

2015 LIQUID LAUNDRY PACKET SAFETY STANDARD

DELIVERING SIGNIFICANT IMPACT ON REDUCING CHILD ACCIDENTAL EXPOSURES



SAFETY STANDARD FEATURES



Warning Information



Safety Icons



First Aid Instructions



Bitter-tasting Film



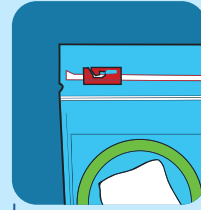
Delayed-dissolution Film



Squeeze-resistant Packet

LABEL FEATURES

PACKET FEATURES

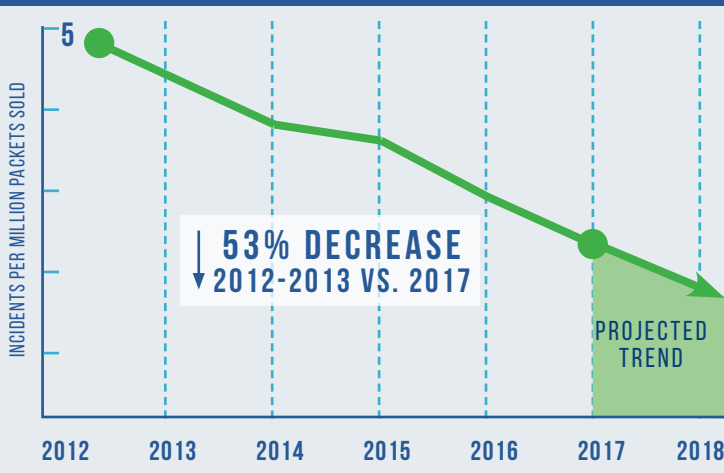


PACKAGE FEATURES

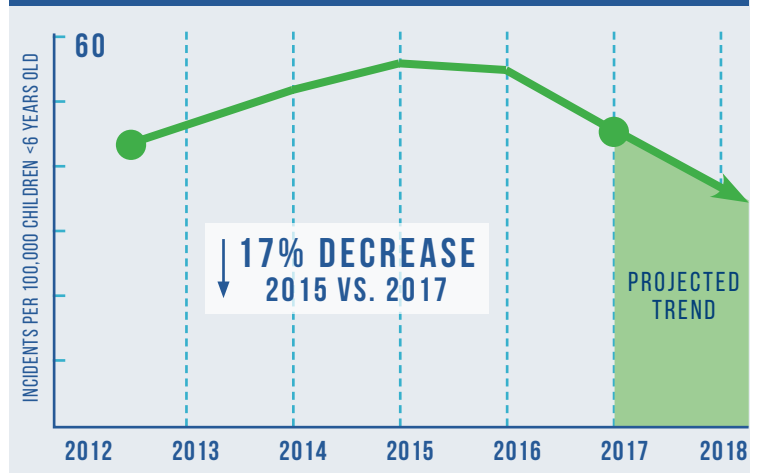


SUSTAINED DOWNWARD TREND OF ACCIDENTAL EXPOSURES

INCIDENT RATE (BY SALES) DECREASING SINCE 2012-2013



INCIDENT RATE (BY POPULATION) DECREASING SINCE 2015



WHEN ACCIDENTAL EXPOSURES HAPPEN, HEALTH IMPACT IS LOWER

		INCIDENT RATE (BY SALES) 2012-2013 VS. 2017	INCIDENT RATE (BY POPULATION) 2012-2013 VS. 2017
ACCIDENTS TREATED AT A HEALTH CARE FACILITY	DECLINED	62%	15%
HEALTH CARE FACILITY ADMISSIONS	DECLINED	80%	54%
MAJOR ACCIDENTS	DECLINED	86%	70%



FOR MORE INFORMATION ON THE SAFE STORAGE OF LIQUID LAUNDRY PACKETS, VISIT WWW.PACKETSUP.COM



2012-2013 data refers to data from the baseline period of study from July 2012 through June 2013. 2012-2017 data sourced from Rocky Mountain Poison and Drug Center analysis of the American Association of Poison Control Centers (AAPCC) National Poison Data System (NPDS) as reported through ASTM International's Subcommittee on Liquid Laundry Packets (F15.71). Sales-adjusted rates are number of accidents involving children <6 years old per 1,000,000 packets sold; population-adjusted rates are number of accidents of children <6 years old per 100,000 children < 6 years old. Projected trend based on ACI analysis of AAPCC 2018 data. Calculations for sales-adjusted rates based in part on data reported by Nielsen, through its Strategic Planner Service for the Liquid Laundry Packets category for four-week periods from July 2012 through December 2017 for the Total U.S. market for Nielsen's Expanded All Outlets Combined channel, which includes Food, Drug, Mass Merchandise, Club, Dollar and Military/Deca. Conclusions drawn from use of the Nielsen data do not reflect the views of Nielsen.