

# Industry Guideline for Labelling & Packaging of Liquid Laundry Capsules



## Purpose:

To guide the laundry products industry on appropriate labelling, packaging and design measures that will guide consumer safety and reduce the likelihood of child exposure to the contents of liquid laundry capsules.

## Background:

After working in dialogue with the ACCC since 2012 on laundry capsule safety guidance, the Accord Industry Guideline was first published in June 2013. It was reviewed and updated in 2026 as part of a regular review on best practice safety guidance.

## Principles:

The Accord Industry Guideline is:

- **targeted at measures likely to be most effective** for reducing child exposure incidents relating to the consumer use of liquid laundry capsules in the Australian context,
- **voluntary**, but supported by leading laundry detergent companies on the Australian market and open to all companies including non-members of Accord,
- **consistent, where possible and relevant, with similar initiatives or actions in other leading markets** (such as the EU and USA),
- **flexible and outcomes-based** rather than prescriptive and inflexible, but acting as an industry 'benchmark' for safety purposes; and,
- **not intended to preclude companies from adopting additional safety measures**, should they wish to do so.

***Accord's mission, as the national voice for the hygiene, cosmetic, personal care and specialty products industry, is to promote the safe, effective and beneficial use of industry products.***

### ***Liquid laundry capsules...***

...have evolved from a niche format in the household laundry detergent category to a popular and widespread format. The detergent ingredients are concentrated and enclosed in single-dose, water-soluble capsules.

### **This offers the advantages of:**

- simple, convenient, no-mess laundry dosing
- environmental benefits: not overdosing the wash, plus a reduced environmental footprint in transport due to concentration of the product
- easy dosing of the wash for members of the community who may have difficulties with measuring powder or liquid products, including the elderly and disabled.



***This Industry Guideline aims to reduce the incidence of child exposure by:***

- reducing the *visibility* of liquid laundry capsules to young children
- reducing the *accessibility* of liquid laundry capsules for young children
- increasing consumer understanding of the *higher hazard profile* of liquid laundry capsules compared to other laundry formats
- ensuring parents and caregivers are provided with appropriate *label warnings and other advice*

## Industry Guideline for liquid laundry capsules

These guidelines recommend that companies follow these measures:

- **Reduce the visibility of liquid laundry capsules** via obscure or opaque packaging or any equivalent measure.
- **Hinder access to liquid laundry capsules by a pack closure design** that discourages, delays or otherwise impedes the ability of young children to open the pack.
- **Prominent placement of on-pack/on-label communication that reinforces the need to\***:
  - *Not let children handle liquid laundry capsules*
  - *Keep liquid laundry capsules well out of reach and out of sight of children*
  - *Handle with dry hands only*
  - *Keep liquid laundry capsules tightly closed in their original container – no decanting*
  - *Keep liquid laundry capsules away from moisture when not in use*
  - *Call the Poisons Information Centre (13 11 26) immediately if the capsule contents are swallowed or get in the eye – the contents are highly concentrated and can cause irritation/chemical burns*
- **Promote the safe storage, handling and use of liquid laundry capsules in advertising and other media.**
- **Ongoing cooperative liaison with relevant agencies**, including the ACCC Product Safety Branch in addressing liquid laundry capsule safety, as needed.

**Accord, the industry body, will aid in promoting general safety messages for liquid laundry capsules and other household cleaning products, including via online messaging.**

*\* The actual wording (and appearance of) label warnings will depend in part on the origin of the liquid laundry capsule product. Product supplied from the EU market would most likely follow the AISE industry guidelines and, in keeping with the approach for the multilingual EU market, may include pictograms to reinforce the written warnings. Product supplied from the USA is likewise expected to follow approaches agreed in that market with the CPSC. When writing label or pack warnings for Australia, care is needed to avoid inconsistency or confusion with the mandatory Signal Headers used for Scheduled substances, as regulated under state and territory poisons laws. Accord can provide guidance.*

### ***Other information sources relating to the safety of liquid laundry capsules:***

- ACCC - [www.productsafety.gov.au/content/index.phtml/itemId/999447](http://www.productsafety.gov.au/content/index.phtml/itemId/999447) and [www.productsafety.gov.au/consumers/be-safe-around-the-home/use-products-inside-the-home-safely/chemical-and-poison-risks-for-children-in-the-home-guide](http://www.productsafety.gov.au/consumers/be-safe-around-the-home/use-products-inside-the-home-safely/chemical-and-poison-risks-for-children-in-the-home-guide)
- CPSC (USA) - [www.cpsc.gov/safety-education/safety-guides/containers-and-packaging/single-load-liquid-laundry-packets-toxic](http://www.cpsc.gov/safety-education/safety-guides/containers-and-packaging/single-load-liquid-laundry-packets-toxic)
- Accord - [www.accord.asn.au/sustainability/children-and-household-product-safety/](http://www.accord.asn.au/sustainability/children-and-household-product-safety/)
- AISE (Europe) - [www.aise.eu/priorities/safe-sustainable-use/keep-caps-from-kids/](http://www.aise.eu/priorities/safe-sustainable-use/keep-caps-from-kids/)
- ACI (USA) – [www.cleaninginstitute.org/liquidlaundrypacketsafety](http://www.cleaninginstitute.org/liquidlaundrypacketsafety)



## Safety Advice to Parents and Caregivers

To prevent exposure of children to the contents of liquid laundry capsules, the following steps should be followed:

- Do not let children handle the laundry capsules
- Keep liquid laundry capsules in their original pack
- Keep the pack containing the capsules closed and dry
- Store out of sight of children and well out of their reach
- Capsules quickly dissolve upon contact with water, wet hands, or saliva
- Ensure your hands are dry before using liquid laundry capsules, and wash and dry your hands after each use
- If the capsule or its contents are swallowed, or get in the eye:
  - immediately call the Poisons Information Centre on: **13 11 26**
  - if swallowed, rinse as much of the detergent as possible from the mouth
  - if detergent gets in the eye, flush the eye with clean water for at least 15 minutes and seek immediate medical attention

**Note: The contents of liquid laundry capsules are *highly concentrated and more hazardous* than traditional formats of laundry detergent.**

The European detergent association, AISE, has published a helpful consumer graphic illustrating the safe use and storage of liquid laundry capsules (see attached).

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**March 2026**



## How to use liquid laundry detergent capsules safely

Always keep caps from kids. You never know where their curiosity might lead them. Even if you told them not to touch capsules.

For more safe use advice visit:  
[www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu)

Store the pack on a high shelf or in a cupboard with a safety lock.

Always use the original packaging to store capsules.

Put the capsule directly into the washing machine and close the door immediately.

Never leave a capsule within children's reach.

Use with dry hands and close the pack properly.



Always keep capsules away from children.



Safety locks keep toddlers from exploring the wrong places



Keep away from children

Close the lid properly

Close the pack properly

Do not pierce, break or cut

Do not tear apart stuck capsules

Use with dry hands