



CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
Department of Toxic Substances Control

Media Advisory

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For Planning Purposes

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How They Do It: Manufacturers Explain Role of Alternatives Analysis in Developing and Improving Consumer Products

SACRAMENTO – The California Department of Toxic Substances Control (DTSC) will host a symposium coordinated by the Grocery Manufacturers Association on how industry uses alternatives analysis to develop and improve consumer products.

Representatives of the cleaning products, personal care, specialty products, fragrance, toys and chemical industries will share examples of their processes for product formulation and development.

The symposium is expected to enhance public understanding of specific processes used by product designers and developers, and demonstrate varied approaches to alternatives analysis. The symposium will also inform DTSC as it prepares guidelines for alternatives analysis in its Safer Consumer Products Regulations.

The event is free and open to the public. A live webcast can be viewed at <http://www.calepa.ca.gov/Broadcast/>

WHAT: Alternatives Analysis III: Industry Practices in Product Research and Development, an Alternatives Analysis Symposium

WHEN: Thursday, September 15, 2011, 8:55 a.m. to 4:30 p.m.

WHERE: Byron Sher Auditorium, 1001 I St., Cal/EPA Headquarters, Sacramento.

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FOR GENERAL INQUIRIES: Contact the Department of Toxic Substances Control by phone at (800) 728-6942 or visit www.dtsc.ca.gov. To report illegal handling, discharge, or disposal of hazardous waste, call the Waste Alert Hotline at (800) 698-6942.

The Mission of DTSC is to protect California's people and environment from harmful effects of toxic substances by restoring contaminated properties, identifying and promoting safer ingredients in consumer products, and ensuring stewardship through enforcement, regulation and pollution prevention.