

THE DISPOSABLE WIPES ISSUE



INDA agrees that there's a problem: we need to stop flushing items not designed to be flushed. So we're collaborating with manufacturers, wastewater associations and communities to build awareness about "flush-friendly" products and greater use of the "Do Not Flush" symbol.

This should not be about legislation, but education— we're working to educate consumers about what "flush-friendly" really means, and it's making a difference.

- Legislation being considered does not address the real problem: We are flushing too many products not designed to be flushed.
- In Portland, Maine, the numbers of baby wipes flushed dropped substantially (60%) immediately following our joint education campaign with municipal wastewater interests.
- Denying consumers the flush-friendly category altogether will make the problem worse: consumers will replace flush-friendly products with others NOT engineered to be flushed, such as baby wipes.
- A legislative approach leads to products that just meet minimum requirements, not the pursuit of continuous improvement to delight buyers.
- City-by-city or state-by-state regulations are problematic because they can all differ by location, and because they are static. They do not evolve as technology evolves.

Our industry is taking the lead in the solution. We've established flushability tests to qualify "flush-friendly" wipes and a "Do Not Flush" symbol for those products that are not.



- No wipe that is compliant with current testing has been proven to cause an issue in wastewater systems.
- Products engineered to be flush-friendly are made with natural cellulosic fibers and pass 7 tests that ensure safe transit and treatment in wastewater systems and that high strength plastic materials will not pass.
- These tests are developed by industry experts who have the extensive R&D resources, experience, and technical ability to analyze and effectively address the issue.
- We're currently drafting the 4th edition guidelines, an effort to keep pace with the evolving technology, led by a committee that includes wastewater representatives from the US and Canada.

We are working with wastewater associations and communities to make sure that policy makers have the best and most accurate information available to them in addressing flushability.

- Forensic studies of what products are actually in the debris were done in collaboration with wastewater professionals in two states across 5 days. They proved that over 90% of the items found in sewer systems are items not designed to be flushed, like paper towels, baby wipes, tampons, and household wipes.
- Industry is in the best position to work with and address the needs of communities— addressing issues with agility and corporate resources rather than through politics and taxpayer money.
- Industry collaboration with wastewater associations is proving effective in raising the bar even higher by revising the tests and labeling guidelines—governments should consider embracing industry-led reform efforts, especially when they work.
- We are committed to consumers and believe a solution that empowers them through information is preferable to a solution that limits their choices.

- At the end of the day, wipes manufacturers and brand owners want to do what's best for their consumers and the communities where they live. We are committed to giving consumers the information they need to make wise choices, and welcome all who are willing to work with us towards that goal.