

AEROdynamics

Issue No.13

WHAT'S NEW IN AEROSOLS

AEROdynamics is designed to keep you up to date with the latest in aerosol innovation. This issue marks the 50th anniversary of BAMA, the British Aerosol Manufacturers' Association - and as well as outlining some of the latest introductions, packaging and technological advances, it also takes an affectionate look at some of the earliest aerosols.

Sue Rogers, Director of BAMA, outlines the success of this unique packaging format; turn to page 2 to read her comments. AEROdynamics illustrates that, despite a tough market, aerosols are as popular today as they were in 1961 when BAMA was established, with our very own 'fab four' photograph from that decade.

SPECIAL
EDITION

50
BAMA
ANNIVERSARY

SC Johnson's new shaped aluminium can

Glade Refresh Air Aerosols combine a number of recently developed technologies which, in combination, produce a truly innovative product. The shaped aluminium can provides a clear visual cue for this innovation, as does the eye-catching trigger actuator. The virtually zero-VOC (Volatile Organic Compound) aerosol formulation is water-based and the propellant used is compressed gas (nitrogen). The formulation also contains the odour-elimination technology until now only used in the company's Oust brand. This boosts the fragrancing power of the formula by adding malodour elimination to the product's benefits. Finally, the valve and actuator have been designed to reduce the spray sound to a minimum.

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AKUR Actuator: the 2 in 1 solution for homecare and industrial products from Aptar

AKUR Actuator from Aptar provides outstanding performance through 2 spray options in 1 actuator, the company claims. Due to this unique feature, the AKUR Actuator is an optimal 2 in 1 solution for both markets: home care and personal care. A wide spray pattern is achieved by using the insert, and by clicking the extension tube into it, a directional spray pattern can also be achieved. With the integrated extension tube there is no part to lose and no need to change actuators.

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PERSONAL COLUMN

In this column, normally devoted to a Guest Columnist, Sue Rogers, Director of BAMA gives a personal view in this very special birthday year for the Association...

"In this, our 50th Anniversary year, it is timely to examine BAMA's role currently as we look towards the next half century and to review our progress so far.

Unlike most trade associations, BAMA's 75 members span the whole of the supply chain, from raw materials, cans and valves, contract fillers and marketers encompassing both large household names and small manufacturers.

Aerosols have been around for over 80 years and today there are more than 200 different uses for aerosols, from consumer products such as personal care, household products and food, to industrial and highly specialised technical products, as well as pharmaceutical and veterinary products.

The UK is the largest filler of aerosols in Europe and, together with Germany, we make more than half of all the 5 billion aerosols sold in Europe.

One question I'm often asked is why we need an aerosol trade association in the UK when business is increasingly global. There are two key reasons. Firstly, aerosol-specific legislation requires highly specialised expertise to enable us to advise both regulators and members. The national association is the key point of influence with the Council and European Parliament. Secondly, the industry looks to BAMA to take a leading role, particularly in safety. Together with more than 100 of our members, we have produced the BAMA Standard for Consumer Safety and Good Manufacturing Practice which is an invaluable 'bible' for the industry.

If I had to mention just four of BAMA's key initiatives they would be:

- We ensured the voluntary removal of CFCs from aerosols by 1989 – 11 years before any mandatory requirement.
- We secured voluntary agreement with the British Government that HFCs, a potential replacement for CFCs, would only be used in aerosols where absolutely necessary for safety reasons.
- We have led the way in Corporate Social Responsibility with our work to prevent VSA (Volatile Substance Abuse) and BAMA members have adopted the SACKI (Substance Abuse Can Kill Instantly) warning for packs sold in the UK.
- And finally, our work has helped encourage nearly 80% of local authorities to recycle empty aerosols.

Despite challenging financial times, our latest published filling figures (2010 data) show that output rose by 3.3 per cent to a strong output of 1,131,759,961 units.

For BAMA, sustainability is a key issue and we are proud to represent an industry that produces a highly efficient packaging format. This efficiency comes from the accuracy of dispensing

product. In addition, aerosols contribute positively to recycling because the metals from which they are made are valuable and of a high grade. BAMA's members are developing new products all the time taking the aerosol into new markets. For its part, BAMA will continue to help its members and stakeholders maintain the highest standards of safety and good practice."

You can view Sue Rogers speaking about BAMA at www.packtv.co.uk (click on Sue Rogers, BAMA).



Consumers vote Procter & Gamble UK's Febreze Aerosol Destination range a favourite in Product of the Year awards

Product of the Year is the world's largest consumer-voted award for product innovation. In the UK, the awards are backed by the votes of more than 12,000 households, serving as a shortcut for shoppers in the supermarket. Procter & Gamble UK won the Instant Air Fresheners category with its Febreze Aerosol Destination Range.

For information:
<http://productoftheyear.co.uk/>





Unilever introduces *Sure Women* with new *Motionsense System™*

Unilever is aiming to “revolutionise” women’s deodorant by re-launching Sure Women with an antiperspirant formulation that responds directly to movement. The patented motionsense™ system works by leaving micro-capsules sitting on the skin after the deodorant has been applied. Friction causes the capsules to break and release bursts of freshness throughout the day, so the more you move, the more the product is activated.

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New male body spray from Barony

Guise male body spray from Barony Universal is targeted at the premium sector in an aluminium can, new spray-through cap and higher fragrance level. The new modern packs have been re-designed to appeal to the style-conscious male.

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Protecting hair from thermal damage with *DynamX®* and *AMPHOMER®* polymers

Consumers are paying much more attention to products that offer to help keep their hair healthy. Many current styles involve colouring, chemical straightening, perming, or thermal styling which can have damaging effects. Awareness of this has led consumers to look for hair products that provide styling options, and healthy hair so say Akzonobel Chemistry.

Film forming polymers – *DynamX®* and *DynamX®* H₂O polymers and *AMPHOMER®* polymer – delivered from aerosol and non-aerosol styling products - protect hair from the damage associated with heat. The results of Scanning Electron Microscopy (SEM) image analyses and wetting force analyses demonstrate that these polymers provide superior protection of hair cuticles from flat ironing when compared to other technologies. The film-forming properties of the *AMPHOMER* polymer create a thermally protective film, while providing hold and humidity resistance.

DynamX polymer provides good thermal protection, with a more durable, long-lasting, flexible hold. *DynamX* polymer films also create high-gloss films that are not sticky and provide curl definition and anti-frizz applications, in addition to thermal protection.

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THE CAN DO AWARDS

Best Local Authority Aerosol Recycling Campaign 2011

BAMA has announced the launch of its 'BAMA Can Do Awards 2011', the third annual competition that recognise and reward the best local authority recycling campaigns that includes empty aerosols. The winning local authority will, for the first time, receive a prize worth £1200 generously provided by Epic Media Group.

The **Can Do Awards** form an important part of a long-running campaign initiated by BAMA to encourage and promote kerbside recycling of empty aerosols. Already 76 per cent of local authorities recycle empty aerosols collected from the kerbside and, of these, many report increased success due to their communications campaigns to householders. It is this communication and education process that the **BAMA Can Do Awards** recognises. The closing date for entries is at noon on 2nd September and the winner and runners-up will be announced in November 2011.

Entry forms for the Can Do Awards 2011 are downloadable from:
<http://www.bama.co.uk/can-do-awards/>

BAMA



Solchim endorses new alternative aerosol propellant



Dr Giuseppe Enrico Ciani from Solchim, a manufacturer of a wide range of aerosol products including a novelty line, recently worked with Honeywell and used its alternative aerosol

propellant HFC-1234ze, an ultra low global warming propellant, in its novelty products range. This was introduced to replace the aerosol propellant HFC-134a, now eliminated by European regulations for all novelty goods.

Dr Ciani says: "We feel using a non-flammable propellant can help differentiate the merchandise in the market and lower costs for warehousing and transportation too. We believe there are many other different market sectors where this system could be used including for example tyre inflator products, cosmetics, household products and insecticides."

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NEWS FROM AUSTRALIA ... NEWS FROM AUSTRALIA ...

Sydney Australia finds spray will make cane toads croak



A Canberra bio-tech company has developed a household aerosol that will kill cane toads in less than a minute.

"It's not toxic to people or family pets, and won't contaminate the garden with chemical residue. Once sprayed the toads become unconscious and die painlessly in their sleep," says inventor Dr Dall.

His company Pestat, developed the spray to help prevent family pets being killed by toads in suburban yards. Cane toads have poison glands on their shoulders, which can kill dogs and cats that pick up toads in their mouths. The toad venom causes rapid heartbeat, convulsions and death within minutes. Its active ingredient, chloro-xylene, is already in use in personal care products.

For more information about aerosols and for details of aerosol fillers, marketers, component, machinery and ingredient suppliers; or a list of BAMA publications, visit www.bama.co.uk or contact:

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