



Advocate for the Consumer, Cosmetic,
Hygiene and Specialty Products Industry

Cleaning and personal care products help keep our families free from disease and illness

Household cleaning and personal care products are used safely and effectively in millions of Australian homes every day.

These high quality products play a vital role in maintaining homes and protecting families from disease-causing germs and asthma-triggering dust, mites and pet hair.

For example, frequent handwashing is considered by medical professionals to be one of the best defences against the spread of micro-organisms that cause many common illnesses, such as colds, flu and food poisoning. And regular cleaning of household surfaces with specialised cleaners will quickly and conveniently remove the dirt and food particles on which germs grow, keeping your home safe and hygienic.

Our industry places the highest regard on the safety and environmental performance of its products.

All ingredients in our industry's products are independently assessed and regulated for safety by the Australian chemical watchdog, the National Industrial Chemical Notification and Assessment Scheme (or NICNAS).

Industry strongly supports the role of NICNAS as the expert national public health agency monitoring our industry.

In today's busy households time is at a premium. Few people are able to spend large chunks of their daily lives doing household cleaning chores the old fashioned way. They can better spend this valuable time unwinding with the family, enjoying leisure pursuits or helping the kids with the homework.

With less time to clean using the 'elbow grease' and old fashioned cleaners our grandmother's used, today's safe and easy-to-use household products offer consumers convenience and peace of mind in the battle against dirt and germs.

The use of these products for good hygiene in households, and especially food preparation areas, should **not** be discouraged based on unfounded concerns that are neither supported by medical opinion nor by the daily experiences of the vast majority of Australians.

For safest and most effective use, consumers should always follow the product label directions.

- ends -