

Clean and green Cleaning products, whether used in a washing machine, a mop bucket or the kitchen sink, all contain cleaning agents that help to strip away grime. After flushed down the drain, many detergents cause undue harm to nature. By contrast, cleaning products with the European Eco-label do the same job while causing minimal environmental harm. Eco-labelled detergents:

- guarantee effectiveness — the products are tested by independent laboratories for quality;
- are labelled with clear guidelines for safe, effective and efficient use; and
- contain fewer hazardous chemicals.

By following the European Eco-label Flower, you get products that tread gently on the environment throughout their **life cycle**, from the creation of the chemicals themselves, to their packaging, to their disposal (see diagram). Simply said, Eco-labelled cleaning products are better by nature.



The European Eco-label

distinguishes products that meet high standards of both performance and environmental quality. Every product awarded the European Eco-label must pass rigorous environmental fitness trials, with results verified by an independent body.

Other environmental labels cover specific environmental concerns such as recyclability or energy efficiency, but the Flower of the European Eco-label stands for low environmental impacts throughout a product's life cycle — from manufacturing to disposal. Consumers can find it across the European Union, Norway, Liechtenstein and Iceland.

Criteria exist for more than 23 types of products and services, with new categories continuously being adopted. The Flower adorns, among other items, environmentally friendly appliances, clothing, gardening products and tourist accommodations.

Look for the Flower!



CONTACT INFORMATION

The European Commission: ecolabel@ec.europa.eu
 Your national Competent Body: http://ec.europa.eu/environment/ecolabel/tools/competentbodies_en.htm
 General information on the Flower: <http://ec.europa.eu/ecolabel>
 The Green Store: www.eco-label.com
 The European Eco-label on tourism services: <http://www.eco-label-tourism.com>



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The choice for **health** and **value**



Detergents for washing machines and dishwashers

Environmental advantages

- Clothes and dish washing machine detergents must come with specific dosage instructions to encourage efficient use and thereby minimise environmental impact.
- Instructions must provide recommendations on how to adjust the dosage for water hardness.
- Detergents must break down into harmless elements once they enter the environment.
- Cardboard packaging must be made of at least 80% recycled content.

Energy savings

- Detergents must work well at lower temperatures to save energy, while providing the same level of hygiene and cleaning.
- Guidelines must be provided for efficient use, promoting savings in energy and detergent.

Machine detergents work well at lower temperatures to save you money on your energy bill.

Washing-up liquid and all-purpose cleaners

Environmental advantages

- Detergents must break down into harmless substances once they enter the environment.
- The products must come in a minimal amount of packaging, thus taking up less space in the landfill.
- Detergents must come with guidelines for safe handling and use.
- Recommendations on the label instruct the consumer about how to use the correct amount of detergent for the job at hand.
- All-purpose cleaners must have instructions for diluting the detergent effectively to clean practically any washable surface.

All Eco-labelled cleaning products have been tested for performance by independent laboratories.

Detergents must break down into harmless elements once they enter the environment.



BETTER FOR YOUR HEALTH

- Eco-labelled detergents have reduced health risks related to their use, including skin and eye irritation and poisonous contents.
- Ingredients cannot be carcinogenic, mutagenic or teratogenic.
- Guidelines must be provided with the product for safe handling and use.
- Any perfumes added to washing-up liquid must be listed on the packaging.



BETTER FOR YOUR WALLET

- Dosage instructions help the consumer to use an efficient amount of detergent.
- Machine detergents work well at lower temperatures to save you money on your energy bill.
- Eco-labelled products are guaranteed to perform as well as other market-leading products.
- Machine detergents are guaranteed to provide the same level of hygiene at lower temperatures.