

Approved Reporter Source Sheet

March 12, 2010 Press Conference:

Procter & Gamble Agrees to Reformulate Herbal Essences Due to Toxic Contaminant
New product tests find 1,4-dioxane problem In P&G laundry soaps too

Laundry Detergent Test Results

Conventional Brands:

1. All Laundry Detergent (Unilever) – 0.6 ppm
2. Arm & Hammer (Church & Dwight Co.) – 5.0ppm
3. Cheer BrightClean Detergent (P&G) – 20ppm
4. Dreft powdered detergent (P&G) - ND
5. Era (P&G) – 14ppm
6. Gain 2X Ultra (P&G) – 21ppm
7. Ivory Snow Gentle (P&G) – 31ppm
8. Purex (Dial Corp) – 25ppm
9. Sun Burst (Sun Products Corp.) – ND
10. Tide (P&G) – 55ppm
11. Tide Free (P&G) – 29ppm
12. Wisk 2X Ultra (Sun Products Corp) – 3.9ppm
13. Woolite complete detergent (Reckitt Benckiser) – 1.3ppm

Natural Brands:

1. ECOS Laundry Detergent (Earth Friendly Products) – ND
2. Life Tree Laundry Liquid – ND
3. Seventh Generation Free & Clear laundry detergent– ND
4. Planet Ultra Liquid Laundry detergent – 6.1 ppm
5. Mrs. Meyers Laundry detergent – 1.5ppm
6. Clorox Green Works Natural Laundry detergent- ND
7. Method Squeaky Green Laundry Detergent - ND

(ND=not detected)

Testing performed by the independent third-party laboratory Exova.

METHOD: An aliquot of sample was accurately weighed into a vial with 5 mL water and one gram of sodium sulfate. Internal standard (5 µg 1,4-Dioxane-d8) was added. The vial was capped and heated at 95°C for 60 minutes. A one mL aliquot of the headspace over the sample was analyzed by direct injection. The results are given below.

CONDITIONS: Instrument: Agilent 5973N · Column: 25 m x 0.20 mm HP-624, 1.12 micron film Column Temp: 40°C (hold 3 min) to 100°C at 10°C/min, then to 180°C at 25°C/min (hold 5 min) · Injector Temp: 220°C · Mass Range: Selected ion monitoring: masses 43, 58, 88 (dioxane); 64 and 96 (dioxane-d8); 1.72 cycles per second.