

INDUSTRY WELCOMES THE REVISION OF THE DETERGENTS REGULATION

A.I.S.E. Press Release

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Sound legislation is essential to protect EU citizens and the environment. Regulation (EC) No 648/2004 on detergents, in place since 2005, provides a high level of protection for human health and the environment in addition to a well-functioning Single Market.

A.I.S.E. supports the [proposed revision of the regulation](#) to simplify labelling and to remove redundancies and inconsistencies with other EU chemicals legislation, such as the Classification, Labelling and Packaging (CLP) Regulation. This process presents a valuable opportunity to streamline and strengthen the regulatory framework while preserving its core objectives.

“The Commission proposal will improve what is already a well-functioning piece of European legislation, but it falls short when it comes to harnessing the full potential of digital labelling”.
Susanne Zänker, A.I.S.E. Director General.

The proposal facilitates refill sales that can reduce environmental impact and packaging waste. Nevertheless, we believe that the European Commission could have been more ambitious on digital labelling and that the proposal is a missed opportunity to improve information communicated to consumers/end users. Digital labelling can be harnessed to simplify on-pack labels, improving the experience for the end users, while relevant information on safe and sustainable use remains on pack. Our [independent research](#) confirms that consumers prefer simpler, clearer more effective safety information.

The introduction of prescriptive requirements for microbial cleaners via the Detergents Regulation risks hampering innovation and ignores the framework already developed by industry to allow for appropriate risk management of microbial ingredients, with the aim to help avoid unacceptable risks to users. Furthermore, the proposed category is already covered by a range of EU legislation, which ensures the safety of users and the environment.¹

A.I.S.E. is committed to working with the EU institutions to ensure that the revised regulation continues to secure a high level of protection to human health and the environment whilst allowing innovation and growth in the industry.

About A.I.S.E.

A.I.S.E. has been the voice of the soaps, detergents, and maintenance products industry to EU regulators in Brussels for more than 70 years. Membership consists of 29 national associations across Europe, 17 corporate members and 15 value chain partners. A.I.S.E. represents over 900 companies directly employing 95 000 and 360 000 through the value chain.

¹ [Regulation \(EU\) No 528/2012 of the European Parliament and of the Council of 22 May 2012 concerning the making available on the market and use of biocidal products.](#)
[Directive 2001/95/EC of the European Parliament and of the Council of 3 December 2001 on general product safety](#)



A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety, and safe use of products by consumers and professional customers. A.I.S.E.'s first voluntary sustainability initiative was launched in 1997. The A.I.S.E. Code of Good Environmental Practice focused on reducing the environmental impact of household detergents. Since then A.I.S.E.'s [Charter for Sustainable Cleaning](#) has become a landmark industry standard, helping customers to make more sustainable choices when shopping for cleaning products and detergents.

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