



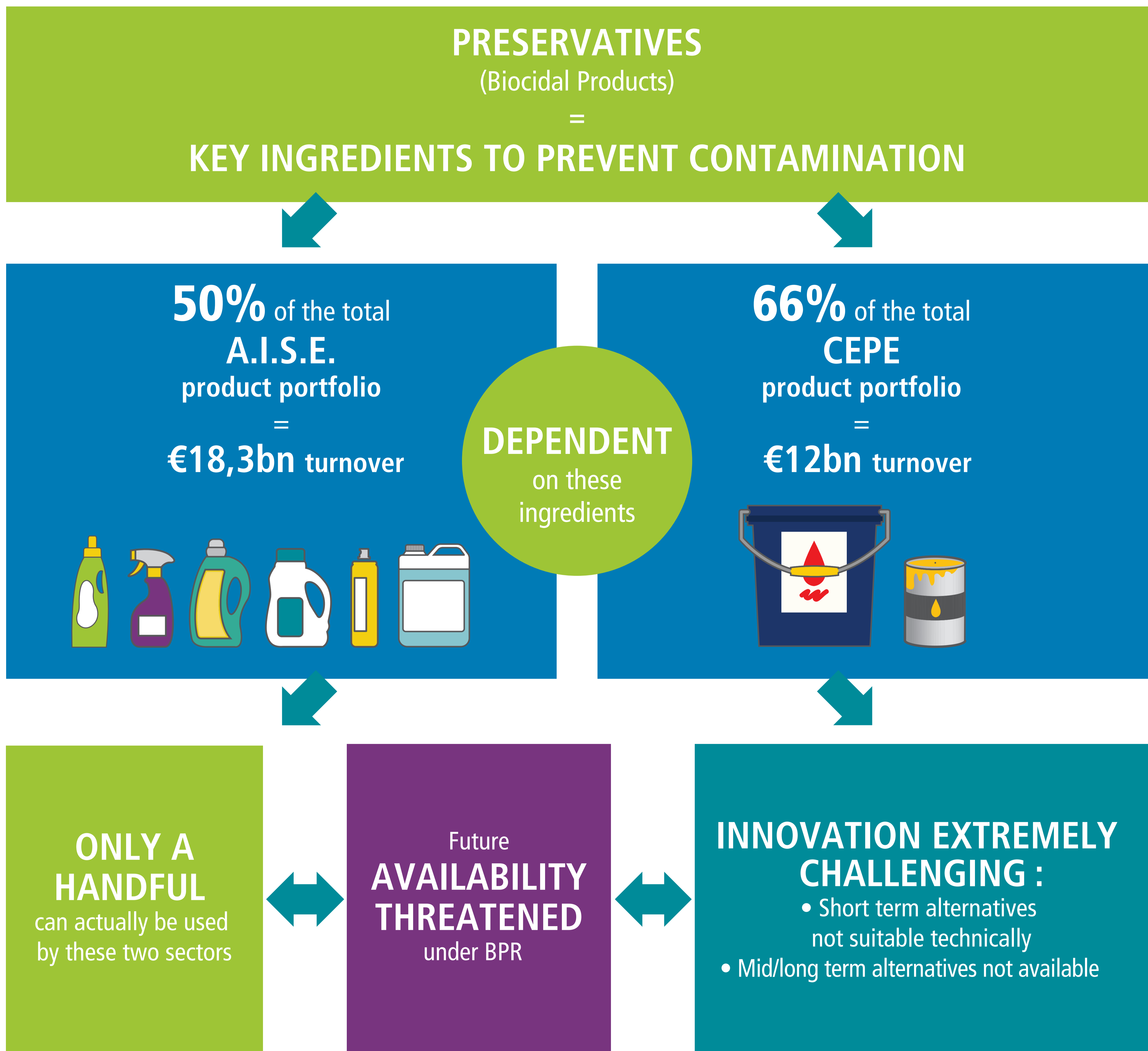
International Association for Soaps,
Detergents and Maintenance Products



PRESERVATIVES :

KEY BIOCIDAL INGREDIENTS TO PRESERVE LIQUID DETERGENTS & PAINTS

A call to secure their future availability





International Association for Soaps,
Detergents and Maintenance Products



PRESERVATIVES: INNOVATION CHALLENGES

Short term alternatives

- Existing substances
- Technical limitations
 - Not as effective (contamination risks)
 - Inability to reformulate?

Average time to reformulate:
2 to 4 years

TEMPORARY SOLUTION

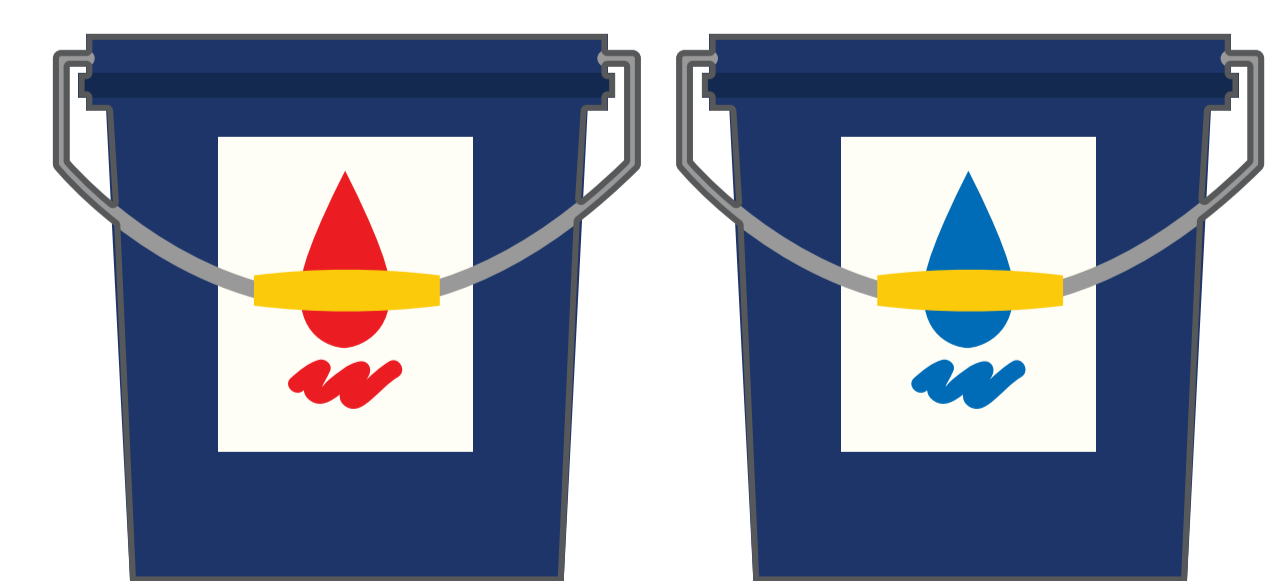
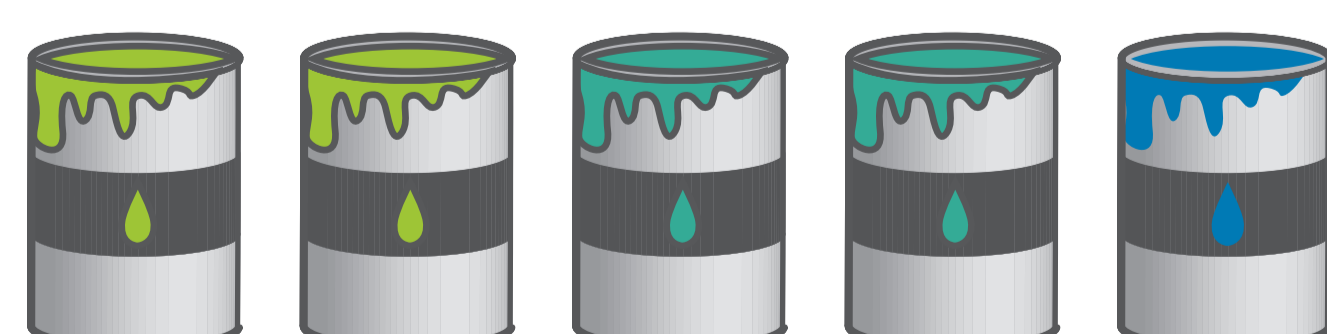
Mid term alternatives

- Lead by suppliers
- New substances?
 - Availability?
 - As effective?
 - Classification?

Average time to reformulate:
5 - 10 years minimum

Long term innovations

- Reduced water composition
- Move to super concentrated formats (eg to be diluted in water)
 - Safe use?
- Market acceptance?
- Classification?



More info: www.aise.eu / www.cepe.org



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PRESERVATIVES :

ALMOST 90% CANNOT BE USED BY THE DETERGENT & PAINT INDUSTRIES

From a total of 50 active substances....

