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## SDA symposium attracts 225

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Approximately 225 persons from 30 states who attended The Soap and Detergent Association's "Detergents - In Depth '78" symposium during May in St. Louis reviewed the latest information about detergents and also were told that increasing government regulations pose major problems to industry and, indirectly, to consumers.

This was the SDA's third biennial symposium held to provide home economists with the latest information about detergents. Previous meetings were held in Washington (1974) and Chicago (1976).

Jack Fitzgerald, group vice president at Monsanto Company, opened the symposium with "The Chemical Facts of Life." Fitzgerald also is managing director of Monsanto Industrial Chemicals Company.

A Monsanto-sponsored study of lake water quality in New York and Indiana last year showed little change in eutrophication despite phosphate bans since the early 1970s in those states, Fitzgerald said. The two states were chosen because federal water quality studies done before the bans were imposed provided a data base. The studies were conducted by researchers at Purdue and Cornell.

The higher cost of phosphate replacement builders is passed on to consumers, who also find that the new formulations generally do not wash as clean, he said, and consequently buy more laundry aids. Detergent phosphates constitute a relatively small percentage of total phosphate entering the environment, he said, suggesting that investment in improved sewage treatment plants would be more efficient in the long run than legislative bans on phosphates in detergents.

Fitzgerald also assailed attacks on man-made chemical products as opposed to naturally occurring compounds. "The source of chemicals is not a guide to quality," he said, then went on to note that toxic compounds are put to beneficial use in chemotherapy treatment for cancer patients and in pesticides and herbicides. "If we are going to require total safety for all chemicals, we're going to have to ban many," he said.

There is increasing need for risk-benefit assessments, based on sound scientific study, Fitzgerald said. The ban on use of saccharin is an example where someone should be able to determine if benefits outweigh risks, he urged.

Robert Singer, vice president of the SDA, cited two major effects of increasing regulations: first, the cost is rising rapidly to meet increasing paperwork mandated by more governmental agencies; second, regulation may stifle innovation in new products.

A report from the Commission on Federal Paperwork estimates that governmental paperwork costs \$100 billion a year, he said; costs ultimately paid by consumers. Regulatory hurdles in introducing new products are leading some companies to use research and development to improve existing products rather than being truly innovative, he said.

On the other hand, federal EPA officials recently have shown flexibility in discussing how the Toxic Substances Control Act should be applied to the soap and detergent industry, Singer said. His talk was entitled "Government and Industry: Coexistence or Conflict."

Dr. William Martin, vice president, research and development for Spring Mills Inc., struck much the same theme during his talk "Textiles in a Changing World." Dr. Martin

noted that regulatory agencies are employing more people, which means they need more tax dollars. The cost of meeting regulations they impose results in higher prices of products sold to consumers, he said. The end result is that a consumer finds himself with fewer dollars in his paycheck because of increased taxes, and higher prices at the checkout counter.

Sam Thurm, senior vice president of the Association of National Advertisers, said the Federal Trade Commission is making more forays into controlling what some critics term "unfair" advertising. Despite the ban on television cigaret advertising, cigaret sales have never been higher, he said. The FTC is considering restrictions on television advertisements aimed at young children and other advertising as a means of trying to achieve social goals by regulation, he said.

Other speakers at the conference were: Ted Matson, Continental Oil Company, "Surfactants - Which, What and Why"; Dr. Peter P. Cargagno, FMC Corporation, "Overview of Builders"; Charles L. Dornbusch, BASF Wyandotte Corp., "Additives - Improving Performance"; Dr. Lewis G. Scharf Jr., International Flavor and Fragrances, Inc., "More Than Just Clean"; Dr. Anthony R. Temple, Intermountain Regional Poison Control Center, "Safety of Household Cleaning Products"; J.P. Langmean, Gas Appliance Manufacturers Association, "Water Heaters: A Barometer of Change"; Dr. J.N. McGill, Whirlpool Corp., "Laundry and Dishwashing Systems - Impacts and Trends"; R. Klingenberg, American Council of Life Insurance, "Women and Work"; N.E. Dolton, The Clorox Company, "Are Priorities Changing for Working Women"; Anne L. Lyng, Procter & Gamble Co., "The Consumer is the Final Product Judge."

A proceedings of the symposium will be published by the SDA. Persons interested in receiving a copy should contact The Soap and Detergent Association, 475 Park Avenue South, New York, NY 10016. ●

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### Helmut Stupel honored



Dr. Helmut Stupel has been named to the post of Consultant for Detergent products by Shell Chemical Co. He is one of the first persons named to the position, the highest technical post attainable within Shell.

Dr. Stupel, an AOCS member since 1965, joined Shell International in The Hague in 1959 and transferred to Shell Chemical in 1964. His work in radio-tracer analysis for the detergent industry had provided an effective analytical tool and brought worldwide recognition. He was among the planners for the World Conference on Soaps and Detergents. Dr. Stupel is a graduate of the Technical University in Vienna, Austria. ●