Healthy Choices, Healthy Living

The Personal Care and Household Products Industry
Executive Summary

The Grocery Manufacturers Association (GMA) is composed of more than 300 leading food, beverage and consumer products companies which produce high-quality, safe products through a strong and ongoing commitment to scientific research, testing and evaluation.

The personal care and household products made by GMA member companies help people make healthy choices and enrich our everyday lives. These products are a vital part of the everyday lives of families. They make life easier, keep people healthier and keep their clothes, homes, schools, and places of work and play safe and clean.

GMA member companies are continually innovating to develop and refine affordable, top-quality consumer product for consumers around the world.

Quality and Safe Products — The quality and safety of the products that people rely on is the paramount concern of GMA members. There is no compromise on this point. GMA members spend more than $3.87 billion annually on research and development. They employ more than 10,000 science professionals dedicated to ensuring that their products are safe and efficacious when used as directed.

Continually Innovating — GMA member companies continually utilize technology and science to innovate high-quality products to make them more effective and sustainable. They also provide many new options with important consumer and environmental benefits. New products — from grease-cutting dish soap to more absorbent diapers to stronger trash bags — make our lives easier.

Based on Science — Sound science is the foundation for each product produced by GMA member companies. Every product is designed and crafted by teams of well-trained and experienced scientists who ensure each ingredient, each mixture, and each product undergoes rigorous pre-market scientific assessments before entering the market. The same high standards and reliance on science are part of work to reformulate and improve products.

Strong Corporate Citizens Working for a Better World — GMA member companies are committed to better communities and a better world. They support programs and projects with donated products to help disaster victims. In addition, these companies are innovating to reduce the impact on the environment from novel packaging that results in less waste to reformulated products that provide the same benefits but require less packaging, less water and less electricity.

Partner with Government to Protect Consumers — GMA and its members are actively engaged with government policymakers and regulators, working toward the common goal of safe and effective products for consumers. The personal care and household products industry is a willing partner and solution provider, believing that everyone benefits when the public and private sectors exchange useful information and expertise.
The Grocery Manufacturers Association (GMA) is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe.

Based in Washington, D.C., GMA’s member organizations include internationally recognized brands as well as steadily growing, localized brands.

Founded in 1908, GMA is an active, vocal advocate for its member companies and a trusted source of information about the industry and the products consumers rely on and enjoy every day. The association and its member companies are committed to meeting the needs of consumers through product innovation, responsible business practices and effective public policy solutions developed through a genuine partnership with policymakers and other stakeholders.

In keeping with our founding principles, GMA helps its members produce safe products through a strong and ongoing commitment to scientific research, testing and evaluation. We ensure that our members have the very best and latest scientific knowledge available so they can provide consumers with the products, tools and information to make healthy choices and achieve healthy living.

A vital role of GMA is to serve as a central resource for our members, providing industry model practices and a means for collaboration between members, retailers and service providers on important challenges and opportunities facing the industry.
The Grocery Manufacturers Association’s (GMA) personal care and household product member companies use their expertise and resources to enhance the lives of billions of people around the world.

GMA personal care and household product member companies help consumers make healthy choices and achieve healthy living. Together, they own more than 330 brands sold throughout North America. Across those brands, GMA members produce more than 28,400 distinct items, or SKUs.

With North American sales of more than $79 billion annually, GMA members are leaders in the personal care and household products market.
The personal care and household products made by GMA member companies help people make healthy choices and enrich our everyday lives. They make life easier and more enjoyable, and they keep us healthy. The ensure that our clothes, bodies, homes, schools, and places of work and play are safe and clean.

We depend on personal care products every day. These are products that help us clean and protect our bodies. Products like soap, shampoo, toothpaste, cosmetics, and sunscreen have tangible physical and psychological benefits and improve our general health and wellbeing.

We rely on household products to keep our clothes and our homes safe and clean. Among these are products that kill germs that make us sick, reduce allergens in our homes, control disease-carrying pests, and provide nutrition that helps keep us healthy.

GMA members are always innovating. New products — from grease-cutting dish soap to more absorbent diapers to stronger trash bags — make our lives easier.
The personal care and household products industry has a long-standing commitment to bringing safe and effective products to market.

GMA personal care and household products members commit tremendous amounts of financial and human capital to bring their products to market. GMA members spend more than $3.87 billion annually on research and development. Together, they employ more than 10,000 science professionals dedicated to ensuring that their products are safe and efficacious when used as directed.

GMA members are committed to the quality and the safety of their products. Every product is particularly designed for its intended purpose and is carefully crafted by teams of well-trained and experienced scientists. These world class professionals — experts in analytical chemistry, environmental science, molecular biology, toxicology, genomics and even entomology — are charged with ensuring each ingredient, each mixture, and each product undergoes rigorous pre-market scientific assessments before they enter the market.

GMA members are continually innovating. Product assessments and reviews do not stop once a product is on the shelves. GMA member science professionals regularly review products, looking to new information regarding the safety and efficacy of ingredients or their impact on the environment and answering the questions that consumers raise about ingredients. GMA members are constantly reformulating products to make them more effective, more sustainable, and to provide new options for consumers.

Personal care and household products and their ingredients are subject to rigorous external review. The Environmental Protection Agency (EPA) reviews ingredients in cleaning products. Over-the-counter drugs and cosmetics fall under the jurisdiction of the Food and Drug Administration (FDA). The Consumer Products Safety Commission (CPSC) reviews and regulates more than 15,000 consumer products. GMA members support ensuring that these agencies have strong, credible systems of review so that consumers hear an additional voice confirming that the products they rely on are safe when used as directed.
As part of their commitment to help consumers live healthier lives, GMA’s personal care and household products members work hard to have a positive social impact that goes far beyond the benefits of their products.

GMA members donate more than $71 million worth of their products each year. GMA members partner with national charitable organizations to distribute products to those that need them most, and with local organizations to share inventory in the communities where they operate and in response to emergencies.

Many members have their own charitable foundations that partner with community organizations and national charities to improve consumers’ everyday lives. GMA members and their employees donate millions to charities of all kinds, from food banks to health and wellness organizations.

In addition to financial and product support, GMA member companies encourage their employees to volunteer in their communities. It is estimated that GMA member company employees donate hundreds of thousands of volunteer hours annually.

Examples of GMA member achievements to illustrate the broad range of activities to improve health and well-being:

- **The Clorox Safe Water Project** helps provide safe drinking water to rural communities in northern Peru. Partnering with a local NGO, Clorox installed public dispensers filled with a diluted solution of bleach (sodium hypochlorite) that kills more than 99 percent of the viruses and bacteria commonly found in untreated water for up to 48 hours. By July of 2015, Clorox expects this program will provide the equivalent of 400,000 liters of clean water per day to 25,000 people.

- **Colgate-Palmolive’s Bright Smiles, Bright Futures program** of free dental screenings, supplies and oral health education for children has reached more than 750 million children in 80 countries around the world.

- **DuPont’s Clear Into The Future program** supports community involvement in protecting, rehabilitating and enhancing scientific knowledge of the Delaware Estuary and Watershed.

- **Georgia-Pacific has established the GP Bucket Brigade**, a fire education and firefighter equipment program that aims to enhance our communities by keeping them safer. The company provides school children with fire safety training and provides firefighters and rescuers with vital “turn-out gear” including helmets, boots, gloves, fireproof coats and pants.

- **The L’Oréal Foundation’s “For Women in Science” program** has been running since 1998 in partnership with UNESCO in 106 countries. The L’Oréal Foundation promotes the role of women in scientific research and encourages them to choose science vocations. It is also promotes scientific education by supporting major exhibitions or joint ventures.

- **The P&G Children’s Safe Drinking Water Program**, which provides packets of a powdered mixture that can purify potentially deadly water, has delivered over eight billion liters of clean drinking water and saved more than 45,000 lives since its inception in 2004.
• RB has joined forces with Save the Children to fight severe intestinal illnesses caused by poor home environments and inadequate personal hygiene. With technical know-how, money, marketing, and a low cost “de-germer,” the program helps prevent children under the age of five from dying from diarrhea.

• SC Johnson has tackled the public health threat of dengue with innovative programs that include educational materials, repellent sampling and spraying in areas experiencing outbreaks. For example, for more than a decade, SC Johnson Philippines’ IWAS Dengue program has reached about 100,000 families annually with dengue-prevention information, free spraying in outbreak areas and insect repellent sampling. Additionally, in recent years, grassroots activation programs in Brazil, Malaysia and Indonesia were expanded to provide educational programs in schools.

• Sun Products partners with and supports Feeding America, local food banks and charitable organizations with the donation of detergent – a much needed essential that is often overlooked.

• The Unilever Foundation, as part of their commitment to help more than a billion people take action to improve their health and well-being, has reached more than 303 million people through their global programs on hand washing, safe drinking water, oral health and self-esteem.
GMA member companies are always innovating so that consumers can do more with less, and that includes less impact on the environment. These innovations take many forms, from novel packaging that results in less waste to reformulated products that provide the same benefits but require less packaging, less water and less electricity.

GMA members have also been working hard to reduce the overall environmental footprint of their businesses. Through research, following best practices, and working with non-governmental organizations dedicated to sustainability, GMA members have made great strides in ensuring that their businesses leave a lighter footprint.

- **Greenhouse Gases** — GMA members are working to reduce emissions of CO2 from plants and distribution centers. They are increasingly using energy-efficient vehicles and reducing truck mileage through improved logistics and alternative transport options. Some GMA members have put a new focus on audio and videoconferencing to reduce travel.

- **Energy Consumption** — GMA members are working to reduce overall energy consumption through installing efficient lighting and performing energy audits at facilities, as well as investing in renewable energy sources.

- **Water Consumption** — GMA members are building water recycling infrastructure and rolling out new water conservation practices.

- **Waste** — GMA members are reducing waste or achieving zero solid waste to landfill by building recycling infrastructures and contracting with third party recyclers.

- **Supply Chain** — GMA members are working to ensure their suppliers are using sustainable sources for their ingredients and packaging to prevent deforestation and unfair labor practices. For example, many GMA members have committed to sourcing 100% of their palm oil from sustainable sources.

- **Consumer Education** — GMA members know that small changes can make a large aggregate difference, and so they provide information about the most efficient ways to use their products to inspire consumers to make those small changes in their everyday lives.
GMA and its members have been and will continue to be a resource of scientifically credible information and an engaged partner with policymakers. The personal care and household products industry is a willing partner and solution provider, and when the public and private sectors exchange useful information and experience, everyone benefits. Partnerships that leverage the decades of robust research and resulting leading-edge scientific insights by GMA members can help better inform policymakers in what is a mutual goal of benefiting consumers.