

EXHIBIT C

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Ten Ideas For Keeping Kids Safe While Cleaning

SDA Shares Must-Have Tips for Parents of Young Children

WASHINGTON, DC – March 14, 2007 – National Poison Prevention Week (March 18-24) annually highlights the dangers of poisonings and how to prevent them. As a longtime supporter of Poison Prevention Week activities, The Soap and Detergent Association (SDA) is supporting the 2007 observance by sharing must-have tips for parents of young children.

Here are ten simple year-round reminders for consumers to help keep their families safe:

1. **Take a tour of your home.** Making sure your entire home is safe for children can help avoid unnecessary trips to the emergency room later on.
2. **Install child-proof locks on cabinets that house cleaning supplies.** Never assume a cabinet is too high for a curious, climbing toddler.
3. **Keep all household products in their original packages.** Packaging includes useful first aid information in the event of accidental exposure or ingestion.
4. **Read and follow the product-label directions.**
5. **Don't leave cleaning buckets unattended.** Even those with a small amount of liquid pose a danger to "top heavy" toddlers. If the child falls into a bucket, it may not tip over and he or she could drown.
6. **Schedule cleaning during "down times"** such as nap time or when children are in school, or on a play date.
7. **Take out only the amount of cleaning product needed for the job at hand.** Store the rest away securely so there's no chance that small explorers will get their hands on it.
8. **Immediately clean up any spillage.**
9. **Avoid distractions or interruptions when children are present during cleaning.** If you answer the door, take the child with you. If the phone rings, let the answering machine do its job.
10. **Post the Poison Control Center phone number (1-800-222-1222)** by every land phone in your home and save it on your cell phone.

"Very simply put, an ounce of prevention means a safer home," says SDA Vice President of Education Nancy Bock, who is the 2006-2007 Chair of the Poison Prevention Week Council. "In 2005, half of all exposure calls managed by Poison Control Centers involved children under six.

"National Poison Prevention Week is a good time for families to identify where potential accidental poisonings can occur in the home. Concentrate on preventative measures that can help keep your family clean and safe. Millions of cleaning products are used and stored safely every day when parents have safety measures in place," added Bock.

SDA has a free online brochure containing common sense tips to help keep your family safe around the home year-round. You can download "Home Safe Home" on our website, www.cleaning101.com/health. And visit for www.poisonprevention.org for more safety information from the Poison Prevention Week Council

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The Soap and Detergent Association (www.cleaning101.com), the Home of the U.S. Cleaning Product and Oleochemical IndustriesSM, is the non-profit trade association representing manufacturers of household, industrial, and institutional cleaning products, their ingredients and finished packaging; oleochemical producers; and chemical distributors to the cleaning product industry. SDA members produce more than 90 percent of the cleaning products marketed in the U.S. The SDA is located at 1500 K Street, NW, Suite 300, Washington, DC 20005.

SDA Membership Now Open to Chemical Distributors

WASHINGTON, DC – December 18, 2006 – Chemical distributors who do business with the cleaning product or oleochemical industries are now eligible to join The Soap and Detergent Association (SDA).

Companies must have sales in the United States to qualify for membership.

“As the home of the U.S. cleaning product and oleochemical industries, SDA offers distributors who work along side our members throughout the year an opportunity to take part in SDA programs and activities, especially our Annual Meeting and Industry Convention,” said Ernie Rosenberg, SDA President & CEO.

Chemical distributors who join SDA now are eligible to receive SDA member registration discounts for the 2007 SDA Convention, which takes place January 30-February 3 at the Boca Raton Resort & Club in Boca Raton, Florida.

Distributors, as well as cleaning product formulators, ingredient and packaging suppliers, and oleochemical producers, can find out more information about SDA membership online at www.cleaning101.com/joinSDA. Questions can also be directed to Brian Sansoni, Vice President of Communication and Membership, at 202-662-2517 or at bsansoni@cleaning101.com.

The SDA Convention is the cleaning product and oleochemical industries' premier forum for business interaction and networking. Highlights of the 2007 Convention include:

- Keynote speaker Marcus Buckingham, the former Gallup Organization executive who has written the best-sellers: *First, Break All the Rules: What the World's Best Managers Do Differently*; *Now, Discover Your Strengths*; and *The One Thing You Need to Know*.
- Keynote speaker Ted C. Fishman, author of the bestselling book, *China, Inc.: How the Rise of the Next Superpower Challenges America and the World*.
- A briefing on REACH, Europe's chemical regulatory policy, by those closest to the process in Brussels.
- SDA's annual Issues Briefing, a concise summary of the priority issues and activities affecting SDA member companies.
- SDA's Global Industry Update, featuring updates by executives at SDA's sister trade organizations from around the world.

Online Convention registration is available at
www.cleaning101.com/meetings/convention2007.

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16 New Members Join The Soap and Detergent Association

Recent Additions Include AIEn USA, American HomeHealth, Bayer MaterialScience, Cognis Oleochemicals, Commonwealth Soap & Toiletries, Galaxy Surfactants, Glaconchemie, INVISTA, The Laundress, Method, Nease Corp., Orchidia, Phoenix Brands, Securitas Inc., Technical Concepts, VVF Ltd.

WASHINGTON, D.C., July 10, 2006 – More than a dozen new members have joined the ranks of The Soap and Detergent Association (SDA), which is the trade association for the U.S. cleaning product and oleochemical industries.

SDA, based in Washington, D.C., represents manufacturers of household, industrial, and institutional cleaning products; their ingredients and finished packaging; and oleochemical producers who have sales in the U.S. The complete list of SDA members is available online at www.cleaning101.com/about/members.cfm.

SDA's Board of Directors has approved the applications of 16 companies in recent months, including:

- **AIEn USA**, the Houston-based U.S. subsidiary of Mexican cleaning products maker Industrias AIEn. AIEn's U.S. subsidiaries include Pine-O-Pine and White Cap. Their products include including disinfecting wipes, surface cleaners, bathroom foams, laundry products, bleach, and antimicrobial hand soaps, sanitizing hand gels, and sanitizing hand sprays. Website: www.pineopine.com/En/portada.html.
- **American HomeHealth Inc.** is a St. Petersburg, Florida-based producer of infection prevention products, including disinfecting wipes, surface cleaners, and bathroom foams, and antimicrobial hand soaps, sanitizing hand gels, and sanitizing hand sprays. Websites: www.psthenewclean.com and www.ahhi.com.
- **Bayer MaterialScience LLC**, whose U.S. operations are based in Pittsburgh, Pennsylvania, produces a number of chemical products. Their chemicals include chlorine-based ingredients sold to the cleaning products industry. Website: www.bayermaterialscienceNAFTA.com.
- **Cognis Oleochemicals LLC**, based in Cincinnati, Ohio, is the U.S. operation of Cognis Oleochemicals Sdn. Bhd., a joint venture between Cognis Deutschland GmbH & Co. KG and Golden Hope Plantations Berhad. Cognis' global oleochemicals business comprises fatty acids, glycerine, oilfield chemicals,

Ozone Performance Additives (azelaic acid, pelargonic acid), and Plastics Additives. Website: www.cognis.com/CognisOleochemicals.

- **Commonwealth Soap & Toiletries Company** is a soap and beauty products maker based in Fall River, Massachusetts. Website: www.cstsoap.com.
- **Galaxy Surfactants Ltd.** is an India-based manufacturer of surfactants and specialty chemicals selling primarily to the Personal Care and Home Care industry in the U.S. and worldwide. Their U.S. office is located in Piscataway, New Jersey. Website: www.galaxysurfactants.com.
- **Glaconchemie GmbH** is a Merseburg, Germany-based producer of glycerine. The company also has a U.S. office in Middleburg, Virginia. Website: www.glaconchemie.de.
- **INVISTA**, based in Wichita, Kansas, is one of the world's largest integrated fiber, resin and intermediates companies, serving the Apparel, Interiors, Intermediates, Performance Fibers, and Polymer and Resins industries. INVISTA produces Dibasic Esters (DBE), which can function as solvents as well as chemical intermediates used in cleaning products. Website: www.invista.com.
- **The Laundress, Inc.** is a New York City-based maker of premium laundry and fabric care products revolutionizing proper garment and home furnishing care. Website: www.thelaundress.com.
- **Method**, based in San Francisco, is a producer of household cleaning, personal care, and fabric care products. Website: www.methodhome.com.
- **Nease Corporation**, based in Cincinnati, Ohio, was spun off from Ruetgers Chemicals AG in 2005 and became a wholly owned subsidiary of International Chemical Investors (ICI). Nease produces hydrotropes, acid catalysts,

naphthalene sulfonates, surfactants, and phosphate esters. Website: www.neasecorp.com.

- **Orchidia** is a Downers Grove, IL-based fragrance manufacturer. They also have an office in San Clemente, CA. Website: www.orchidia-fragrances.com.
- **Phoenix Brands LLC**, based in Stamford, Connecticut, is a North American consumer products company, whose portfolio includes machine and dish detergents, laundry detergents and laundry aids, fabric softeners, and spray starches. For more information: contact Bill Schmitt, V.P. of R&D, at williamschmitt@snet.net.
- **Securitas Inc.** is a Richmond, Virginia-based manufacturer of personal care and cleaning products, such as soaps, body washes, shampoos, hand gels, liquid cleaners and deodorants. Website: www.securitas-inc.com.
- **Technical Concepts LLC** is a Mundelein, Illinois-based manufacturer of hygiene products and systems for washrooms and washstations, including liquid and antimicrobial soaps. They also have offices in the United Kingdom and Malaysia. Website: www.technicalconcepts.com.
- **VVF Limited** is an India-based soap and oleochemical manufacturer, which has a U.S. oleochemical office based in Freehold, New Jersey. Website: www.vvfltd.com.

“Having these companies at the table strengthens SDA’s efforts to protect our members’ ability to formulate, innovate and succeed in today’s marketplace,” said Ernie Rosenberg, SDA President and CEO. “Their insights will also aid us in reaching our vision of enhancing health and the quality of life through cleaning products and practices.”

SDA membership information is available online at www.cleaning101.com/joinSDA. For more information, contact Brian Sansoni at 202.662.2517 or at membership@cleaning101.com.

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“Gemini” Surfactant Researchers Honored with Soap and Detergent Association Award

Research Could Benefit Development of Improved Formulations

Washington, DC, May 4, 2005 – Five scientists who examined the inner workings of a newer class of surface active agents – known as gemini surfactants – are the recipients of the 2005 Soap and Detergent Association (SDA) Award.

The award is sponsored by SDA and the Surfactants & Detergents Division of the American Oil Chemists’ Society (AOCS), and was presented during the AOCS 96th Annual Meeting and Expo in Salt Lake City, Utah. The award honors the best technical paper published in 2004 in the *Journal of Surfactants and Detergents*, a publication of AOCS Press.

The winners of the 2005 SDA Award authored a [paper](#) that appeared in the July 2004 issue of the *Journal*, “Kinetics of the Self-Assembly of Gemini Surfactants.” The honorees include:

- Cecilia Groth, a Ph.D. student at Chalmers University of Technology, Göteborg, Sweden.
- Magnus Nydén, Ph.D., associate professor, Department of Materials and Surface Chemistry, Chalmers University of Technology.
- Krister Holmberg, Ph.D., professor of Applied Surface Chemistry, Chalmers University of Technology.
- James Kanicky, Ph.D., R&D engineer with DuPont Titanium Technologies, Iler Research Center, New Johnsonville, Tennessee.
- Dinesh O. Shah, Ph.D., Director, Center for Surface Science and Engineering at the University of Florida, and the First Charles A. Stokes Professor of Chemical Engineering and Anesthesiology.

In recent years, gemini surfactants have attracted substantial interest in the academic as well the industrial communities, according to Dr. Shah.

As the name implies, gemini surfactants consist of two surfactant moieties (portions), linked together by a spacer unit (two, three, four or more methylene groups). Gemini surfactants form micelles (which are basically electrically charged colloidal particles or ions consisting of oriented molecules) and give mono- and bilayers at surfaces at much lower concentrations than regular surfactants.

“This pronounced tendency to self-assemble can have many practical applications, for instance in cleaning and personal care applications,” says Dr. Shah.

Using a combination of techniques, the authors have demonstrated that the length of the spacer unit governs many of the properties of these surfactants and that truly unique properties can be obtained if the spacer is very short.

“The common surfactants associate as spherical or cylindrical micelles at appropriate surfactant concentrations and conditions,” added Dr. Shah. “Normally, cylindrical micelles form at much higher surfactant concentrations. In contrast, gemini surfactants form spherical as well as cylindrical micelles at much lower concentrations. The reason is that the two chains are linked by a spacer of hydrocarbon.

“This is almost like two kids running with their one foot tied to each other. It changes the kinetics of their diffusion in and out of the micelles or at the interface. The shorter spacer length makes gemini molecules adsorb much faster at the interface. Thus, the industry may use gemini surfactants to produce fluids containing rod-like micelles using much lower concentration of gemini surfactants. Such solutions have unique flow properties and solubilization characteristics.

“The results can be utilized by industry in the development of improved formulations for surfactant-containing products,” said Dr. Shah.

The research honored by SDA and AOCS is the result of a long-term research collaboration between surface chemistry groups at the University of Florida and at Chalmers University of Technology in Göteborg, Sweden.

For more information on the research, contact Dr. Dinesh Shah at the Center for Surface Science and Engineering at the University of Florida, at (352) 392-0877 or at shah@che.ufl.edu.

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Cognis, Dow Chemical, P&G Execs Join SDA Board of Directors

WASHINGTON, D.C., July 20, 2004 – Senior executives from Cognis Corporation, Dow Chemical, and Procter & Gamble have joined the Board of Directors of The Soap and Detergent Association, the U.S. trade association of the cleaning product and oleochemical industries.

The new Directors – elected by the Board at its meeting in Washington, D.C. – are:

- Mark Leonard, Vice President, Care Chemicals, Cognis Corporation (www.na.cognis.com)
- Pam Butcher, Business Vice President, Specialty Chemicals, The Dow Chemical Company (www.dow.com)
- Dimitri Panayotopoulos, Group President, Global Fabric Care, The Procter & Gamble Company (www.pg.com)

The new Board members are succeeding colleagues from their companies who recently left the SDA Board: Michael Miller (Cognis), Julie Fasone Holder (Dow Chemical), and Robert McDonald (P&G).

“The strength of our Board of Directors continues to be the diverse representation of top executives from cleaning product industry formulators, ingredient suppliers, and oleochemical producers,” said Ernie Rosenberg, SDA President and CEO. “That’s why SDA has been able to effectively represent these industries since 1926.”

The SDA Board is chaired by Stanley W. Silverman, President and CEO of PQ Corporation (www.pq.com). Alan Jope, COO, Unilever Home and Personal Care, (www.unilever.com), serves as Board Vice Chair.

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