

Position Statement



Deodorisers, Air Fresheners & Airborne Cleaning Products

Deodorisers, air fresheners, and airborne cleaning products have become increasingly prevalent in domestic and commercial settings. However, these products have raised significant safety and sustainability concerns due to their potential health risks and environmental impact.

As part of GECA's commitment to upholding the highest standards in cleaning product certification, our Standards & Technical team has carefully reviewed the current version of our Cleaning Products ([CPv3.0-2022](#)) standard and the two superseded versions ([CPv2.2iii-2012](#)) and ([CPv2.2ii-2012](#)).

This position statement outlines GECA's stance on deodorisers, air fresheners, and airborne cleaning products in light of this review. It guides compliance for current and prospective licensees. It is especially **relevant for products that directly impact the air** rather than those sprayed directly onto a surface.

Key Considerations

1. Hazardous nature of airborne products: Many deodorisers and airborne cleaning products are classified as hazardous. When released into the environment, these products carry risks, including eye and respiratory irritation, contribute to indoor air pollution, and pose toxicity risks to aquatic life. These risks can be further heightened when products lack clear dilution instructions or are improperly used, for example, when sprayed into the air too close to other humans.

2. Compliance with GECA standards: Air fresheners were not explicitly excluded under the superseded versions of GECA's standards. The current ([CPv3.0-2022](#)) standard version reflects a more stringent approach. It explicitly excludes disinfectant sprays, air fresheners, and deodorisers from the scope of certification. This revision aligns with emerging scientific evidence and best practices within the cleaning products industry, such as those from the European Chemicals Agency ([ECHA](#)), to protect consumer health and the environment.

3. Intended target: Deodorisers, air fresheners, and disinfectants designed to impact the air directly pose unique challenges. The criteria in GECA's Cleaning Products standards were not intended to address these specific challenges. Such products would require further evaluation and potential formulation of new criteria as part of the [standard revision process](#). Therefore, these types of products are considered specialty cleaning products that do not fall under the scope of the current standard.

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GECA's Position Statement

GECA's position is that products designed to directly impact air quality are **not allowed** under the current Cleaning Products ([CPv3.0-2022](#)) standard.

Cleaning products like disinfectants are permitted when delivered **directly onto surfaces**. If sprayed directly onto a surface, cleaning products are also permitted to have a deodorising function. This position also applies to multi-purpose cleaners (e.g., 3-in-1 cleaners) that offer an air freshener or deodorising function.

To achieve compliance, such products must revise all usage instructions and marketing materials to eliminate any functionality directly impacting the air. **GECA reserves the right to revoke certification if these adjustments are not made.** The scenarios above comply with the Cleaning Products (CPv3.0-2022) standard, provided they do not aerosolise into the air to disinfect, deodorise, or freshen it specifically.

Compliance and Transition Requirements

All GECA licensees with products marketed as deodorisers, air fresheners, or containing such functionalities must:

- Review and update usage instructions and marketing materials to comply with the current standard version as per this position statement.
- Cease any usage instructions and marketing claims that promote the product as suitable for air freshening or deodorising.
- Provide GECA with a plan for compliance within three months of this statement's publication date.

Conclusion

Our commitment to maintaining world-class standards in ecolabel certification drives us to take a cautious and proactive approach to deodorisers, air fresheners, and airborne cleaning products. We will continue to monitor industry trends, engage with stakeholders, and refine our standards to ensure they reflect best practices for the environment, human health, social impacts, and fitness for purpose. **If you have any questions, please get in touch with your account manager.**