) Advisory Board.
- ACI sponsored a Workshop on March 2, 2023 entitled, “*New Approach Methods (NAMs) for the In Vitro Assessment of Cleaning Products for Respiratory Irritation.*” This Workshop provided information on NAMs that support cleaning product development and safety assessment. A manuscript on the proceedings from this workshop is currently being prepared, and it is expected to be submitted for publication by 3Q23. The publication of this manuscript will provide access to the workshop’s state of the art content to all ACI members as well as to all interested stakeholders.

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### iSTREEM®

Over the course of 2022, ACI’s iSTREEM Model underwent significant updates to both the user interface and model capabilities.

- The launch of iSTREEM 2.3 for the United States in June 2022 provided iSTREEM users with an improved user interface and a complete set of help documents, with step-by-step support.
- With the release of a robust global wastewater dataset, P&G and ACI are currently working to apply the curve number methodology to expand the model globally.

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### Predictive Environmental Exposure Tools

ACI has been advancing the state of knowledge regarding trace chemicals in the environment through research, public outreach and strategic partnerships. ACI is a major contributor to an initiative by the Water Research Foundation (WRF) on trace organics in wastewater.

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Committee: Research, Technology & Regulation

### Strategic Advisory Committee Revamp

Consistent with its revised Charter, the Strategic Advisory Committee (SAC) has made substantive progress on a review of the emerging issues process consistent with the intent of the recently adopted ACI Strategic Plan. Progress to date includes a process template to vet and then propose an emerging issue for SAC to consider.

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Committee: Strategic Advisory

## **Sustainability**

Across ACI's membership, ACI is uniting for a cleaner world to achieve four common goals: Increase Transparency, Reduce Emissions, Value Nature and Contribute Positively. These four tenets guide ACI's sustainability efforts, where ACI works with member companies to move the needle on sustainability initiatives that impact people and the planet.

### **2022 Sustainability Report**

On October 4, 2022, ACI published its 6<sup>th</sup> Sustainability Report. The Report discusses both ACI initiatives and advances that the cleaning products supply chain has made since the last report in 2019. The report aligns to the four pillars of the sustainability strategy; Increase Transparency, Contribute Positively, Value Nature and Reduce Emissions. The report can be accessed here on the ACI website.

### **Environmental Justice (EJ)**

At the 2023 ACI Convention, the Sustainability and Government Affairs Committee along with the ACI Board affirmed the "ACI Environmental Justice Policy Statement," a document meant to align ACI efforts on the topic of Environmental Justice. The Board asked ACI staff to develop an Action Plan based on the stance outlined in the Policy Statement. The Action Plan will be proposed at the Mid-Year Meeting with initial actions slated for roll out later in 2023. The Plan focuses on three key areas; (1) member education, (2) outreach and partnerships, and (3) implementation and reporting.

### **Corporate Compass**

ACI has developed a Corporate Compass, which is a detailed guide to help member companies advance their sustainability practices. An accompanying Self-Assessment was made available in the fall of 2021. Members can use the Self-Assessment, as well as the recorded webinar series, to identify gaps in their sustainability initiatives and identify where they are on their sustainability journey, either as foundational, advanced, or leading.

### **Climate Action**

Under ACI's guiding principle to Reduce Emissions, we are engaging with member companies to meet the goal for the cleaning products industry to have net-zero carbon emissions by 2050.

- **1.5°C Challenge**: In May of 2021, ACI announced its challenge for member companies to align their corporate strategy and targets with the roadmap and 1.5°C ambition. Currently, 19 member companies have committed to this ambition. ACI is seeking additional member participation for those that meet the criterion. Support documents are available on the MOW here.
- **Climate Challenge Case Studies**: Some members who have committed to the 1.5°C Challenge have participated in the development of case studies that outline their path to net-zero emissions, which can be read on this page.
- **Cold Water Saves**: ACI is working to educate consumers about the sustainability and financial benefits of washing laundry in cold water. In partnership with The Sustainability Consortium (TSC) the coldwatersaves.org website was created several years ago with a target audience of college students; now, ACI has re-launched the updated website and will be increasing its communication effort on the topic to help change consumer laundry habits. Learn more in the press release here.
  - Activated Michelle Hancock, ModernMomLife, to share messaging on Instagram and TikTok, securing more than 15.5K impressions and 6.1K engagements.

**Our Future Is Clean**: ACI is relaunching the #OurFutureIsClean member challenge in October of 2023. This year's goal is to hit 250,000 impressions using the hashtag #OurFutureIsClean. This year's challenge focuses on the ACI Sustainability Pillar "Reduce Emissions." Members are encouraged to participate in

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the social media challenge by sharing the ways that they help to reduce emissions. ACI will be highlighting the ColdWaterSaves.Org website during this challenge. If the impressions goal is met, ACI will donate \$20,000 to Dig Deep, a human rights non-profit working to ensure universal access to reliable and safe water and wastewater services within the United States. A toolkit to help members prepare will be available at the Mid-Year Meeting.

#### Sustainable Feedstocks:

At the 2022 ACI Convention, members identified sustainable feedstocks as an area of need for the Sustainability Committee to address with a new initiative. The Anthesis Group developed a guidance document and set of roadmaps which defines the term “sustainable feedstocks” for the industry and provides information on nine priority feedstocks. Announced at the 2023 Convention, ACI is now looking for members to join the initiative for a website roll out later in 2023. ACI along with the Anthesis Group are developing a screening-level Life Cycle Assessment (LCA) tool for high priority cleaning product ingredients. This tool will help compare common ingredients and serves as the foundation upon which to grow a greater database by which members can compare different impact factors. The tool and accompanying webinar are scheduled for later in 2023.

#### Recent Talks and Conferences:

- American Oil Chemists Society (AOCS) Annual Meeting and Expo:
  - Nathan Sell (Sr. Director, Sustainability) Chaired the session “*Surfactant LCA/Sustainability*” featuring a variety of speakers tackling different aspects of surfactant sustainability (May 3, 2023).
- CESIO Rome (12<sup>th</sup> World Surfactants Congress):
  - Nathan Sell (Sr. Director, Sustainability) will present “*Industry Wide Sustainability Initiatives: The American Cleaning Institute’s (ACI) Approach to a More Sustainable Cleaning Product Supply Chain*” (June 7, 2023).

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#### **Topical Antiseptic Ingredients and Products**

ACI is leading industry efforts to address FDA’s safety and efficacy data requirements in the final OTC Topical Antiseptic Monographs for Health Care, Consumer Wash and Consumer Rub products. Through its Topical Antiseptic Program (TAP), ACI provides a forum for manufacturers and suppliers to work together to meet FDA’s testing demands through the formation of Interested Party Groups (IPGs), which improves the chances of success and provides resource efficiencies.

Under the OTC Monographs, ACI was granted deferrals from final rulemaking for five active ingredients: 1) ethanol or ethyl alcohol (EtOH), 2) benzalkonium chloride (BAC), 3) benzethonium chloride (BZT), 4) chloroxylenol (PCMX), and 5) povidone-iodine (PVP-I).

- While FDA is in the process of implementing OTC Monograph reform, ACI serves as the industry liaison for the topical antiseptics industry, and advocates for product exclusivity and research cost-sharing.
- ACI has been granted four meetings with FDA in the current federal fiscal year: Ethanol Pilot MUsT, Ethanol Surgical Hand Rub, Healthcare Personnel Hand Wash, and PCMX Pilot MUsT. These meetings with FDA are important to convey the progress of the research and to obtain FDA’s advice and perspectives on the study designs.

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- Manuscript, “*Impact of benzalkonium chloride, benzethonium chloride and chloroxylenol on bacterial antimicrobial resistance*” available [here](#).
- Manuscript, “*Ecological risk analysis for benzalkonium chloride, benzethonium chloride, and chloroxylenol in US disinfecting and sanitizing products*” available [here](#).
- ACI is working with Board-level member companies supporting TAP to make recommendations to improve IPG governance and funding inequities.
- ACI TAP members are developing issues for negotiation with FDA on OTC Monograph Drug User Fee Program (OMUFA) implementation and FDA performance goals.
- ACI has added information about topical antiseptics to our public website, view [here](#).

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### **U.S. EPA Engagement**

Throughout the first half of 2023, ACI has had many points of engagement with U.S. EPA Offices on topics ranging from iSTREEM to sustainability and environmental justice to safer cleaning products and their ingredients. ACI has met with staff from the Office of Water, Office of Pesticide Program (OPP), Office of Pollution Prevention and Toxics (OPPT), Safer Choice and Smart Sectors.

In January 2023, ACI commented on the Office of Pollution Prevention and Toxics (OPPT) proposed increase of TSCA fees. ACI has kept the membership aware of various agency webinars and trainings pertaining to any rule amendments and upcoming grants cycles within OPPT.

### **EPA Day**

ACI is hosting five different EPA offices during this year’s Mid-Year Meeting to inform members of the latest regulatory status on topics of interest and some of the agency’s most recent projects. This will include members of leadership from the following EPA offices: Office of Chemical Safety and Pollution Prevention, Office of Research and Development, Office of Policy, Office of Environmental Justice and External Affairs and the Office of Land and Emergency Management.

During a presentation at AOCS, ACI created a potential opportunity to merge some of the latest information from C3, with a toxicology database from members of EPA’s Office of Research and Development.

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**ADDITIONAL RESOURCES**

- [ACI Strategic Plan Summary](#)
- [ACI Organizational Chart](#)
- [List of Acronyms](#)