



CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

475 Park Avenue South New York, New York 10016

KEEPING HEALTHY Easier Than You May Think

Americans spend approximately \$5 billion a year on their colds — about \$3 billion on doctors' visits and \$2 billion on treatment. With an estimated 60 million days of school and 50 million days of work lost each year, colds also cost us some \$4 billion in lost wages and productivity.

Everyone has experienced the symptoms of a cold or flu — runny nose, watery eyes, headache, chills — and chances are we've all unintentionally passed our germs to family and friends.

With the "cold and flu" season upon us, now is the time to take action against germs. Most people don't realize how quickly and easily germs can spread by living on dry surfaces (such as a toy) for several hours and moist surfaces (like the bathroom sink) for up to three days. Anyone who touches those surfaces is at risk of getting sick.

According to The Soap and Detergent Association (SDA), "Good hygiene is the first line of defense in staying healthy. The best way to reduce the spread of infectious diseases, is through frequent handwashing and regular cleaning of household surfaces. Using an antibacterial soap and a disinfectant provides an extra degree of safety." SDA offers the following tips for staying healthy this winter:

- *Wash hands frequently.* Wash before meals, after using the bathroom and after coming into contact with someone who is sick. For extra protection, consider using an antibacterial soap.
- *Give colds the shoulder.* Instead of using your hands, turn your head, lift your upper arm, then cough or sneeze into your shoulder.
- *Clean and disinfect wet or moist surfaces often.* Bathroom countertops/faucets/handles, toilet bowls/seats/handles, door knobs, floors and diaper changing tables are germ havens.

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• *Make sure the product does what you want it to do.* Some cleaners disinfect and some do not; be sure to always read the label.

• *Launder cleaning cloths frequently.* Cleaning cloths pick up germs from the surfaces they clean. Use liquid household bleach in the wash water, and always allow the cloths and sponges to dry thoroughly between uses.

• *Eliminate germ spreaders.* Avoid sharing drinking glasses or eating utensils, coughing or sneezing into the telephone, chewing on a pencil, and leaving used tissues around. ■



SDA





CLEAN KITCHENS

Getting All the Dirt

The kitchen is a natural magnet for grease and food-based soils that, if left untreated, can be both unsightly and unsafe.

Effective cleaning begins with the right information. Most surface and appliance manufacturers give instructions for cleaning their products. These are important guides for cleaning kitchen surfaces, says The Soap and Detergent Association. Cleaning product labels are the other important guide. They explain the type of soil the product is formulated to remove, the surfaces it is formulated to clean, how much to use and how to use the product. The best advice for getting good cleaning results is to read and follow label directions.

Over time, laminated countertops can become scratched, worn and dull looking. Solid surfaces are also prone to some of the same damage. To delay this as long as possible, use a trivet or insulated pad under hot pans. Wipe up spills immediately as some liquids can discolor the surface. On worn or damaged surfaces, products containing bleach can also alter the color. Do not use knives, scrapers, sand paper or steel wool pads to remove dried stains. Use a nonabrasive, all-purpose cleaner and, for textured surfaces, a soft vegetable brush. For wood countertops, use a wood cleaner or an abrasive cleanser.

A cutting board is good protection for any countertop. When preparing meats and poultry, immediately clean and disinfect the cutting board to prevent spreading food-borne bacteria. Use paper towels to wipe up meat juices to avoid contaminating cleaning cloths or sponges.

To prevent cloudy looking floors, use a no-rinse product or rinse the floor well after each cleaning. For vinyl or ceramic tile, use a nonabrasive, all-purpose cleaner or a floor care product designed to clean and/or shine these surfaces. For wood floors, use a wood cleaner. If the floor is finished with a water-based polyurethane, follow the polyurethane manufacturer's care instructions. ■

KITCHEN CLEANING TIPS

Using the Most Efficient Products

The Soap and Detergent Association offers a few tips to make kitchen cleaning easier. For specific information on cleaning kitchen surfaces, see the reproducible master on page 3.

- To clean small areas (countertops), sprays or gels are easy to use. To clean larger areas (floors or walls), powders or liquids mixed in a pail of water are more efficient.
- To prevent streak marks when cleaning large vertical areas, start at the bottom and work up, overlapping areas as you clean and using a circular motion.
- Abrasive cleansers provide extra cleaning power for hard-to-remove soils like food particles and grease residue in sinks. Be sure the abrasive product is suitable for the surface being cleaned, otherwise it may scratch the finish. In general, liquid and gel cleansers are less abrasive than powders.
- Use nonabrasive cleaners on surfaces that are easily scratched.
- Use a cutting board for preparing meats and poultry, then immediately clean and disinfect the cutting board to prevent spreading food-borne bacteria. Use a paper towel to wipe up juices from meats and poultry. If using a sponge or cloth, disinfect after using and launder it often.
- Clean microwave spills when they happen — since they don't get "baked on," it's a snap to wipe them up before they harden.
- Use a small foam paint brush to clean tight spaces between cabinets or under appliances.
- Avoid using or spilling strong acidic or alkaline cleaning products (toilet bowl cleaners, drain openers, rust removers, oven cleaners, etc.) on kitchen countertops. They can permanently discolor the surface. ■

Use the form on page 5 to order SDA's newest educational materials on household cleaning.

Cleaning House

A LOOK AT YOUR Kitchen

The toughest kitchen soils are grease and food. Plus, there is a need to reduce the spread of food-related bacteria. There are many effective products for general cleaning, as well as specialty cleaners for tasks like killing germs and removing soil from special surfaces.

Use this convenient checklist ✓ to select the right cleaning products for common kitchen surfaces.

C O U N T E R T O P S

Laminate (e.g., Formica®, Wilsonart® Laminate) Use a trivet or insulated pad to protect the surface from hot pans. Always use a cutting board. Wipe up cleaning solutions immediately to prevent discoloration or water damage.

- ✓ nonabrasive, all-purpose cleaner
- Abrasive cleansers can dull the finish.*
- Products containing bleach may alter the color of worn or damaged surfaces.*
- A soft vegetable brush is helpful in cleaning textured countertops.*

Solid surfacing (e.g., Corian®, Avonite®) Remove cuts and scratches from matte finishes by using abrasive cleansers and pads. Avoid damaging the surface by using trivets and cutting boards.

Matte finish

- ✓ nonabrasive or abrasive all-purpose cleaner

Satin or high-gloss finish

- ✓ nonabrasive all-purpose cleaner

Wood block Wipe up spills and liquids immediately.

- ✓ wood cleaner
- ✓ abrasive cleanser

A P P L I A N C E S

Exterior cabinets (refrigerator/freezer, range, dishwasher) Avoid abrasive cleansers. Allow cooking surfaces to cool before cleaning.

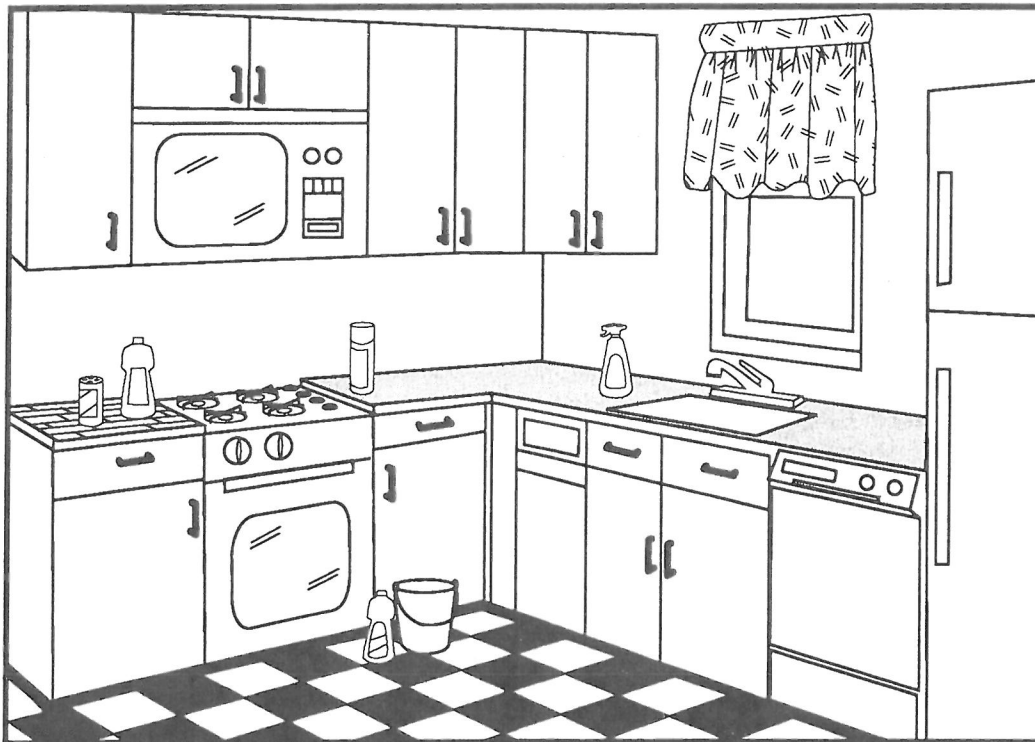
- ✓ nonabrasive, all-purpose cleaner
- ✓ liquid kitchen wax will clean and protect the surface

Interiors (refrigerator/freezer) Avoid abrasive cleansers.

- ✓ nonabrasive, all-purpose cleaner
- ✓ solution of baking soda and water

Ovens (standard cleaning type) Clean spills as you go to make this tough job easier.

- ✓ oven cleaner
- Products that work in a cold oven are stronger than those designed to work in a heated oven.*
- Do not use an oven cleaner on a self-cleaning or continuous cleaning oven; it may damage the surface.*



Sinks The type of cleaner depends on the surface.

Porcelain:

- ✓ nonabrasive, all-purpose cleaner
- ✓ disinfectant cleaner
- ✓ mild abrasive (liquid or powdered) cleanser

Stainless steel:

- ✓ stainless steel cleaner
- ✓ nonabrasive or abrasive all-purpose cleaner
- ✓ disinfectant cleaner
- ✓ glass and multi-surface cleaner will clean and shine the surface

Towel dry to prevent water spots.

F L O O R I N G

Flooring can become cloudy from cleaning solution residue. Use a no-rinse product or rinse the floor well after each cleaning.

Vinyl or ceramic tile

- ✓ nonabrasive, all-purpose cleaner
- ✓ floor care product that either cleans, cleans and adds shine, or just adds shine

Wood

- ✓ wood cleaner
- Dirt and grit can scratch and dull floor finishes, so clean them often. A floor polish will protect the finish, fill in scratches and restore shine to older floors.*





MISCELLANY

Kitchen Safety

As the kitchen becomes an activity center in the home, it's more important than ever to be vigilant about safety issues. To help avoid accidents, The Soap and Detergent Association offers the following tips.

Store household cleaners in their original labeled containers. Keep them separate from food and stored out of the reach of young children. If there are small children in the household, these and all other storage cabinets should have child-resistant safety latches.

Good lighting is an accident deterrent. Be sure there is plenty of light at the stove, sink and countertop work areas, particularly where food is cut and chopped. To avoid slips and falls, immediately wipe or pick up spilled water, grease or food peelings.

Electrical appliances are another cause for concern. Don't overload electrical outlets. And be sure hands are completely dry before operating any electrical appliance.

Giving Odors the Deep Freeze

Odors that linger in refrigerators and freezers are generally unpleasant and may permeate foods.

Regular cleaning is the best prevention, suggests The Soap and Detergent Association. Discard foods that are beyond safekeeping. Wipe spills promptly. Cover or wrap all stored foods. For the inside walls and floor, wash with a nonabrasive, all-purpose cleaner or a solution of two tablespoons baking soda to one quart warm water. Use warm, soapy water on gasket and door liners and all removable parts. Dry everything well.

For lingering odors, spread activated charcoal or baking soda in a large, flat pan and leave in the unit to absorb odors. For stubborn or noxious odors, remove all food but leave the unit running. Pack each shelf with crumpled newspapers and lightly sprinkled them with water. Replace newspapers every one or two days. For stronger odors, the process may take five to six days.

Portable Fare

Say farewell to failed food transportation with a new line of temperature-retaining food carriers. The line includes three Pyrex pieces: a 9"-by-13" oblong pan and 2-quart and 4.5-quart covered casseroles. For easy traveling, each piece is accompanied by a microwaveable plastic lid and an insulated fabric carrier. Thermal pads - a red one for hot foods and a blue one for cold foods - keep the food at the desired temperature.

The system is a serviceable, sophisticated alternative to the towel-and-cardboard-box method that many consumers use to transport food to picnics and parties, comments The Soap and Detergent Association. To use the unit, the hot pad is heated in a microwave or the cold pad is frozen in a freezer. The appropriate pad is inserted into the pocket of the carrier. The manufacturer claims, hot foods remain at 140°F and cold foods, below 40°F for up to two hours. The zippered carrier is machine-washable.

Home Safe Home

With home safety becoming an increasingly important consumer concern, The Soap and Detergent Association has collected information about some of the newest devices on the market.

Fire emergency centers are small, glass door cabinets that contain a five-pound fire extinguisher suitable for grease and electrical fires and a 40 foot, kink-resistant fire hose that taps into a standard residential water line. Liquid flame retardant sprays can be applied to an appropriate surface to keep it from burning. Towel fabric is specially treated to smother small fires. An environmentally safe aerosol spray tests smoke detector functions.

Air quality indicators detect a variety of chemical compounds, including carbon monoxide, cigarette smoke, automobile exhaust and propane. One carbon monoxide sensor draws in room air while it detects the presence of CO. Strobe light systems for the hearing impaired can be connected with other alarm systems. ■

PLEASE HELP US PLAN OUR VIDEOCONFERENCE

The Soap and Detergent Association will be broadcasting a videoconference in 1997 (watch for an announcement in the next issue of *Cleanliness Facts*) and would like your input about topics, speakers, and resource materials. Please take a moment to complete this short questionnaire about your needs for Household Cleaning Product Information, Water Quality and Waste Management issues.

1. Are you currently involved in Water Quality or Waste Management efforts in your community?

_____ Yes, very _____ Yes, somewhat _____ No

2. Tell us briefly about the kinds of issues/problems your community is dealing with in this area.

3. Place a check next to the topics you would be interested in learning more about:

- | | |
|--|---|
| <input type="checkbox"/> waste disposal options | <input type="checkbox"/> disposal of household cleaning products |
| <input type="checkbox"/> municipal sewage treatment | <input type="checkbox"/> understanding new product formulations |
| <input type="checkbox"/> septic tank systems | <input type="checkbox"/> energy efficiency issues |
| <input type="checkbox"/> landfills | <input type="checkbox"/> successful public education programs |
| <input type="checkbox"/> case studies in successful waste management/water quality | <input type="checkbox"/> reducing solid waste thru industry package reduction |
| <input type="checkbox"/> use of household cleaning products | <input type="checkbox"/> future trends |

other: _____

4. What types of speakers would you find most interesting and informative?

In your opinion, who are the most notable authorities in the Water Quality/Waste Management fields?

Do you know of someone who might be an appropriate speaker?

Name and title: _____ Phone # _____

Address: _____

Area of expertise: _____

5. Please tell us about your clients and their informational needs: Approximately how many people do you work with: per month _____; per year _____ ?

Place a check next to the topics your clients most need information about:

- | | |
|--|--|
| <input type="checkbox"/> waste reduction | <input type="checkbox"/> determining environmentally-smart packaging |
| <input type="checkbox"/> recycling | <input type="checkbox"/> disposing of household cleaning products |
| <input type="checkbox"/> proper use of cleaning products | <input type="checkbox"/> reading cleaning product labels |
| <input type="checkbox"/> septic tank systems | <input type="checkbox"/> energy efficiency |
| | <input type="checkbox"/> other _____ |

What are the most frequently asked questions on topics of laundry, dishwashing and household cleaning?

What formats do you find most useful when working with clients? (Please number in order of importance.)

- | | |
|--|--|
| <input type="checkbox"/> brochure handouts | <input type="checkbox"/> videos |
| <input type="checkbox"/> charts/posters | <input type="checkbox"/> reproducible handouts |
| <input type="checkbox"/> slides | <input type="checkbox"/> e-mail or on-line information |
| <input type="checkbox"/> other _____ | |

Tell us about any special educational needs/circumstances (i.e. non-English speaking audiences.)

6. Have you ever attended a videoconference before? Yes No Not sure

If yes, did you like this communication medium? Yes, very much Moderately No

What did you find most effective? _____

What could have been improved? _____

7. What would persuade you to attend a videoconference on the topics of Household Cleaning Products, Water Quality and Waste Management?

Any suggestions we should keep in mind while planning?

Thanks for your help!

(Optional): Your Name : _____ Phone # _____

Address : _____

PLEASE MAIL OR FAX COMPLETED QUESTIONNAIRE TO:

Gisel R. English, The Soap and Detergent Association

475 Park Avenue South, New York, NY 10016 FAX: 212-213-0685

WHAT'S NEW?

Dryer lint buildup can mean less efficient drying, longer cycles and more wear on the appliance. The Easy Clean 100 dryer system solves this problem with a centrifugal separator that pulls lint out and directs it to a large collector basket. A lint window indicates when it is full. Up to one hundred loads can be dried before the collector needs emptying.

(Whirlpool Brand Appliances; Whirlpool Corporation; Benton Harbor, MI 49022)

The Toaster Ovenware line is designed to meet the consumer demand for multi-use appliances. These aluminum accessories include a pizza crisper, cookie sheet, baking pan and compact grill-and-sear which incorporates cast iron to sear in meat juices. All items have a nonstick coating and are designed to fit most toaster ovens.

(Nordic Ware; Highway 7 at 100; Minneapolis, MN 55416)

Fat fighters take note! The George Foreman Lean Mean Fat-Reducing Grilling Machine has thrown its hat into the small electronics ring.

This indoor grill, which is part of the manufacturer's healthy eating series, can cut three ounces of fat from two typical hamburgers and cook a well-done hamburger in minutes. (Salton/Maxim Housewares, Inc.; 550 Business Center Drive; Mt. Prospect, IL 60056)

Tidy Pets, a line of plastic pet organization and grooming products, is designed to keep pets and their supplies in good order.

Organizers include Toto Tote, a pet supply caddy; Pet Store, a wall rack for storing leashes, toys and treats; Fin Bin, a fish tank organizer; and the multi-hook Leash Corral. Grooming aids include the Fur Trapper pet hair drain catcher; a Pet Hair Roller; Critter and Kitty Mitts; Bathtub Pet Washer; Scrub-a-Glove; Handy Hoser outdoor pet spray; and Pet Washer Spray. (Selfix, Inc.; 4501 West 47th Street; Chicago, IL 60632) ■

----- SDA ORDER FORM -----

Up to 50 copies FREE. Call or write for larger quantities.

Fact Sheet Notebook—Household Cleaning. A 20-page, loose-leaf manual with in-depth information on household cleaning. Includes sections on "types of household cleaners," "ingredients in household cleaners," "what's on a label," "mix-at home recipe checklist," and a chart with information on the care of 24 hard surfaces. For educators and college students.

All The Dirt On Cleaning. A 16-page guide to choosing and using household cleaning products. Features a room-by-room tour of the most common surfaces in today's homes and their cleaning solutions. Includes safety and disposal information. For adults and high school students.

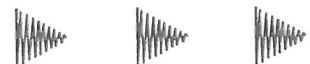
Please send: _____ All The Dirt On Cleaning _____ Fact Sheet Notebook—Household Cleaning

Name _____ Title _____

Affiliation _____ Phone _____

Address _____
 _____ City State Zip

Mail or FAX order to: CLF Brochures; The Soap and Detergent Association
 475 Park Avenue South; New York, NY 10016
 FAX: 212-213-0685; Phone: 212-725-1262 X221





“KEEP IT CLEAN” BRIEFS

Hot candle wax can penetrate the finish of wood furniture; and the dyes and oils in the wax can stain the wood. Such stains may be impossible to remove.

Prevent wax stains by always placing a coaster or other protective surface under candles. Remove soft wax by wrapping an ice cube in plastic and holding the ice over the wax to harden it. Then, gently push it loose with a plastic card or non-stick spatula. Remove any waxy residue with furniture polish or mineral spirits.

Even though crystal is much heavier than ordinary glassware, the weight is not necessarily a sign of strength. Care must be taken when handling or washing crystal.

Wash crystal by hand using a hand dishwashing detergent and warm water. Wash only one piece at a time to prevent knocking pieces against each other. Do not wash crystal in an automatic dishwasher, the high temperatures can damage the surface polish.

Clean the interiors of vases by adding uncooked rice to warm, soapy water and swirling it gently. Rinse with clear water and dry immediately. Polish with a soft, lint-free cloth.

When washing and drying stemware, hold the item by the bowl, not the stem or foot. Never place glasses upside down when draining or storing, as the rims are very fragile and can easily be chipped or cracked. ■

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