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# Cleanco

## Annual Media Analysis Report

### JANUARY-DECEMBER 2023

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JANUARY-DECEMBER 2023

# KEY PERFORMANCE INDICATORS (KPI)

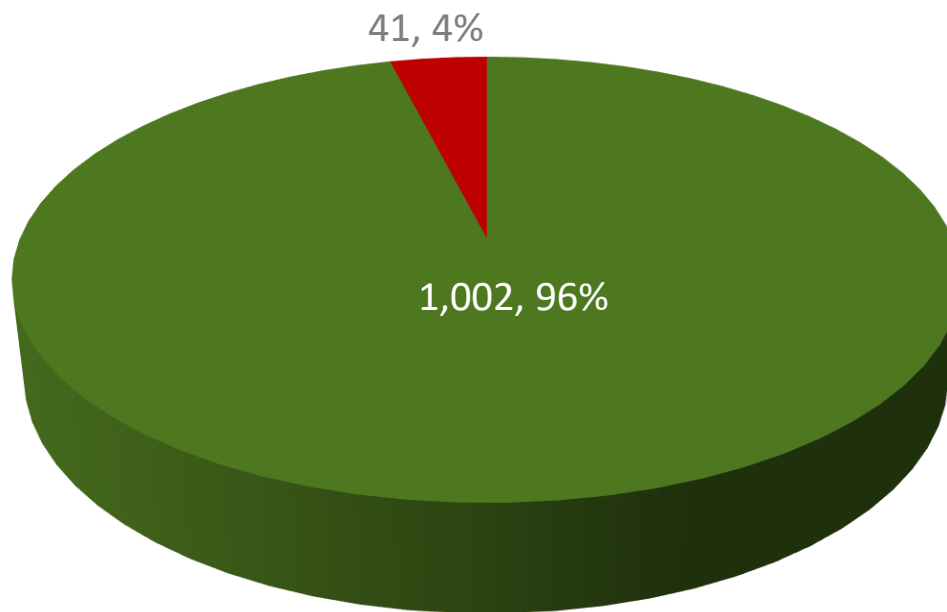
# Key Performance Indicators (KPI)

Out of 1,043 news articles, approximately 771 million gross media impressions were generated. The media sentiment was overwhelmingly positive at 93%, with a minor 7% being unfavorable.

Indicator	2023	2022	2021	2020
Total Stories	1,043	3,415	1,433	3,065
Total Impressions	770,609,674	2,028,610,904	727,712,733	2,050,920,226
% Positive Impressions	93%	99.54%	100.0%	99.95%
% Unfavorable Impressions	7%	0.0%	0.003%	.05%
% Articles with Key Messages	40.08%	88.58%	73.97%	24.86%

# KPI: Frequency by Sentiment

Cleanco's approach to laundry packet safety was positively highlighted in 433 articles. On the other hand, their financial backing of TERA and research by Michael Dourson faced negative perceptions in 37 out of 41 news pieces.



Total Stories: 1,043

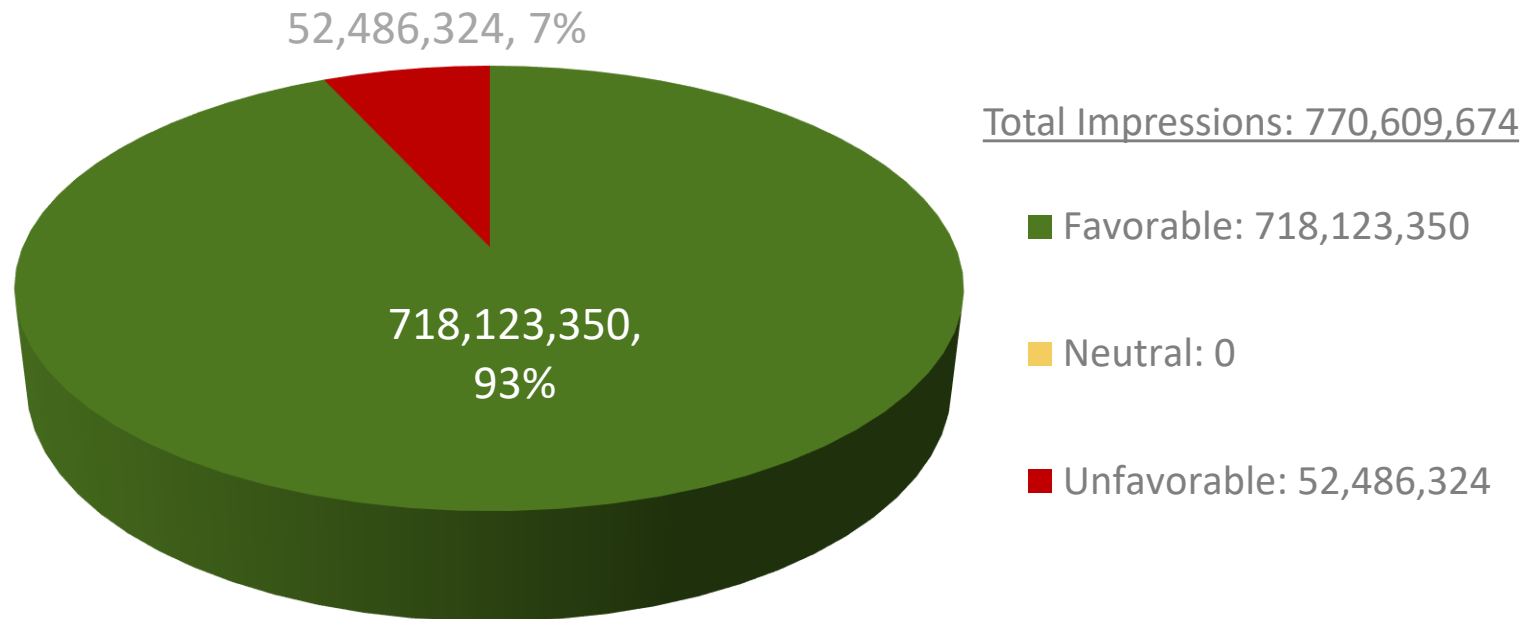
■ Favorable: 1,002

■ Neutral: 0

■ Unfavorable: 41

# KPI: Tone by Impressions

In 2023, the cumulative impressions stood at 770.6M, a decline from over 2.0B in 2022.



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JANUARY-DECEMBER 2023

# EXECUTIVE SUMMARY

# Executive Summary

## Overview

In 2023, Cleanco witnessed a marked reduction in media exposure, with gross impressions plummeting by 62% to 771 million and news coverage decreasing by 69% to a total of 1,043 articles.

## Key Insights

The subject of laundry packets, which had previously been a focal point in media discussions about Cleanco, garnered less attention this year. This decreased interest is evident in Cleanco's diminished performance in key metrics. A significant 96% of the total news pieces (equivalent to 1,002 articles) portrayed Cleanco in a favorable light, accounting for 718.1 million impressions. A mere 4% (or 41 articles) were critical, resulting in 52.5 million impressions. The primary concerns highlighted in these articles were the Senate hearing of Trump's nominee, Michael Dourson from Cincinnati, which alone was covered in 37 articles accumulating over 718 million impression and the listing of E.P.A.'s top ten toxic threats, which was discussed in 4 articles, gathering over 52 million impressions.

Cleanco's message outreach experienced a downturn in 2023. There was a 55% year-over-year decline, tallying up to 498 mentions. These mentions translated to around 327.8 million media impressions. Cleanco's standout message emphasized its authority as a reliable source for insights on cleaning and hygiene products. This narrative alone resonated widely, capturing over 241 million impressions spread across 274 news articles.

While Cleanco faced a setback in media attention and messaging in 2023, the silver lining remains the company's predominantly positive media sentiment. Moreover, Cleanco's position as a trusted voice in the cleaning and hygiene domain remains unshaken, as evidenced by the widespread media recognition of their key message.



# Executive Summary, Cont'd.

## Major Themes in 2023

Throughout the past year, the discourse was largely dominated by topics such as laundry packets, dishwashing and household cleaning, chemical regulation, and sustainability/environmental concerns.

### Laundry Packets

In February, laundry detergent packets took center stage in media discussions, primarily due to concerns over eye injuries caused by these pods. This specific topic accounted for a significant chunk of Cleanco's media coverage that month, with 314 news articles and 220.4M impressions. By June, the narrative shifted as journalists highlighted a "new pod danger." Simultaneously, a Consumer Reports study emerged, suggesting laundry detergent packets pose risks to children and adults with Alzheimer's or dementia. Cleanco's rebuttal was also widely cited, emphasizing the importance of keeping laundry packets—and indeed, all cleaning products—away from young children and securely stored away from adults with Alzheimer's or other forms of dementia.

### Dishwashing and Household Cleaning

In 2023, Cleanco secured a media footprint of nearly 93.5M impressions across 133 articles centered on dishwashing and household cleaning. The standout headline in this category was "5 Helpful Hints for a Clean and Clutter-free Home."

# Executive Summary, Cont'd.

## **Continued Major Themes**

### Chemical Regulation & Environmental Sustainability

Chemical regulation emerged as a focal point, generating 126 articles and capturing 48.6M impressions. A standout piece was Deidre Shesgreen's September 13 article, which cast a spotlight on Trump's EPA nominee and the intense scrutiny he faced over ties to the chemical sector. This narrative not only punctuated discussions on regulation but also resonated within the sustainability and environment sector. The momentum from these stories culminated in a significant inflection point in September, represented by the collective 110 articles and almost 31.2M impressions.

### Key Media Outlets & Designated Market Areas (DMA)

Digital channels continued their dominance in 2023, much like in prior years. Web-based news platforms were attributed with a staggering 713.1M impressions (93%) and comprised 601 articles (58%).

### Major Media Highlights

Volume-wise, Happi online emerged as a primary source for Cleanco-centric content, accounting for 59 articles and 183,313 impressions. HAPPI's Household & Personal Products Industry segment followed suit with 25 articles and 405,916 impressions. Contributions from Consumer Reports added a substantial 22,340,395 impressions through just eight articles. Other noteworthy media channels featuring Cleanco-related content included the Detroit Free Press, FOX News, Orlando Sentinel, USA Today, and the Washington Post. Notably, no wire services circulated articles related to Cleanco in 2023.

# Executive Summary, Cont'd.

## **Key Media Outlets & Market Focus (DMA)**

### Major Media Highlights:

Yahoo! News online stood out by delivering the highest number of impressions from a single news platform, amassing a total of 205,059,406 impressions. Meanwhile, MSN Latino contributed notably with two articles, bringing in an additional 53,547,200 impressions. Notably, even though these articles were penned in Spanish, their messages were clear: one emphasized the life-saving importance of thorough handwashing, while the other warned of the potential dangers laundry pods pose to individuals with dementia.

### DMA Insights:

In a shift from previous trends, Los Angeles surpassed New York to become the leading DMA in 2023, recording 18 articles and 383,161 impressions. Minneapolis-Saint Paul, MN, took the second spot, producing 14 articles that garnered 56,491 audience impressions, primarily from local news sources.

# Executive Summary, Cont'd.

## Conclusion and Insights

Throughout our examination of Cleanco's media performance and messaging strategy in 2023, several vital insights have come to the fore:

**Media Exposure Shift:** Cleanco saw a notable shift in its media attention in 2023. While the overall media visibility and messaging experienced a decline, the topic of laundry packets still managed to dominate discussions, overshadowing other subjects by a 3:1 ratio. However, it's worth noting that even though laundry packets remained a central topic, the intensity and volume of the coverage were less compared to previous years.

**Digital Dominance:** The Web emerged as the paramount platform for disseminating news about Cleanco, overshadowing all other media channels. Representing more than 90% of the total audience, this trend underscores the growing importance and influence of online media strategies for brands.

**Key Messages:** One of Cleanco's standout narratives was its positioning as a trusted authority on the use of cleaning and hygiene products. This message played a pivotal role in the company's overall media impressions, underscoring the success of this particular narrative.

**Regional Shifts:** On the geographic front, Los Angeles ascended as a new media hub for Cleanco, surpassing traditional frontrunners like New York in terms of media impressions.

**Sentiment Analysis:** Despite the shifting media landscape and evolving discussions, the sentiment towards Cleanco remained overwhelmingly positive. Even when faced with negative coverage, Cleanco's proactive messaging seemed to effectively manage and sometimes counteract potential reputational challenges.

In summary, while 2023 presented its set of challenges for Cleanco, the company's strong messaging strategy and dominant digital presence ensured it remained at the forefront of media conversations. These insights provide a roadmap for Cleanco's future media and public relations endeavors.

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JANUARY-DECEMBER 2023

# PERFORMANCE OVER TIME

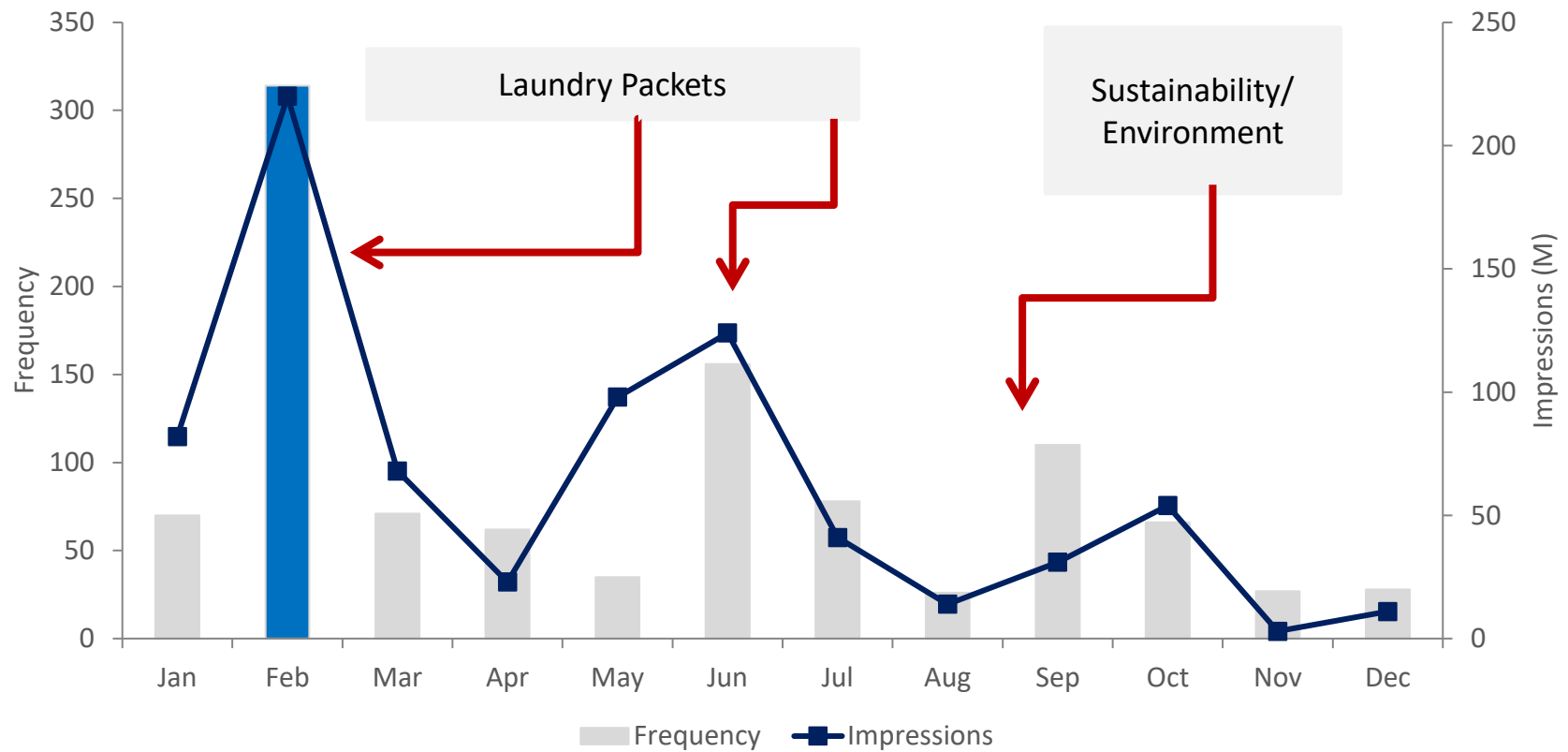
# Statistical Summary by Month

In February, discussions were primarily centered around eye injuries caused by laundry detergent pods.

Totals:	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Articles	70	314	71	62	35	156	78	26	110	66	27	28
Impressions (in millions)	82	220	68	23	98	124	41	14	31	54	3	11
% Favorable Impressions	100 %	100 %	100 %	100 %	100%	100%	100%	100 %	100 %	3.09 %	98.82 %	100%
% Neutral Impressions	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% Unfavorable Impressions	0%	0%	0%	0%	0%	0%	0%	0%	0%	96.9 %	1.18%	0%
% Articles w/ Key Message	63 %	29 %	41 %	37 %	37 %	43 %	37 %	31 %	31 %	74%	59 %	50 %

# Frequency & Impressions by Month

Laundry detergent pods were the big story in 2023.



# Statistical Summary by Year

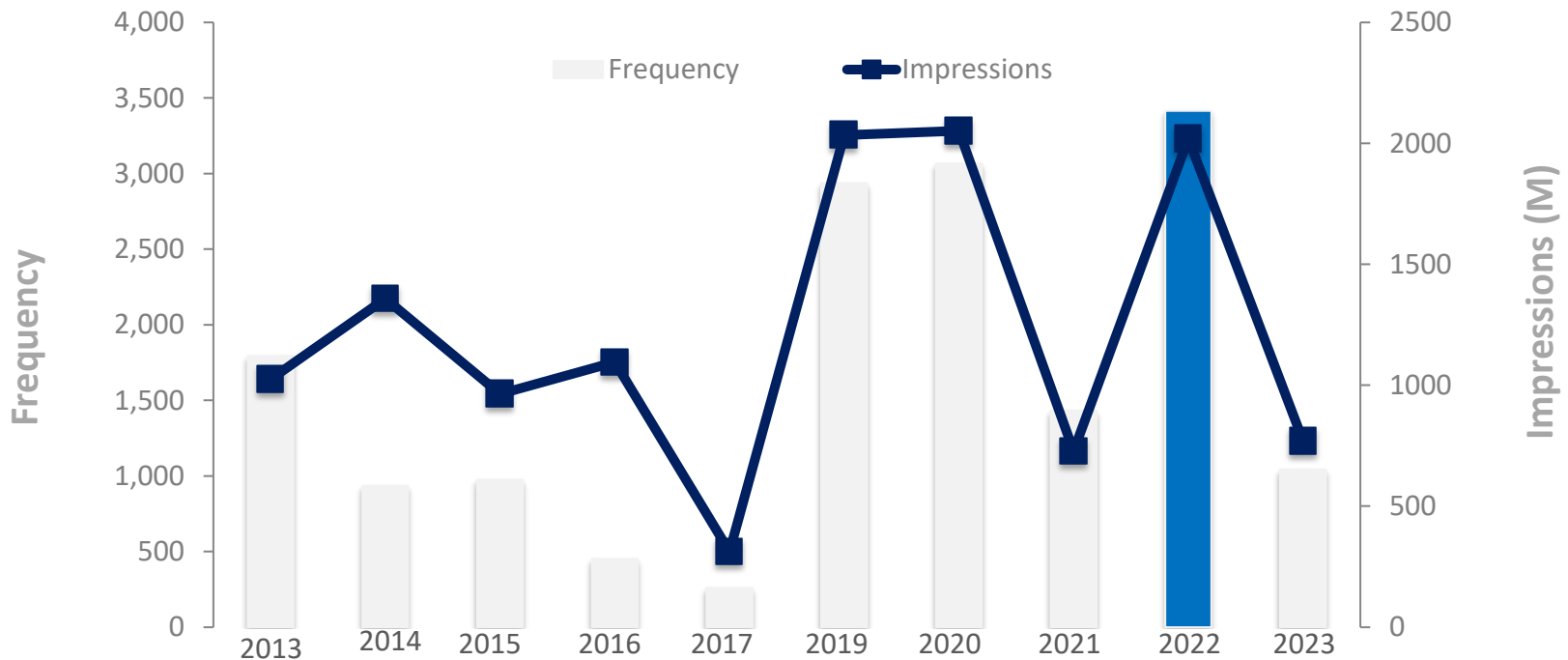
Nationally, 2023 saw a review of 1,043 stories, marking a 70% decrease, and 770.6M impressions, indicating a 62% decline. Notably, key messages were featured in 40.08% of these stories.

<b>Totals:</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2017</b>	<b>2016</b>	<b>2009</b>
Articles	1,043	3,415	1,433	3,065	2,936	258	451	975
Impressions (in millions)	770.6	2,028.6	7.27	2,050.9	2,033.7	312.0	1095.3	963.8
% Positive Impressions	93.19	100%	100.0%	99.95%	99%	61%	97%	48%
% Negative Impressions	6.81%	0.0%	0.0%	.05%	1%	0%	0%	0%
% Articles w/ Key Message	40.08%	138%	73.97%	24.86%	65%	80%	95%	98%



# Frequency & Impressions by Year

In 2023, Cleanco's performance in key benchmark indicators, specifically volume and reach, saw a downturn.



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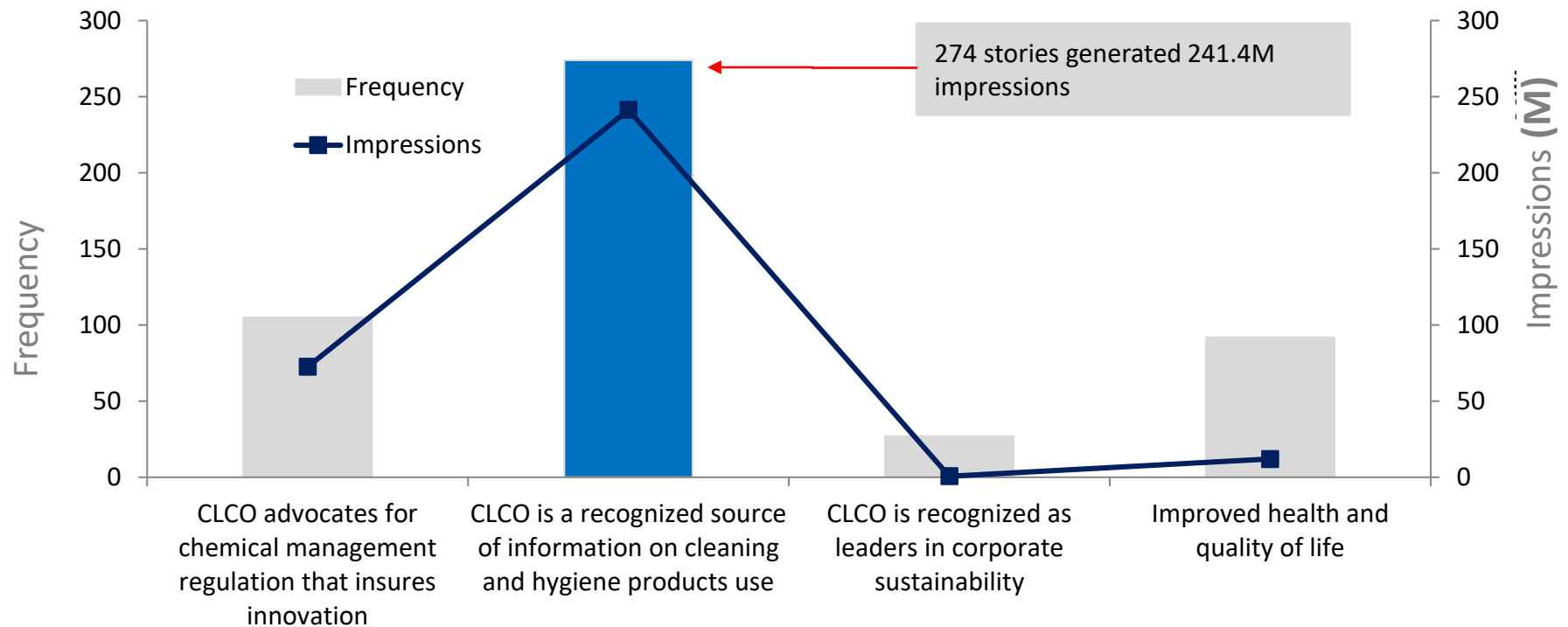


JANUARY-DECEMBER 2023

# MESSAGES & SUBJECTS

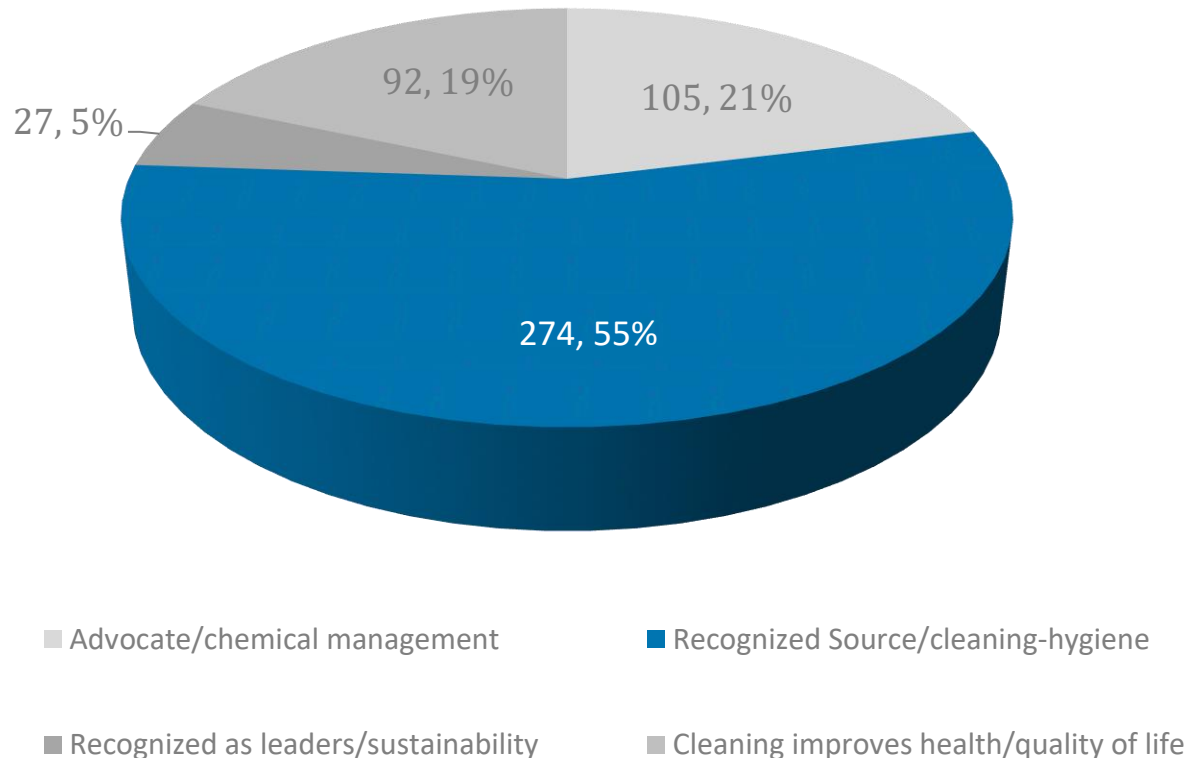
# Frequency & Impressions by Key Message

In 2023, the leading message was that Cleanco stands as a trusted authority on the use of cleaning and hygiene products.



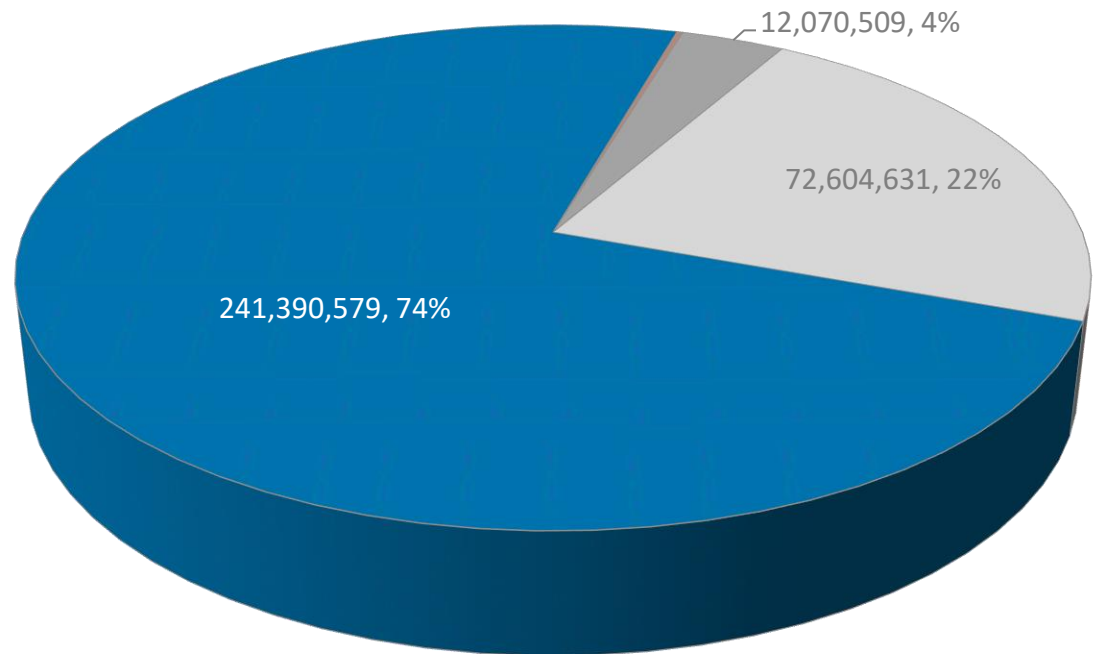
# Share of Frequency by Key Message

The message "Cleanco is a trusted authority on the use of cleaning and hygiene products" accounted for over half of the key message communications.



# Share of Impressions by Key Message

The leading message accounted for almost 75% of Cleanco's overall message impressions.



□ Advocate/chemical management

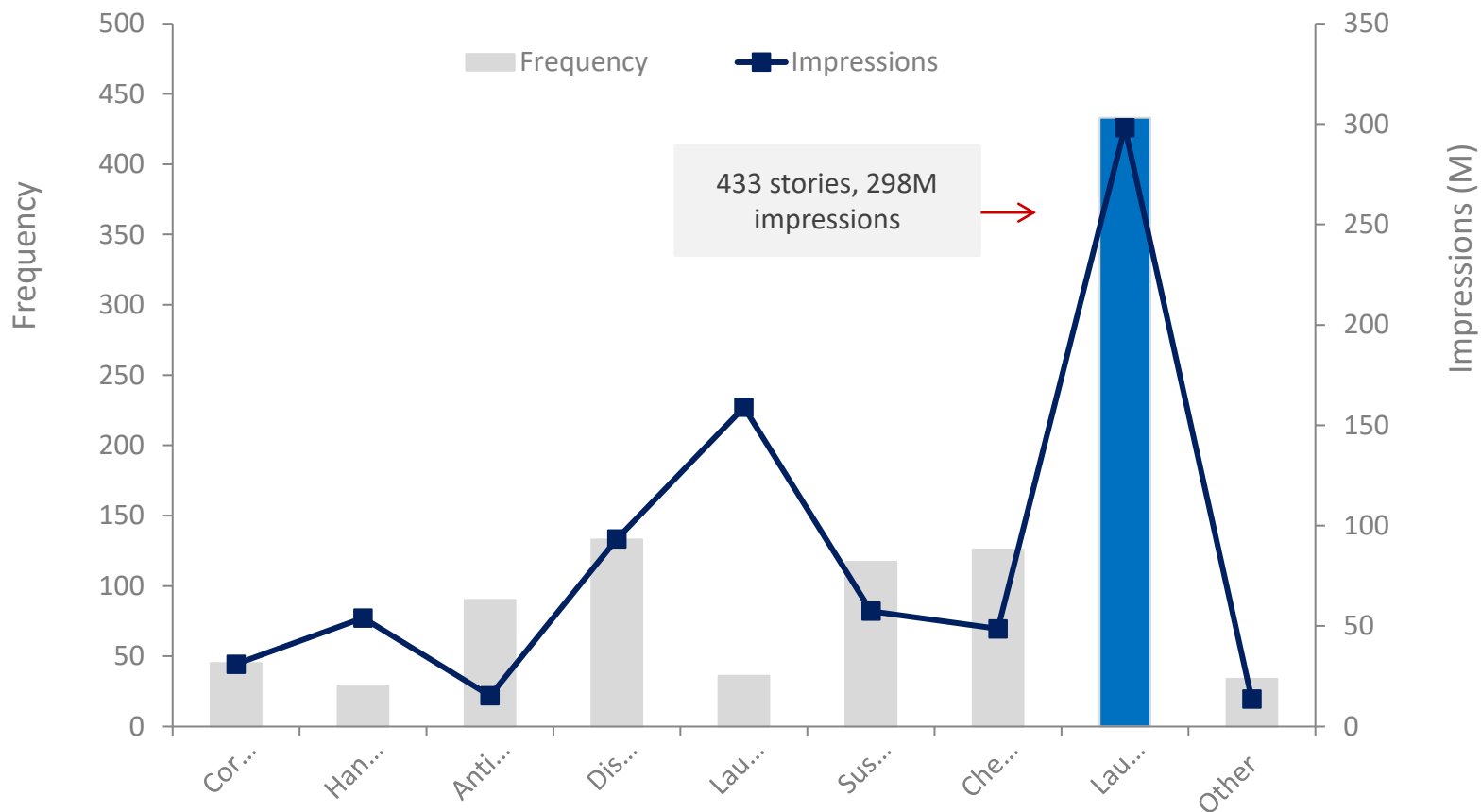
■ Recognized source/cleaning-hygiene

■ Recognized as leaders/sustainability

■ Improved health/quality of life

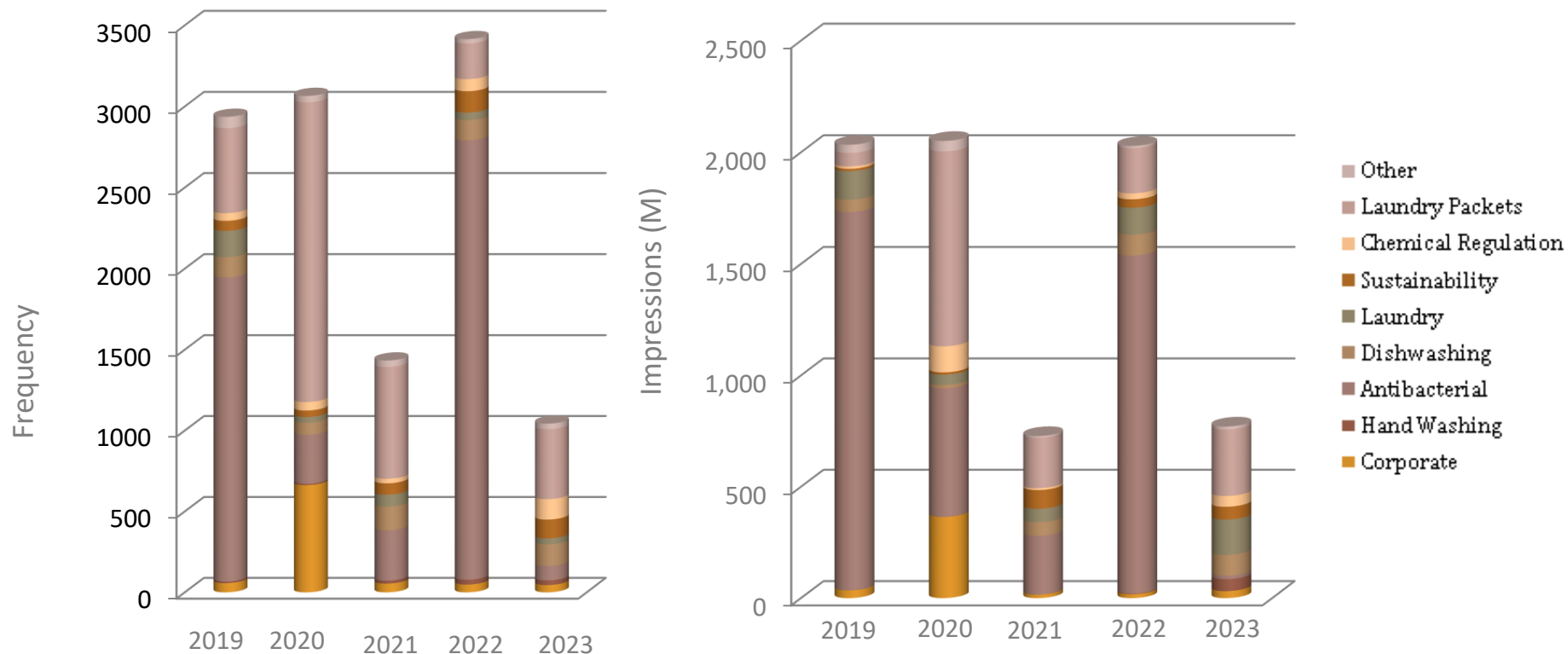
# Frequency & Impressions by Subject

Stories about laundry packets surpassed other topics by a ratio of over 3 to 1.



# Frequency & Impression Contributions by Subject

In 2023, Cleanco's major story attracted less media attention compared to past years.





JANUARY-DECEMBER 2023

# Top Media & DMA



# Top Media by Frequency

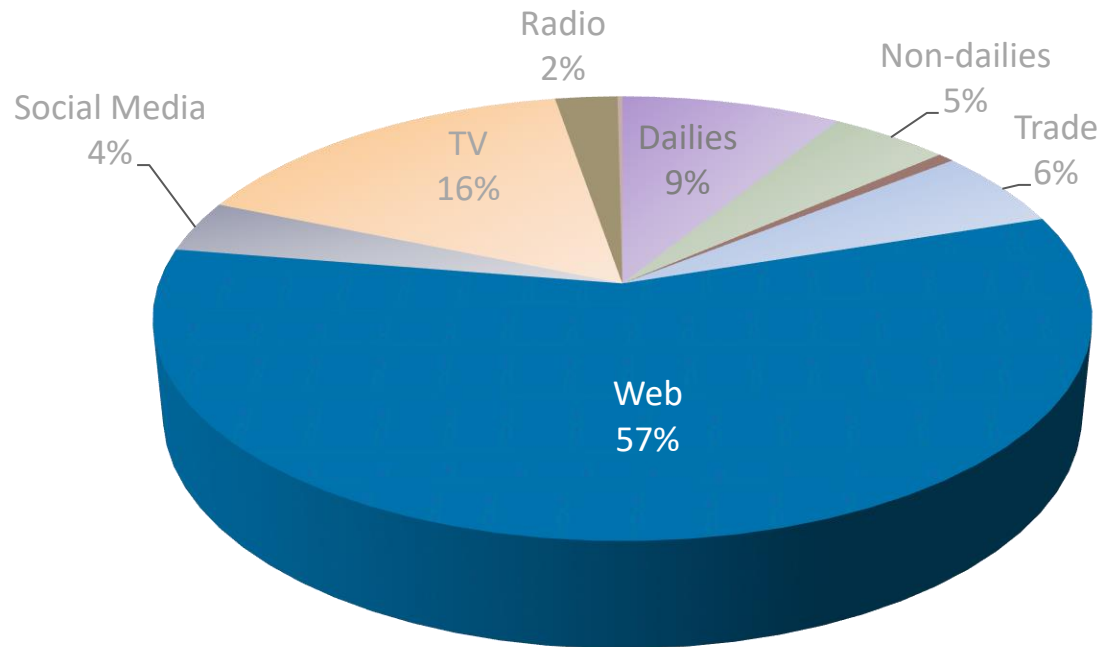
Top Media by Frequency	Frequency	Impressions
HAPPI (www)	59	183,313
HAPPI Household & Personal Products Industry	25	405,916
Spray Technology & Marketing	9	54,900
Consumer Reports (www)	8	22,340,395
KPCC 89.3	8	105,400
Hillsdale Daily News (www)	7	58,284
KXJZ 88.9 FM	7	79,500
Building Services Management (www)	6	2,790
Bloomberg BNA (www)	5	677,874
High Beam Research (www)	5	466,251

# Top Media by Impressions

Top Media	Impressions	Frequency
Yahoo! News (www)	205,059,406	5
MSN Latino (www)	107,094,400	2
FOX News.com (www)	44,975,723	2
USA Today (www)	33,031,284	2
Today (www)	27,480,498	4
New York Times (www)	26,168,345	1
CNN Interactive (www)	24,678,659	1
Washington Post (www)	22,388,559	1
Consumer Reports (www)	22,340,395	8
Couture Bowl (www)	22,089,904	1

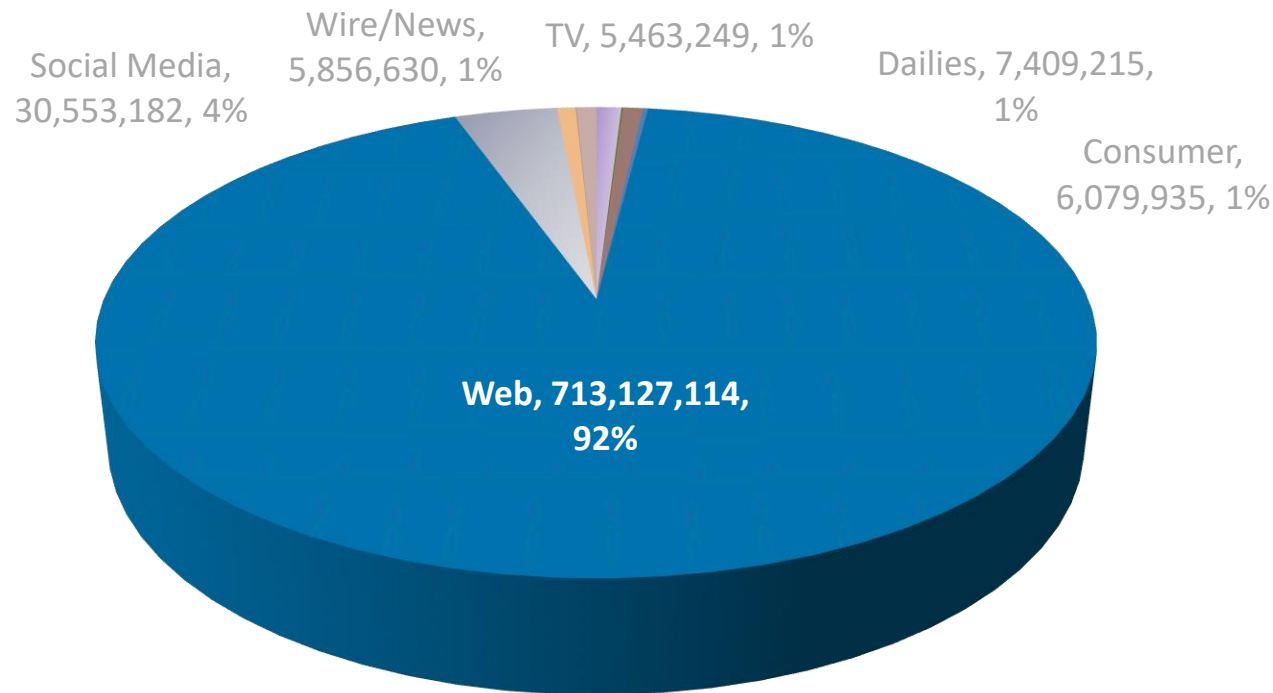
# Share of Frequency by Media Type

The Web stood unrivaled as the primary channel for news and information about Cleanco, with no other media platform coming close in reach.



# Share of Impressions by Media Type

The Web accounted for more than 90% of the total audience reach.



# Statistical Summary By DMA

Top DMAs	Frequency	Impressions
Los Angeles, CA	18	383,161
Minneapolis-Saint Paul, MN	14	56,491
New York, NY	12	2,564,269
Sacramento-Stockton-Modesto, CA	11	228,635
Lansing, MI	10	72,392
Washington, DC	9	3,159,184
San Diego, CA	9	352,797
Cincinnati, OH	6	600,260
Dayton, OH	6	266,701
Atlanta, GA	5	31,455

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# SIGNIFICANT STORIES

# Significant Stories



CIRCULATION: 41,312,074

## How to Get the Most From Your Self-Cleaning Oven

Consumer Reports January 9, 2017



cleaning.

Tara Casaregola, an engineer, tests all of these options for Consumer Reports with the help of a technician. They gauge how well an oven's self-cleaning feature removes a baked-on mix of eggs, lard, cherry-pie filling, cheese, tomato purée, and tapioca. As our [range ratings](#) show, the scores vary widely. Some ovens were spotless, earning an Excellent score in oven cleaning, while others were a mess, scoring a Fair or even a Poor.

### Oven-Cleaning Options

Manual-clean ovens are still available, and it's not just cheaper ranges, such as the [Frigidaire FFGF3017W](#), \$550, gas range that have one. Some pro-style ranges, such as the [Thermador PRG304GH](#), \$4,100, and the [Wolf GR304](#), \$4,900, lack a self-cleaning function. Our [range and wall-oven ratings](#) tell you whether a model has the self-cleaning feature and how it performed. Here's a look at how the different self-cleaning methods did in our tests.

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15400](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15400)

# Significant Stories



CIRCULATION: 22,388,559

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15422](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15422)

Washington (DC) Post

01/22/2017

"Washington-area appointments and promotions for Jan. 23 • The Washington Post"

Audience: 22,388,559

Source Website: [www.washingtonpost.com](http://www.washingtonpost.com)

washingtonpost.com 1996-2017 The Washington Post

By Aaron Gregg By Aaron Gregg January 22 at 12:40 PM Follow @Post\_AG

Companies

Fairmont Washington, D.C., Georgetown appointed Christian Klaus director of operations.

Hanover Research of Arlington appointed Anil Prahlad chief content officer.

Long & Foster Real Estate of the District appointed Georgia Sambunaris Realtor.

Phillips Realty Capital of Bethesda appointed Emily Beeler vice president and Alec Jenkins senior financial analyst.

Stantec Architecture of the District appointed Joshua Deyer senior project designer.

United Bank of the District appointed Joseph LeMense managing director of the firm's community development and nonprofit banking group.

Urgent.ly of Vienna appointed Alan Holman vice president of sales, Bill Maddox national services director and Joe Ryan independent board director.

Associations and nonprofits

**American Cleaning Institute** of the District appointed Melissa Grande senior manager for sustainability initiatives, Kathleen Stanton director of technical and regulatory affairs, and Ugur Usuni director of information technology.

Certified Financial Planner Board of Standards Inc. of the District appointed Elizabeth Maza Stewart chief operating officer.

Children's Law Center of the District appointed Jennifer Nicole Masi pro bono director.

Council of Independent Colleges of the district appointed Lynn Donham vice president for communications.

The Recording Academy of the District appointed Michael Lewan director of government affairs.

U.S. Dairy Export Council of Arlington appointed Tom Vilsack president and chief executive.

Law and lobbying

BakerHostetler of the District appointed W. Barron Avery, Peter Fischer and Tayan Patel partners.

Bradley Arant Boult Cummings of the District appointed Aron Beezley, Thomas Lynch and Erin Sullivan partners.



# Significant Stories

The Washington Post

CIRCULATION: 431,521

## APPOINTMENTS

### COMPANIES

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**Certified Financial Planner**

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### LAW AND LOBBYING

**BakerHostetler** of the District appointed **W. Barron Avery**, **Peter Fischer** and **Tayan Patel** partners.

**Bradley Arant Boult Cummings** of the District appointed **Aron Beezley**, **Thomas Lynch** and **Erin Sullivan** partners.

**Covington & Burling** of the District appointed **Ed McClellan** partner in the firm's tax and public policy and government affairs practices.

**DLA Piper** of the District appointed **Louis Ramos** partner.

**Holland & Knight** of the District appointed **Joseph Donovan** partner.

**Jenner & Block** of the District appointed **Ishan Bhabha**, **Emily Chapuis** and **Erica Ross** partners.

**Michael Best Strategies** of the District appointed **Denise Bode** and **Tom Schreiber** members of the firm.

**Paley Rothman** of Bethesda appointed **Courtenay Sullivan** associate.

**Sterne, Kessler, Goldstein & Fox** of the District appointed **Matthew Bodenstein** director of the firm's biotechnology and chemical group, **Christian Camarce** director of the firm's electronics group, **Kyle Conklin** director in the firm's mechanical group, **Nicholas Nowak** director in the firm's litigation group and **Chandrika Vira** director in the firm's litigation and biotechnology groups.

**Van Ness Feldman** of the District appointed **Andrea Hudson Campbell**, **Andrew Vanderjack**, **Michael Pincus**, **Emily Pitlick Mallen** partners and **Tracy Nagelbush** principal.

**Willkie Farr & Gallagher** of the District appointed **Paul Pantano** and **Athena Yvonne Eastwood** partners.

— Compiled by Aaron Gregg

Send information about promotions, appointments and personnel moves in the Washington region to [appointments@washpost.com](mailto:appointments@washpost.com).

Full Story: [http://images.NeidhardtCommunications.com/image/5691NX/5691NX\\_192](http://images.NeidhardtCommunications.com/image/5691NX/5691NX_192)

# Significant Stories



CIRCULATION: 7,882,329



February 3rd, 2017

## Eye injuries linked to liquid laundry packets surge among small children

There are new concerns over liquid laundry packets. Not only are some small children mistaking them for candy; now a new study says that a number of kids have suffered serious chemical eye burns. NBC's Tom Costello reports for

Full Story: [http://images.NBCUniversal.com/image/5691NL/5691NL\\_NA15450](http://images.NBCUniversal.com/image/5691NL/5691NL_NA15450)

[http://images.NBCUniversal.com/image/5691NL/5691NL\\_NA15450](http://images.NBCUniversal.com/image/5691NL/5691NL_NA15450)

# Significant Stories

CNN Interactive

CIRCULATION: 2,4678,659

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15508](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15508)

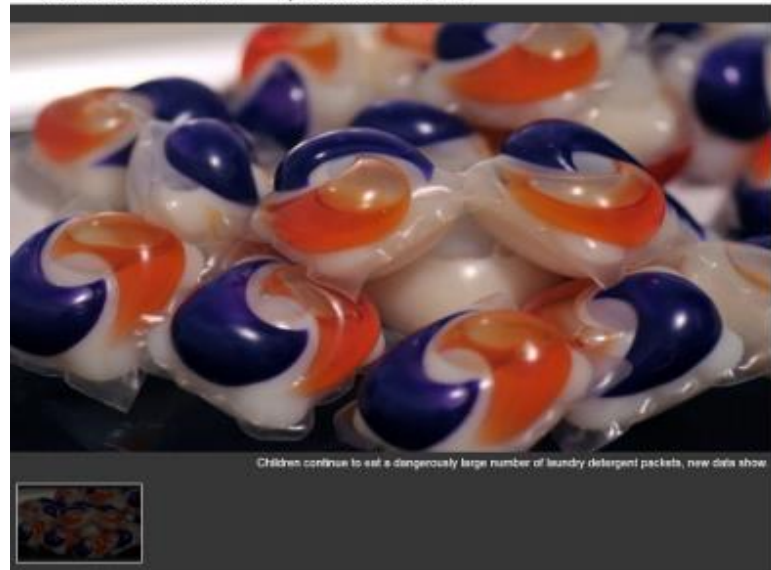
## More toddlers suffer eye burns from laundry packets, study says

Chemical burns from 2012 to 2015 rose 30 times

By SUSAN SCUTTI, CNN

Published 02/02 2017 02:04PM

Updated 02/02 2017 02:04PM



Children continue to eat a dangerously large number of laundry detergent packets, new data show

(CNN)

From 2012 to 2015, the number of chemical burns to the eye linked to laundry detergent packets rose more than 30 times among young children, a new study says. More than 1,200 3- and 4-year-olds received such burns in that time period, according to the research published Thursday in the medical journal JAMA Ophthalmology.

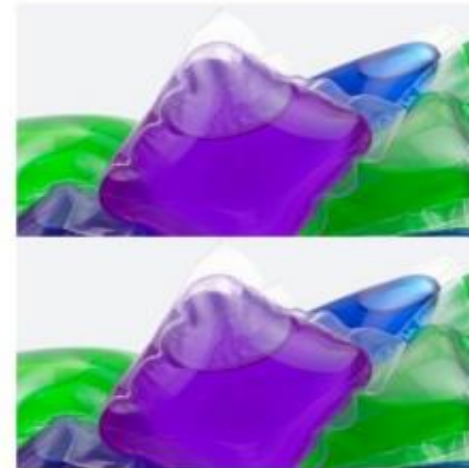
Single-dose detergent packs, known as laundry packets or pods, entered the mass market in 2012.

# Significant Stories

YAHOO!  
NEWS

## Laundry Detergent Pods Caused Surge in Chemical Eye Burns in Children

Consumer Reports February 2, 2017



CIRCULATION: 41,312,074

Full Story:

[http://images.Neidhardt  
Communications.com/image/5691NL  
/5691NL\\_NA11985](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA11985)

A new study underscores the danger that laundry detergent pods posed to preschool children who played with the liquid-filled packets. The [study](#), published today in JAMA Ophthalmology, found that after the plastic-coated pods were introduced in 2012, chemical eye burns in children 3 to 4 years old increased more than 30 times over a four-year period, with the pods accounting for 26 percent of all such eye injuries.

"Most occurred when children punctured or broke a pod and the detergent squirted into their eye, or it got on their hands and they rubbed their eyes," says R. Sterling Haring, D.O., M.P.H., of Johns Hopkins Center for Injury Research and Prevention, and lead author of the study.

"In general, chemical burns to the eye are potentially very serious," Haring adds. "If the cornea is burned badly enough, it can scar, which is unlikely to heal—and that can lead to long-term vision loss."



# Significant Stories

YAHOO!  
NEWS

## Laundry Pods and Kids: Eye Injuries on the Rise

Sara G. Miller Staff Writer  
LiveScience.com February 6, 2017

CIRCULATION: 41,312,074



Laundry Pods and Kids: Eye Injuries on the Rise

*This story was updated at 4:35 p.m.*

Laundry pods filled with detergent are a growing source of eye injuries in young kids, a new study finds.

Eye injuries from the laundry pods sent 480 kids to the emergency room in 2015, up from 12 emergency room visits for kids in 2012, according to the study, which was published today (Feb. 2) in the journal JAMA Ophthalmology.

"The role of laundry detergent pods in eye injuries among preschool-aged children is growing," the authors, led by Dr. R. Sterling Haring, a physician and health policy researcher at the Johns Hopkins Bloomberg School of Public Health, wrote in the study. [9 Weird Ways Kids Can Get Hurt]

Full Story: [http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15694](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15694)

# Significant Stories



CIRCULATION: 6,532,723

Full Story: [http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15695](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15695)

## The 1 trick to know for removing chewing gum from your clothes or carpet

 Karen B. Gibbs  
TODAY



Got kids who like chewing gum? Then you might find yourself picking up the sticky substance when it accidentally gets stuck on furniture and clothes at home. So what's one to do when you find gum on a pair of slacks or tracked onto our carpet? Just cool it ...literally, just use some ice. Our experts will tell you how it works.

### How to remove gum from washable clothing

Brian Sansoni of [American Cleaning Institute](#) offers this easy solution.

- Apply ice or cold water to harden the gum, then scrape it off with a dull knife.
- To remove any residue, saturate the spot with a prewash stain remover or dry cleaning solvent, following package directions.
- Rinse.
- When all gum is gone, launder as usual.



 Surprising uses for cream of tartar

# Significant Stories



CIRCULATION: 244,890

WNBC-TV (NBC) (New York) - Today

New York DMA

02/03/2017 07:00-09:00 AM

*"is misleading because it looks at data before new voluntary"*

-- Available Video --

is misleading because it looks at data before new voluntary safety standards took effect.

the product packaging is made much tougher. the film around the pockets are much more durable if someone tries to squeeze it.

Reporter: the cleaning products industry says it's committed to product safety. and leading brands have new packaging and warning labels.

always keep **laundry** packs away from children.

Reporter: but in 2016, 11,500 kids, 5 and younger, were inappropriately exposed to **laundry** packets. product manufacturers and safety experts say, not only keep the products out of reach from curious kids. but also, out of sight.

children are watching you use these **laundry** detergent pods. they are also going to want to play with them. they look like toys.

doctors say if this kind

Full Story:

[http://images.Neidhardt  
Communications.com/image/5691B  
A/5691BA\\_TE8753042FE](http://images.NeidhardtCommunications.com/image/5691BA/5691BA_TE8753042FE)

# Significant Stories



CIRCULATION: 1,382,605

Full Story:

[http://images.NeidhardtCommunications.com/image/5691AA/5691AA\\_1672](http://images.NeidhardtCommunications.com/image/5691AA/5691AA_1672)





# Significant Stories

YAHOO!  
NEWS

CIRCULATION: 40,561,592

## Yes, Your Washing Machine Is Using Enough Water

Kimberly Janeway  
Consumer Reports March 9, 2017



Today's more efficient washing machines use so much less water than older machines that some consumers wonder whether their washer will get their clothes clean. This is especially true for people who have switched from a traditional agitator top-loader to a high-efficiency top-loader. Some are so concerned that they add more water to the machine with a bucket or garden hose.

That's a really bad idea.

In fact, adding too much water can result in dingier clothes. "Cleaning may worsen because the clothes aren't rubbing against each other in all that water—it's not what the machine's design intended," says Emilio Gonzalez, the engineer who runs Consumer Reports' laundry appliance tests.

Full Story:

[http://images.Neidhardt  
Communications.com/image/5691NL  
/5691NL\\_NA15769](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15769)

# Significant Stories



CIRCULATION: 1,382,605



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Full Story:

[http://images.NeidhardtCommunications.com/image/5691AA/5691AA\\_1675](http://images.NeidhardtCommunications.com/image/5691AA/5691AA_1675)



# Significant Stories

Chicago Tribune

CIRCULATION: 5,925,132

## 200 scientists call for new restrictions on antimicrobial chemicals in personal-care products

By Ariana Eunjung Cha  
The Washington Post

JUNE 20, 2017, 1:58 PM

**T**he Food and Drug Administration took the bold step late last year of banning 19 chemicals in hand and body soap because of questions about their benefits and concerns about their impact on human health and the environment. What many consumers don't know is that these ingredients are still commonly used in other personal-care products.

On Tuesday, a group of 200 scientists and medical professionals called on the international community to further restrict the production and use of two chemicals - triclosan and triclocarban - citing "extensive peer-reviewed research" that shows potential harm from both.

Full Story:

[http://images.Neidhardt  
Communications.com/image/5691NL  
/5691NL\\_NA16401](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16401)

# Significant Stories

## Orlando Sentinel

CIRCULATION: 976,619

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16397](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16397)

### 200 scientists call for new restrictions on antimicrobial chemicals in personal-care products

By **Ariana Eunjung Cha**  
The Washington Post

**T**he Food and Drug Administration took the bold step late last year of banning 19 chemicals in hand and body soap because of questions about their benefits and concerns about their impact on human health and the environment. What many consumers don't know is that these ingredients are still commonly used in other personal-care products.

On Tuesday, a group of 200 scientists and medical professionals called on the international community to further restrict the production and use of two chemicals - triclosan and triclocarban - citing "extensive peer-reviewed research" that shows potential harm from both.

In a statement published in the journal *Environmental Health Perspectives*, they said the chemicals, which have been around for decades, should only be used when there is an "evidence-based health benefit" going forward.

"Greater transparency is needed in product formulations, and before an antimicrobial is incorporated into a product, the long-term health and ecological impacts should be evaluated," they said in a release.

Among their concerns is evidence that the two chemicals persist in the environment and can be toxic to aquatic life and other organisms. There's also the worry that they may be contributing to antibiotic and antimicrobial resistance that has created the terrifying world of "superbugs" in which we live today.

The group explained that triclosan and triclocarban are endocrine disruptors that may affect hormone cycles and development. The chemicals have also been linked to increased susceptibility to allergens.

The statement's authors noted that triclosan is already being voluntarily phased out of some personal-care products by Procter & Gamble and Johnson & Johnson. However, it is still used in household, building and other products.

# Significant Stories

**Bloomberg  
BNA**

CIRCULATION: 113,649

Full Story:

[http://images.Neidhardt  
Communications.com/image/5691NL  
/5691NL\\_NA16428](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16428)

June 23, 2017

## EPA Risk Rules Give Parties More Time to Submit Chemical Data

From **Daily Environment Report™**

FREE TRIAL

Turn to the nation's most objective and informative daily environmental news resource to learn how the United States and key players around the world are responding to the environmental...

*By Pat Rizzuto*

Two final chemical rules the EPA issued June 22 gave manufacturers and other parties more time to submit information to influence whether the agency reviews a chemical's risks and the conclusions it reaches.

Sun Chemical Corp. already is working with the Color Pigments Manufacturers Association and other groups to prepare information for the Environmental Protection Agency to consider in at least one its 10 chemical risk evaluations.

"We believe CI Pigment Violet 29 has very low aquatic solubility and, therefore, is not toxic to aquatic life," Robert Mott, global



# Significant Stories



CIRCULATION: 113,649

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16409](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16409)

UPI.com (Washington,DC)

06/20/2017

"Group urges tougher limits on chemical in soaps, cosmetics • UPI.com"

Audience: 2,777,329

Source Website: [www.upi.com](http://www.upi.com)

Group urges tougher limits on chemical in soaps, cosmetics

TUESDAY, June 20, 2017 -- The germ-fighting chemical triclosan has got to go, an international coalition of scientists claims.

Triclosan is found in thousands of products ranging from soap and cosmetics to toothpaste and common household items.

But evidence has shown that antimicrobials like triclosan not only fall short in killing bacteria, but they may also harm human health, the coalition said in urging much stricter limits on use of the chemical.

This follows action last year by the U.S. Food and Drug Administration to ban triclosan, triclocarban and 17 other microbial agents from hand soap and body wash sold in the United States because they are not generally recognized as safe and effective.

The FDA's move prompted major manufacturers -- such as Johnson & Johnson and Procter & Gamble -- to begin phasing them out.

But triclosan still is found in hundreds of consumer products, from shampoos to serving utensils, toothpaste and toys. The chemicals are intended to help reduce the spread of illness and infection.

Other ongoing uses are not addressed by the recent FDA action, and more needs to be done, said David Andrews, a senior scientist at Environmental Working Group (EWG), in Washington, D.C.

EWG, an environmental research and advocacy group, signed the 25-page statement calling for the ban. It was published in the June 20 issue of Environmental Health Perspectives.

While some products that contain triclosan -- such as cosmetics, toothpaste, soaps and shampoos -- are FDA-regulated, others are not. They include clothing, credit cards, cutting boards, blankets, mattresses, bathtubs, furniture and toys. There is no limit on use of triclosan and triclocarban in household or building products.

Those who are calling for the ban say this is a big problem.

For decades, said Andrews, the American public has been led to believe that antimicrobial products would make us safer and healthier, despite evidence suggesting the opposite may be true.

The FDA says most of that evidence comes from animal research. It suggests triclosan may cause levels of thyroid hormone to drop, lead to antibiotic resistance and increase the risk of skin cancer.

The coalition wants the chemicals to be listed on labels of all consumer products that contain them, and it wants the FDA and U.S. Environmental Protection Agency to restrict unnecessary use, Andrews said. The statement says antibacterials should only be used when they provide a proven health benefit, such as in some clinical settings.

A spokesman for the *American Cleaning Institute* downplayed the coalition's statement. He said the concerns about triclosan and triclocarban have already been addressed.

# Significant Stories



CIRCULATION: 2,301,917

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NX\\_199](http://images.NeidhardtCommunications.com/image/5691NX/5691NX_199)

## USA TODAY EPA nominee faces grilling over ties to chemical industry

Critics question funding and research of non-profit he heads

Deirdre Shegrees

WASHINGTON — A University of Cincinnati professor nominated by President Trump for a top job at the Environmental Protection Agency is coming under intense scrutiny for his financial ties to the chemical industry.

Michael Dourson is a toxicologist who specializes in environmental risk assessment, now tapped to lead the EPA's Office of Chemical Safety and Pollution Prevention.

Much of Dourson's research has been funded by the very industries he would regulate if he wins confirmation. Among the interest groups financing his work: the American Petroleum Institute, the American Chemistry Council and the American Cleaning Institute.

Utilities have Dourson would use the EPA post to weaken safety standards for a raft of chemicals and pesticides, potentially setting what they say are dangerous levels for contaminants allowed in everything from cosmetics to paint thinner to drinking water.

"We think he would be an atrocious choice for this position," said Richard Denison, a senior scientist at the Environmental Defense Fund, a Washington-based advocacy group. "Having someone of his ilk, who is so tilted in one direction, would just be really a problem."

Dourson referred questions about his work to the EPA. An EPA spokesman did not respond to emailed questions. But in announcing his nomination in July, the agency touted his credentials.

"Dr. Michael Dourson has been a foundational thinker in the protection of human health from

chemical exposure," Oliver Kroner, who works in the city of Cincinnati's Office of Environment and Sustainability, said.

Dourson has worked at the EPA before, serving in various positions from 1980 until 1994. He has been affiliated with the University of Cincinnati since 2013, and is a faculty member at the school's Risk Science Center.

Dourson could receive a confirmation hearing as soon as next week.

In preparation for the grilling, Sen. Vern Carper, the top Democrat on the Environment and Public Works Committee, has asked Dourson for a raft of documents related to his research and the industries that have funded it.

In an Aug. 4 letter, the Delaware senator asked Dourson to detail any work he's done on behalf of chemical companies entangled in lawsuits, to specify any corporate work that might force him to recuse himself from EPA decisions, and to itemize the funding sources for his non-profit research organization, among other queries.

Carper noted that Dourson's nomination comes at a pivotal moment — as the EPA implements a chemical safety law, passed last year. Under that law, the office Dourson is nominated to lead will evaluate the risks and set safety standards for a bevy of chemicals.

"It is imperative that we make sure EPA is up to the task of im-

plementing these critical reforms in a credible and objective way, and giving all Americans the protection and peace of mind they deserve," Carper said in a statement to USA TODAY. "Based on his record, I'm not convinced Dr. Dourson is the right person for this important job."

Dourson's role as president of Cincinnati-based non-profit Toxicology Excellence for Risk Assessment is perhaps the most controversial item on his resume.

TERRA says its research is objective and it operates independently of its funders.

But others say TERRA is anything but balanced or neutral.

A 2014 investigation by the Center for Public Integrity and InsideClimate News found that TERRA's corporate ties were extensive.

"More than 30% of the peer-reviewed journal TERRA has organized since 1995 were for studies funded by industry groups," the investigation found.

Date: Thursday, September 14, 2017  
Location: WASHINGTON, DC  
Circulation (DMA): 2,301,917 (8)  
Type (Frequency): Newspaper (D)  
Page: 3A  
Section: Most  
Keywords: American Cleaning Institute



Dourson



Page 1 of 2

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# Significant Stories



CIRCULATION: 16,201,960

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16658](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16658)

## Trump's controversial EPA nominee faces sharp questions over ties to chemical industry

Debbie Wiegman, USA TODAY Published 11:01 a.m. ET Sept. 12, 2017



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The Trump administration unveiled the panel that explains the federal climate change report to the public. Video provided by Safety Headlines.



(Photo: Courtesy of the University of Cincinnati)

FOR TWITTER LINKEDIN COMMENT EMAIL PRINT

WASHINGTON — A University of Cincinnati professor nominated by President Trump for a top job at the Environmental Protection Agency is coming under intense scrutiny for his financial ties to the chemical industry.

Michael Douvan is a toxicologist who specializes in environmental risk assessment, now tapped to lead the EPA's Office of Chemical Safety and Hazard Prevention.

Much of Douvan's research has been funded by the very industries he would regulate if he wins confirmation. Among the interest groups financing his work: the American Petroleum Institute, the American Chemistry Council and the American Cleaning Institute.

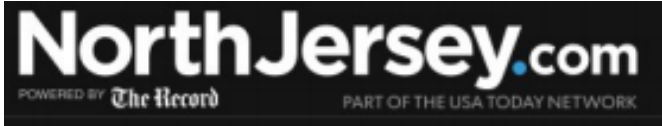
Critics fear Douvan would use the EPA post to weaken safety standards for a raft of chemicals and pesticides, potentially setting dangerous levels for contaminants allowed in everything from cosmetics to paint thinner to drinking water.

"We think he would be an abhorrent choice for this position," said Richard Denison, a senior scientist at the Environmental Defense Fund, a Washington-based advocacy group. "Having someone of his ilk, who is so tied to one direction, would just be really a problem."

Douvan, who earned his Ph.D. from UC in 1988, referred questions about his work to the EPA. An EPA spokeswoman did not respond to emailed questions. But in announcing his nomination in July, the agency touted him as a renowned toxicologist.



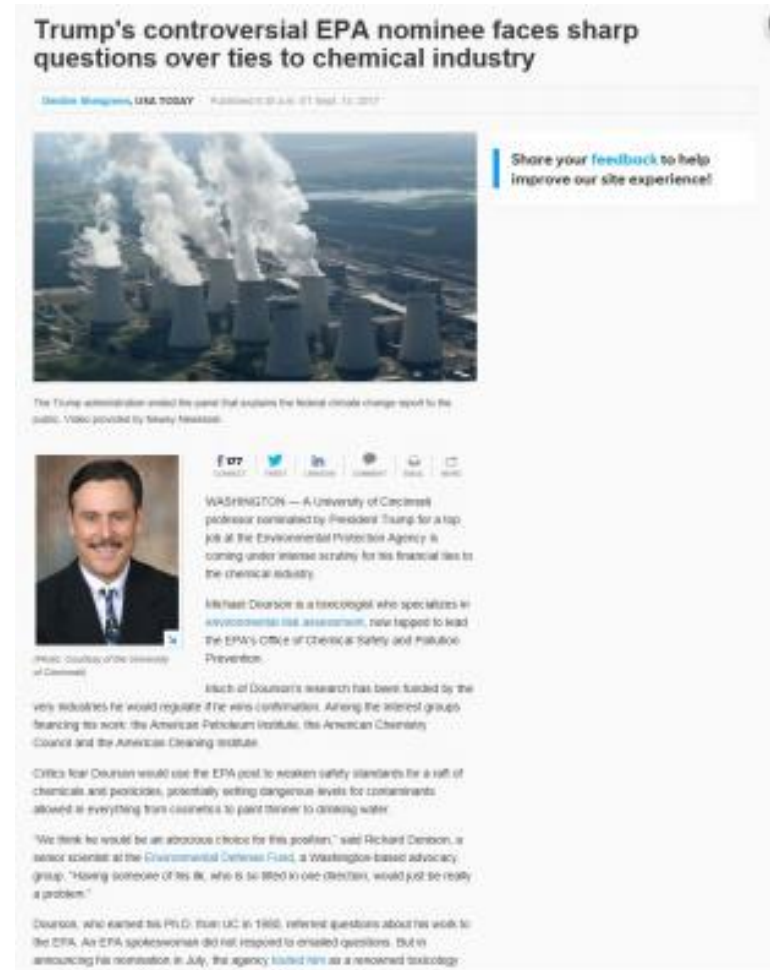
# Significant Stories



CIRCULATION: 485,571

Full Story:

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# Significant Stories



CIRCULATION: 16,829,324

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16730](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16730)



# Significant Stories

**Detroit Free Press**

CIRCULATION: 1,515,295

WASHINGTON — During a withering confirmation grilling, Cincinnati toxicologist and Trump environmental nominee Michael Dourson defended his record against pointed questions from Senate Democrats about his close ties to the chemical industry and his “moral values” in endorsing weak safety standards.

Democrats on the Environment and Public Works Committee demanded answers from the University of Cincinnati professor about the money he has taken over his long career — from DuPont, Monsanto and other industry giants — for research that they said endorsed dangerous levels of chemicals and pesticides in the nation’s crops, drinking water and other products.

[@SenMarkey](#) to Dourson: You’re not just an outlier ... you’re outrageous”

— Deirdre Shesgreen ([@dshesgreen](#)) [October 4, 2017](#)

Yow, [@SenDuckworth](#) grills Dourson about Koch-funded work on petroleum coke, says he does “pseudo science for the highest bidders”

— Deirdre Shesgreen ([@dshesgreen](#)) [October 4, 2017](#)

Sen. Cory Booker, D-N.J., called Dourson a “corporate lackey” who has advocated for chemical levels “that will literally poison people.” Sen. Sheldon Whitehouse, D-R.I., hit Dourson for his work on behalf of the tobacco industry, asking him to explain “the role you played to hide the truth about the dangers of smoking.”

In perhaps the most dramatic moment, Sen. Kirsten Gillibrand, D-N.Y., choking back tears, said families in her state “are so frightened” by Dourson’s nomination because of his work on behalf of DuPont, that seemed to downplay the risks of a possible carcinogen in the drinking water of a small upstate New York community. A few of those families were in the audience, visibly emotional as they absorbed the scene unfolding in the Senate Environment and Public Works hearing room.

5 Trump nominees before the EPW committee now. Only Cincy toxicologist Dourson getting a real grilling. Dems seem unified in opposition

— Deirdre Shesgreen ([@dshesgreen](#)) [October 4, 2017](#)

President Trump has nominated Dourson to lead the Environmental Protection Agency’s chemical safety and pollution prevention office. Republicans on the Senate environment committee seemed generally supportive of Dourson’s nomination.

Chairman John Barrasso, R-Wyo., said Dourson was one of several “well-qualified individuals” put forward by the president and blasted Democrats for “blind opposition” to Trump’s environmental picks. Dourson was one of five nominees before the panel on Wednesday, but the Cincinnati researcher was the main focus of Wednesday’s session.

“I have been objective in my work,” Dourson says in response to Qs from [@SenWhitehouse](#) about the nominees work for tobacco industry

— Deirdre Shesgreen ([@dshesgreen](#)) [October 4, 2017](#)

Full Story:

In his opening remarks, Dourson said that if he’s confirmed, “I will dedicate my mind, body and spirit to the work of this office.” He promised to protect “the American public, including its most vulnerable” and to be impartial in his decisions.

Read more:

[http://images.Neidhardt  
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/5691NL\\_NA16729](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16729)

# Significant Stories

marie claire

CIRCULATION: 1,007,588

Full Story:

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MARIE CLAIRE (AMERICAN EDITION)

Date: Sunday, October 01, 2017  
Location: NEW YORK, NY  
Circulation (DMA): 1,007,588 (N/A)  
Type/Frequency: Magazine (M)  
Page: 34  
Section: Mail  
Keyword: American Cleaning Institute



Page 1 of 1

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Account: 5691NX (202)

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# Significant Stories



CIRCULATION: 53,547,200



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## Las cápsulas de detergente líquido para ropa representan un riesgo letal para los adultos con demencia

La Opinión

May 22 2018



© Getty Images. Muchos pequeños y adultos con Alzheimer confunden los postos con dulces.

Un día en mayo del año pasado, una mujer de 87 años llamada Edith fue llevada de emergencia al hospital de una ciudad pequeña en Texas, después de ser encontrada desmayada e insensible en la casa donde vivía con su hijo y nuera. La mujer, quien sufría de demencia, se había comido dos paquetes de detergente líquido y murió dos días después.

Edith es una de 8 muertes relacionadas con la ingesta de paquetes de detergente líquido en Estados Unidos entre el 2012 y principios del 2017 que han sido reportadas a la Comisión de Seguridad de Productos de los Consumidores (Consumer Product Safety Commission). Dos de los casos eran niños pequeños y 6 eran adultos con demencia.

"Los cuidadores e hijos de las personas mayores deberían tener presente que la ingesta de los contenidos de ciertos paquetes de detergente líquido han llevado a incidentes muy serios y hasta trágicos," dice Patty Davis, secretaria de prensa de la CPSC. "El agua, las manos mojadas y hasta la saliva pueden disolver los paquetes y liberar el líquido altamente concentrado."

Los paquetes de detergente de ropa líquido son suaves como juguetes, y de colores como los dulces, lo que ayuda a explicar por qué los niños se pueden sentir atraídos a ellos. Poco después de que el detergente Tide Pods debutara en un comercial de televisión durante los Premios de la Academia en 2012, promoviendo una nueva categoría de productos, Consumer Reports comenzó a pedir a los fabricantes que hicieran que los paquetes líquidos fueran más seguros.

El consejo de CRI para los consumidores ha sido mantener los paquetes de detergente fuera de los hogares en donde haya niños menores de 6 años presentes. Y aunque algunos fabricantes han hecho algunos cambios a los empaques y al producto en sí, las cápsulas continúan representando riesgos similares a la salud. Además está claro que los niños en esta línea de productos

MÁS DE LA OPINIÓN





# Significant Stories

## The New York Times

CIRCULATION: 26,168,345

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16785](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16785)

New York (NY) Times  
10/21/2017  
"The E.P.A.'s Top 10 Toxic Threats, and Industry's Pushback - The New York Times"  
Audience: 26,775,890  
Author: Eric Lipton  
Source Website: [www.nytimes.com](http://www.nytimes.com)

By ERIC LIPTON OCT. 21, 2017

Photo

The geologists Brenda Buck, left, and Rodney Metcalf have found asbestos on rocks and soil near Las Vegas. Credit Isaac Brekken for The New York Times

The Environmental Protection Agency has published a list of 10 toxic threats it will evaluate first under a law passed last year intended to crack down on hazardous chemicals. They are among 90 chemicals identified by the agency that may harm children, damage nerve tissue, cause cancer, contaminate the environment, accumulate in the bloodstream or show up in consumer products. As the review begins, industry and other interest groups are urging the E.P.A. to limit any restrictions.

Asbestos

Where you may find it: Asbestos has not been manufactured in the United States since 2002, but imports surged last year, and it is still used in certain vehicle braking systems, asphalt roof coatings and gaskets. Asbestos is also commonly used by chlorine manufacturers.

How it could hurt you: Asbestos is associated with lung cancer and mesothelioma, a rare form of cancer that is found in the thin lining of the lung, heart, chest and abdomen.

Industry intervention: The trade group representing the chlorine industry, the American Chemistry Council, argues that "the few remaining uses for asbestos are tightly controlled," and that banning it would not do much to protect health.

1-Bromopropane

Where you may find it: 1-bromopropane is used as a refrigerant, a lubricant, a degreaser and a solvent in spray adhesives and dry cleaning. Its use in agricultural chemical manufacturing and foam-cushion manufacturing has also been reported.

How it could hurt you: Exposure can cause dizziness, headaches, slurred speech, confusion, muscle twitching, difficulty walking and loss of consciousness. Studies on animals suggest that exposure is also associated with reduced blood cell counts along with toxicity to the liver and the reproductive and nervous systems.

Industry intervention: The Alkylphenols & Ethoxylates Research Council, which represents companies that manufacture the chemical, argue that the E.P.A. should not consider health threats that occur when people do not follow warning labels.

Carbon Tetrachloride

Where you may find it: Carbon tetrachloride, a clear liquid with a sweet smell, was once used in refrigeration fluids, aerosol propellants, pesticides, cleaning fluids, spot removers and degreasing agents. Most of those uses have been banned, but it is still has industrial applications, such as manufacturing petrochemicals.

# Significant Stories



CIRCULATION: 24,397,617

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15575](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15575)

A screenshot of a Fox News Health article. The header shows the Fox News logo and the word "Health" in green. Below the header is a navigation bar with links for Home, Video, Politics, U.S., Opinion, Business, Entertainment, Tech, Science, Health, Travel, Lifestyle, World, and On Air. The article title is "Toddlers suffering eye burns from liquid laundry packets, study finds". Below the title is the publication date "Published February 03, 2017" and the source "FoxNews.com". The article features a photograph of a liquid laundry detergent pod, which is a small, clear, spherical packet containing a colorful liquid. The pod is shown in a close-up, with a blurred background of other laundry items. The article text discusses a study finding that eye injuries in children due to laundry detergent packets jumped 30 percent from 2012 to 2015. It mentions that more than 1,200 3- and 4-year-olds experienced chemical burns in that time period. The study, published Thursday in JAMA Ophthalmology, focused on single-dose detergent packs which first appeared on the market in 2012. A quote from Eric Moorhead, president and principal scientist of Good Chemistry LLC, is included: "Each pod consists of a detergent mixture wrapped in a water-soluble film, made up of a proprietary polyvinyl alcohol polymer." The article also notes that the liquid detergent in the pods is not the same as regular liquid detergent and has a higher concentration of surfactants, chemicals that are responsible for stain removal. Finally, it states that the study found that children can injure themselves when the packets break and the liquid squirts into one or both eyes, or when the contents leak onto the children's hands and they then rub their eyes. Some children may even be subject to long-term damage because of the severity of an alkaline burn, the study reported.

# Significant Stories

## COUTURE BOWL

FROM CHICAGO FASHIONISTA TO BOSTON BRIDE TO BE

CIRCULATION: 22,089,904



Full Story:

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# Significant Stories



CIRCULATION: 12,873,168

Full Story:

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# Significant Stories



CIRCULATION: 9,885,714



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BUSINESS > CONSUMER

TRAVEL ECONOMY YOUR BUSINESS VELSHI & RUHLÉ

BUSINESS JUN 16 2017, 1:12 PM ET

## Laundry Pods Can Be Fatal for Adults With Dementia

by BEN POPKEN

SHARE



Those brightly colored laundry detergent pods actually pose more of a danger to adults with dementia than they do to kids, according to the Consumer Product Safety Commission.

A total of two children and six adults with cognitive impairment died over the past five years as a result of ingesting the pods, the CPSC reported. The deaths were first revealed by independent non-profit consumer advocacy group Consumer Reports after it filed a Freedom of Information Act Request with the CPSC.

Of the six, the CPSC told NBC News it was aware of five such deaths in the U.S. and one in Canada.



# Significant Stories



CIRCULATION: 19,311,186

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA16198](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA16198)

## How To Properly Clean Your Kids' Toys And Keep Them Safe From Mould

The Huffington Post Canada | By Joy D'Souza

Posted: 04/21/2017 1:54 pm EDT | Updated: 04/21/2017 1:54 pm EDT



Until they fall on the floor or become the victim of a diaper explosion, you might not think to wash your baby's toys — but you really should.

According to a 2015 study conducted by Dettol antiseptic, 80 per cent of cute and cuddly toys are covered in bacteria, and in some cases feces that can cause illness, the Daily Mail reports.

And those are the toys that can be easily tossed into the washing machine! In a 2016 study by GMA, researchers from New York Presbyterian Columbia Medical Center found 100 per cent of the 50 water toys and sippy cups they tested were growing bacteria.

It's terrifying to think your child's beloved toys can be making them sick, but instead of panicking and throwing them away, the solution is as simple as washing — and drying — your tot's toys. Below, we share five tips for cleaning children's toys and killing bad bacteria.

### Bath Toys

# Significant Stories



CIRCULATION: 3,421,724

Full Story:

[http://images.NeidhardtCommunications.com/image/5691NL/5691NL\\_NA15473](http://images.NeidhardtCommunications.com/image/5691NL/5691NL_NA15473)

Consumer Reports (Yonkers, NY)

02/02/2017

"Laundry Detergent Pods Caused Surge in Chemical Eye Burns in Children"

Audience: 3,421,724

Author: Kimberly Janeway

Source Website: [www.consumerreports.org/cro/index.htm](http://www.consumerreports.org/cro/index.htm)

Laundry Detergent Pods Caused Surge in Chemical Eye Burns in Children

Liquid packets linked to over 25 percent of such eye injuries in young children

By Kimberly Janeway

February 02, 2017

A new study underscores the danger that laundry detergent pods posed to preschool children who played with the liquid-filled packets. The study, published today in JAMA Ophthalmology, found that after the plastic-coated pods were introduced in 2012, chemical eye burns in children 3 to 4 years old increased more than 30 times over a four-year period, with the pods accounting for 26 percent of all such eye injuries.

"Most occurred when children punctured or broke a pod and the detergent squirted into their eye, or it got on their hands and they rubbed their eyes," says R. Sterling Haring, D.O., M.P.H., of Johns Hopkins Center for Injury Research and Prevention, and lead author of the study.

"In general, chemical burns to the eye are potentially very serious," Haring adds. "If the cornea is burned badly enough, it can scar, which is unlikely to heal and that can lead to long-term vision loss."

The study does not cover 2016, when the industry adopted more rigorous safety standards. Poison-control centers nationwide received 11,528 reports last year of kids 5 years and younger being exposed to the liquid detergent in pods "by ingesting, inhaling, or absorbing the liquid through their skin or getting it in their eyes. There were 12,594 such reports in 2015.

Convenience vs. safety concerns. Laundry detergent pods were introduced to give consumers a convenient, single-load application to do their laundry. But the colorful, liquid-filled packets could be mistaken for candy, creating a particular danger for children at a developmental stage when they're discovering the world through touch and taste.

The detergent in pods is more highly concentrated than other forms, and can have significantly more serious effects, according to the American Association of Poison Control Centers.

After laundry pods hit store shelves in 2012, Consumer Reports began warning parents about the safety risk and called on manufacturers to make them more child-resistant.

The industry has since agreed to make a number of changes. Many switched from clear to opaque plastic for the outside container to make the colorful pods inside less visible to young children. Some have also made it harder to open the container. The pods themselves are now tougher so they wouldn't burst as easily when squeezed. And manufacturers have given the outer film a bitter taste to discourage children from ingesting them.

These voluntary standards were put together by a committee that included Consumer Reports' product safety experts.

CLCO



JANUARY-DECEMBER 2023

# METHODOLOGY & PROJECT DEFINITIONS

# Methodology

- This report highlights performance outcomes from the data report Neidhardt Communications prepared for Cleanco relative to its FY 2022 media coverage
- Stories were obtained from Neidhardt Communications Press Clipping Service and iMonitor.
- The articles were sorted by category, namely: Corporate, Hand Washing Campaign, Antibacterial, Dishwashing/Household Cleaning, Laundry/Fabric Care, Sustainability/Environment, Chemical Regulation, Laundry Packets, and Other.
- The news items were analyzed for a variety of variables including: frequency (volume), impressions (reach), tone, and article type.
- Subset analysis was conducted to track topics and key messages and the results of the evaluation were reported in the data report that preceded this presentation.

# Project Definitions

Several key performing indicators (KPI) were evaluated, namely:

- **Stories/Frequency/Articles/Volume:** the total number of news units (print, broadcast, Web/wire or new media) that were analyzed during the news cycle.
- **Share of Voice/Discussion:** indicates how often a specific variable is mentioned relative to the gross total. For stories, for example, SOV is determined by dividing the number of mentions of a specific analysis term by the total number of mentions for all related analysis terms. For impressions, SOD is calculated the same way.
- **Impressions:** a news vehicle's potential reach. Impression numbers are based on paid circulation figures for print; projected Nielsen or Arbitron audience values for broadcast; and daily average site visits for Internet. Audience values are not available for social media sites like Facebook or Twitter.
- In order to ensure independent third-party endorsement and accuracy, audience figures are supplied by Nielsen utilizing the best Web data available. This information is supplied to Neidhardt Communications in the aggregate for websites, and no further information is available.



# Project Definitions

- **Editorial Tone:** is based on the sentiment of the mention or key word, not on the general tenor of the article. Stories were credited as positive if the mention was discussed favorably. An article rated neutral if a key word was cited without an overtone. A designation of negative was reserved for instances where the key word or story portion was reported unfavorably.
- **Article Type:** Refers to whether Cleanco or a key word was featured or mentioned in the story.
- **Messages:** are based on the designated list provided by the Cleanco:
  - Improved health and quality of life
  - Cleanco recognized as leaders in corporate sustainability
  - Cleanco advocates for chemical management regulation that insures innovation.
  - Cleanco is a recognized source of information on cleaning and hygiene products use



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