



Providing LEADERSHIP

& resources for the aerosol industry
www.nationalaerosol.com

The NAA is proof that a young organization with limited funds, but hard-working and imaginative members, can be uncommonly effective. In its 20-year history NAA has achieved these objectives for its members and for the entire aerosol industry:

- In July of 2014 the conference of the National Weights and Measures (NWM) voted to clarify that Bag on Value (BOV) technology needs to declare its contents by weight the same as traditional aerosol. The rule becomes effective 1/1/2015, however the rule allows a delay until 1/1/2016 for all BOV containers to be in compliance.
- NAA participated in the CARB amendment process for the Consumer Products regulation that will be taken before the board in September 2013. The LVP-VOC changes have been diverted for now through efforts begun by NAA. NAA continues to monitor and participate in meetings effecting the LVP-VOC provision.
- Canada and OTC will continue their respective VOC regulations on Consumer Products. NAA was present at the meetings for both organizations this year and will continue to participate in these activities.
- We are also working in a coalition to oppose increases for stationary source air pollution control penalties and are confident we will reach an agreement that limits the penalty increases to only the most severe violations.
- We've also supported measures on regulatory reform requiring agencies to conduct regulatory impact analysis for major regulations to improve transparency and accountability.
- At Cal Recycle, we've begun educating staff about aerosol recycling and are looking for ways to work together to increase recycling rates.
- NAA opposed the marine plastic debris bill which would establish an extensive extended producer responsibility program.
- The History Channel "101 Gadgets That Changed the World" NAA collaborated with the producers of this TV series with footage and information on the aerosol as they assembled a definitive list of "101 Gadgets".
- Interview on KGO 810 San Francisco representing our industry was our consultant Doug Raymond regarding ARB's Regulation of VOC's in California.
- Earth Talk nationally syndicated column positive article regarding aerosol spray cans and the environment. Appeared in December Issue of E/The Environmental Magazine.
- Succeeded in lessening the Superfund Tax on butanes
- Successfully appealed an EPA labeling regulation for total release insecticides
- Had a scientific paper printed in the *Journal of the American Medical Association*, rebutting an earlier article about aerosols
- Had our position presented in countless consumer and trade media, including *Time*, *New York Times*, *USA Today*, *Paul Harvey Radio News* and the *Rush Limbaugh Television Show*
- Supplied written and/or oral testimony in California, New Jersey, New York, Texas, Maryland, Illinois, North Carolina, Washington DC and British Columbia. Monitored ongoing regulatory activities of the 13-state Ozone Transport Commission (OTC). Served on the Consumer Products Working Group and the Reactivity Task Force of the California Air Resources Board (CARB).
- Have an EPA representative speak at the NAA Annual Meetings
- Distributed nearly 20,000 copies of the brochures, *Aerosols and the Environment – Myth vs. Reality* and *Aerosol Cans and Recycling*



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- Filed two lawsuits against the California Air Resources Board in attempt to stop implementation of Phase II regulations governing aerosol products
- Became an information source for the entertainment industry and for scientific media
- Presented the truth about aerosols in paid advertisements published in the *New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Congressional Roll Call* and various trade publications
- Submitted news releases and information pieces to the editors of 1,600 daily newspapers in the United States
- Developed a technical "White Paper" on the subject *VOCs and Aerosols*, and distributed thousands of copies of that paper to industry, media, regulatory agencies and to every member of Congress
- Worked with EPA officials to assist them in drafting an accurate document about aerosols which was distributed to Congress as part of a definitive study on the contribution consumer products make to ground-level air pollution
- Sponsored a short television segment that was aired twice nationally on the Discovery Channel's *Today's Environment*, hosted by actor Ed Begley, Jr. and later shown as a syndicated piece on other stations and channels for additional exposure
- Produced a second short television segment for the program *Environmental Review* that appeared on PBS, the Outdoor Channel and the American Independent Network. It is opened and closed by film mega-star, Charlton Heston.
- Performed a mall-intercept study to get consumers opinion of the PDFA "needle/spray can" ad campaign. Approximately 1/3 said they might use less aerosols because of the ad; the heaviest amongst teens at 41% and adults at 29%. The biggest impact was on hair sprays and household cleaners.
- Created a quarterly newsletter, which is being sent to more than 350 aerosol industry companies and organizational representatives. The objective is to bring the entire aerosol industry meetings in focus with current industry affairs.
- Created the Alliance for the Promotion of Aerosols including all aerosol industry organizations to work together to boost flat sales. The goal is to grow the aerosol market, discover what affects the consumer's package selection and what motivates the marketer's decision for the packaging form. There is an urgency to create a positive image over current negative impressions. Wirthlin Worldwide was selected by the members of the Alliance to create and conduct a consumer survey from which marketers could input the consumer information. Major marketers are surveyed through formal Power Point presentation visits by the Aerosol Promotion Alliance team covering this extensive research. The outcome is to educate the marketers in their selection of the product the product form to give consideration to the aerosol package. Presentations were made to several marketers and all regional aerosol associations along with distribution of the presentation CD.
- Sponsored two major academic studies about photochemical relative reactivity of volatile organic compounds conducted by distinguished atmospheric scientists Dr. William Carter of the University of California and Dr. Armistead Russell of Georgia Tech University. These research papers on relative reactivity of VOCs from the Russell study, have been published in *Science*, twice in *Environmental Science and Technology*, and other scientific journals. Today, these papers are an important part of the lexicon of atmospheric chemistry.
- Served as an active partner in an industry coalition, which overturned an OSHA regulation that would have banned aerosol brake cleaners in automobile repair facilities.
- Retention of Air Quality expert, Douglas J. Raymond of Raymond Regulatory Resources, to represent the aerosol industry covering all regulatory issues throughout the United States and Canada. Doug has played a very active role with CARB in Sacramento, the mid-western states, the New England Ozone Transport Commission, the southwestern states and the EPA, to name a few. We are pleased to have a true professional, Doug Raymond, representing the NAA and aerosol industry interests.
- In conjunction with CTFA, participated in a year-long negotiation with CARB on hairsprays, succeeded in postponing the 55% VOC limit by 17 months and avoided a bifurcation of the rule which would have given pump sprays a distinct advantage over aerosols.