

**FOR IMMEDIATE RELEASE**  
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## **Smart Home Cleaning: New Web Site Educates Consumers on Looking Clean Versus Being Clean**

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**Washington, DC (February 5, 2008)** – The Consumer Specialty Products Association (CSPA) is separating fact from fiction about what *looks* clean and what *is* clean with the launch of its new consumer website [www.AboutCleaningProducts.com](http://www.AboutCleaningProducts.com).

“We are surrounded by invisible germs that can have a significant impact on our health,” said Chris Cathcart, president of CSPA. “While it’s easy to make a home look clean, there is a wide array of issues to consider to achieve a truly clean home, such as choosing a safe and effective product—whether it is a traditional, “green” or home-brewed alternative.”

[www.AboutCleaningProducts.com](http://www.AboutCleaningProducts.com) provides a wealth of information about how to clean kitchens, bathrooms, laundry, and carpets and upholstery. It also includes useful information about alternatives to traditional cleaners.

“In today’s information age, it is important for consumers to have a resource they can rely upon to provide factual information about the science of the cleaning process, the different types of products available, and their uses and limitations,” said Kelly Semrau, chair of CSPA and vice president of global public affairs and communications for SC Johnson.

In a recent national survey commissioned by the Alliance for Consumer Education (ACE), mothers stated that keeping their homes clean was the best means of protecting their families from the germs that cause colds and flu. ACE’s interactive website, [www.StopGerms.org](http://www.StopGerms.org), allows consumers to take a tour of a home and learn how to have a cleaner and healthier home. Other CSPA-related websites include:

- [www.AboutBugs.com](http://www.AboutBugs.com) explains that the awareness of dangers of certain pests, education in their control and taking effective control steps are necessary for the health and well-being of people, plants and animals.
- [www.AboutGerms.com](http://www.AboutGerms.com) explores the historical use of antimicrobials and looks at the many modern day benefits of these agents including the protection of our health and homes.

### **About CSPA**

The Consumer Specialty Products Association is a non-profit national trade association representing approximately 260 companies engaged in the manufacture, formulation, distribution and sale of hundreds of familiar consumer products. It is organized into seven divisions: Aerosol Products, Air Care, Antimicrobial Products, Cleaning Products, Pest Management Products, Industrial and Automotive Specialty Chemicals, and Polishes and Floor Maintenance. For more information, please visit [www.cspa.org](http://www.cspa.org).