

## Taking the lead to ensure product safety

For the indoor air care products industry in Europe, the safety of products placed on the market is of paramount importance. Consumers using and enjoying our products safely has always been a top priority.

For this reason, A.I.S.E. is proud to launch its second Air Fresheners Product Stewardship Programme (PSP) which builds on the experience of companies committed to the first programme since 2007, as well as important feedback from stakeholders.

A.I.S.E.'s voluntary commitment ensures that manufacturers of air fresheners are actively involved in promoting consumers' safety.

### CEN STANDARDS



In the last few years, A.I.S.E. has actively contributed to the initiative to measure emissions from combustible air fresheners within CEN (the European Committee for Standardisation). Working together with the European candle industry (ECA and AECM) since 2010, A.I.S.E. member experts, through their national standardisation bodies, were instrumental in the development of three standards that are now applicable across Europe.

For combustible products, these standards cover:

- Standardised test methods for the emissions of substances
- Evaluation and calculation of emissions and exposure test results
- User safety information provided on labels.

### EXPOSURE VALUES

The industry goes beyond the regulatory requirements and ensures that exposure value limits provide a firm basis to meet the expectations of consumers, taking global standards into account.

### CONSUMER SAFETY

Clear labels which indicate how to safely use a product enable consumers to make informed choices. The following messages will be communicated on product labels:

"People suffering from perfume sensitivity should be cautious when using this product"

"Air fresheners do not replace good hygiene practices"

or

"Ventilate the room after use".

## About A.I.S.E.

A.I.S.E. is the International Association for Soaps, Detergents and Maintenance Products. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators for over 60 years. Membership consists of 30 national associations across Europe and nine corporate members. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

The product stewardship programme is open to member companies of the European Candle Association (ECA), the Association of European Candle Manufacturers (AECM), the European Aerosol Federation (FEA) and all other interested companies.

Full details on all the programme provisions and commitment material can be found on [www.aise.eu/air-fresheners](http://www.aise.eu/air-fresheners).

Companies interested in signing up are invited to contact A.I.S.E. directly.

*A voluntary initiative of A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products.*

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A·I·S·E

International Association for Soaps,  
Detergents and Maintenance Products



 **PROMOTING RESPONSIBLE  
DESIGN, MANUFACTURING AND  
SAFE USE OF AIR FRESHENERS**

The A.I.S.E. 2016 Product Stewardship  
Programme on Air Fresheners

*INDUSTRY GOES BEYOND LEGISLATION ON AIR FRESHENERS' SAFETY*

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## Air fresheners are part of our indoor lives

Air fresheners are designed to help us freshen a room or overcome unpleasant odours. In industrialised countries, we spend the vast majority of our time indoors. More than half of the world's population is based in towns and cities today, where we tend to live with more closed than open windows.

**At home**, air fresheners can contribute to our sense of comfort and well-being. A wide range of fragrances responds to consumers' desires for a choice of air fresheners to suit different spaces and all seasons of the year.

**In public spaces** where we work, socialise and relax such as offices, hotels, restaurants or shops, a wide range of products is available from the professional cleaning sector to create a welcoming atmosphere for customers and clients. Pleasantly fragranced scents are usually part of the style or design of a particular location and can be attractive and thus important for business.

Air fresheners are part of everyday environments at home and outside the home. Together with good hygiene practices such as cleaning and airing a room, air fresheners can contribute to an increased and vital sense of general well-being.



## Be part of an industry-wide initiative

### WHAT PRODUCTS ARE COVERED?

The Air Fresheners PSP applies to:

- Combustible air fresheners, e.g. perfumed candles and incense
- Non-combustible air fresheners e.g. sprays – including aerosols, mini and pump-sprays, liquid wicks, gels, potpourris, electrical devices and car fresheners.

### WHO CAN PARTICIPATE?

Any company that manufactures and/or places air fresheners on the market in Europe (EU, plus Iceland, Norway, Lichtenstein and Switzerland) can participate in this programme.

**A.I.S.E. WELCOMES ALL INTERESTED COMPANIES.  
A.I.S.E. MEMBERSHIP IS NOT REQUIRED.**

### WHAT'S INVOLVED?

By signing up to the PSP, companies commit to apply a voluntary set of rules and standards to all their products which essentially focus on good safety and communication practices:

#### Design and manufacturing

- Respect of standard global limits in emissions of formaldehyde, benzene and naphthalene from combustible air fresheners
- Products qualified according to relevant CEN standards

#### Marketing and communication

- Clear and legible safety and health advice on labels for consumers
- No toy or food shaped products
- No images of children touching the products or pregnant women shown in advertising
- Information on product composition to be available.

### ENSURING COMPLIANCE

The commitment of each participating company will be monitored by A.I.S.E. with an annual report on common key performance indicators (from 2017), as well as external third party audits carried out on an annual basis (from 2018).



## Benefits of joining the PSP

A.I.S.E.'s second voluntary Air Fresheners PSP promotes best practices which go beyond the legal requirements that regulate our industry. The PSP adds value beyond our own sector throughout the whole value chain.

By participating in this voluntary initiative, companies can promote their proactive engagement in the continuous safety of their products.

By joining the A.I.S.E. initiative, you will send a clear message that your brand is leading the way with:

- Responsible design, manufacturing and marketing
- Transparency in product composition
- Compliance with relevant CEN standards
- Placing safe products on the market
- Promoting safe use among consumers
- Contributing to consumers' well-being and quality of life.

### ► OPEN FOR SIGNATURE!

**A.I.S.E.'s second Air Fresheners Product Stewardship Programme opened for signature on 1 April 2016.**

Companies wishing to make the commitment are invited to sign up now.

(The first programme remains in action until 30 September 2017.)

#### Implementation:

by 1 October 2017, all participating companies must ensure all new and existing products comply with the PSP requirements.

Products in the existing portfolio will have until 1 October 2020 to finalise the emission testing.