



2023 NATIONAL CLEANING WEEK TOOLKIT



#UnderstandingClean
#NationalCleaningWeek



ABOUT NATIONAL CLEANING WEEK

The fourth Sunday in March kicks off National Cleaning Week, celebrating the beginning of the spring cleaning season. This is a great time to raise awareness about using cleaning products in our homes and communities safely and effectively.

The American Cleaning Institute (ACI) has declared the theme for this year “Understanding Clean.”

Everyone cleans, for many reasons, and has a right to understand what is in the cleaning products they bring into their homes.

That is why, for National Cleaning Week 2023, ACI is encouraging the cleaning product industry to share messages and resources designed to enhance understanding about the cleaning process and cleaning products.

By joining together, we can show that increasing consumer confidence is the industry's mission and responsibility.



HOW TO PARTICIPATE



- Take the graphics and messages included in this toolkit to use on your own channels.
- Use the National Cleaning Week sticker for your own graphics and share your own resources pertaining to this year's theme.
- Share spring cleaning resources from the [EPA Safer Choice Media Kit](#).

Hashtags

- #UnderstandingClean
- #NationalCleaningWeek
- #SpringCleaning

Don't forget to tag ACI! We will be amplifying your cleaning week content across our social media channels.



KEY MESSAGES

- More information is available than ever before about what's in cleaning products. It goes beyond what's on the label.
- Cleaning products are safe when used as directed and that safety research is available for interested consumers.
- Consumers have a right to know, understand and trust the ingredients in the products they are using.
- There's a lot that goes into choosing a cleaning product. Consumers need access to consistent information to make an informed decision.
- Three-quarters of Americans plan to spring clean this year and are planning to clean more than in previous years.
- Happy National Cleaning Week!



Resources

Please feel free to share these tools, or your own.

NEW [Cleaning Chemistry Catalog](#): Formerly the Cleaning Product Ingredient Safety Initiative (CPISI), the new database will also incorporate the Cleaning Product Ingredient Environment Safety (CPIES) and the Future Leaders' What Ingredients Do tool, with a user-friendly interface.

NEW [2023 National Cleaning Survey](#): The latest spring cleaning survey results.

[How to Read a Label](#): Information for consumers on cleaning product labels, including the main areas of information to look for and how to use SmartLabel.

[Ingredient Overview](#): A walk-through of the different types of cleaning product ingredients and why they are there. There is a new section that includes microbes used in cleaning products.

[Cleaning Is Caring](#): Toolkits with posters and infographics for different audiences (parents, caregivers, small business owners, educators, etc.) on cleaning and disinfecting safely and effectively.

GRAPHICS

Stickers



Square Images



Right click image to download

GRAPHICS (CONTINUED)

Rectangle Images



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SAMPLE SOCIAL MEDIA

- It's spring cleaning season! As you restock your cleaning supplies, go beyond the label to find out why those ingredients are in your products:
<http://bit.ly/3TmAzJs> #UnderstandingClean #NationalCleaningWeek
- Happy #NationalCleaningWeek! Cleaning products have been carefully formulated & regulated for safe use in our homes. Ingredient overviews and safety data are available on the new Cleaning Chemistry Catalog:
<http://bit.ly/3TmAzJs> #UnderstandingClean
- Getting ready to spring clean? As you choose your cleaning products, here are some key places to look on the label (and beyond) for info: <https://bit.ly/3vVCwkr>
#UnderstandingClean #NationalCleaningWeek
- Consumers want to know more than ever about what's in their products and we're committed to helping make that information accessible and understandable.
#UnderstandingClean #NationalCleaningWeek
- Whichever cleaning products you chose, we're committed to helping you make an informed decision.
#UnderstandingClean #NationalCleaningWeek