

CODE OF ETHICS OF ALIADA

**Household Cleaning Products Industry
Association of Latin America**

Approved on 27 November, 2007

INTRODUCTION

This Code of Ethics sets out the agreement freely entered into by the member companies and associations of the Household Cleaning Products Industry Association of Latin America (ALIADA) for the purpose of promoting the full application of the self-regulation commitments set forth herein.

TOWARD THE STATE

- To respect and support lawfully established institutions and authorities.
- To cooperate with authorities in the correct application of regulations and propose any change deemed necessary.
- To promote dialogue as the appropriate method for the adoption of measures and policies that are relevant to the public interest and the objectives of ALIADA.

TOWARD THE COMMUNITY

- To work to improve the quality of life.
- To promote social responsibility and sustainable development.
- To use, within the possibilities of companies, technologies that have the smallest impact on the environment.
- To participate, to the extent possible, in initiatives and activities that benefit the common good.
- To promote a positive image for the Latin America cleaning products industry.

TOWARD CONSUMERS

- To ensure that the products and services are safe.
- To provide accurate and sufficient information about the products and services.

TOWARD EMPLOYEES

- To respect, at all times, the dignity of the human person and its inherent rights.
- To ensure the safety of employees.

- To promote adequate training and comprehensive development.

TOWARD THE MARKET

- To act with loyalty, transparency and good faith in business relationships.
- To ensure the preservation of a free market competition system.

TOWARD MEMBERS AND THIRD PARTIES

- To report to the Association any actions that fraudulently undermine its assets and reputation.
- To provide accurate, transparent and comprehensive information on the financial status of the Association.
- To provide fair treatment.
- To promote dialogue as the appropriate method for adopting decisions that benefit the entire Latin American cleaning products industry.
- To provide accurate, transparent and comprehensive information on the status of the Association and the issues inherent to it.
- To promote the growth and development of the Association.
- To refrain from inappropriately using privileged information and carrying out actions involving conflicts of interest.
- To promote research aimed at improving and further developing the industry.

I. ETHICAL PRINCIPLES

The spirit of these principles is to ensure that the highest ethical principles are applied to the relationships among associations, companies and ALIADA.

ALIADA may not be involved in party politics.

The Board of Directors of ALIADA shall be responsible for the enforcement of this Code, and for the appropriate dissemination and understanding thereof.

Any information received in connection to the enforcement of this Code shall be handled with the utmost seriousness, discretion and objectivity. Any case submitted for the consideration of ALIADA shall be studied, clarified and a response shall be given.

Support shall be provided to companies, associations, entities and individuals in relation to our business, for their joint initiatives aimed at disseminating this Code, and to enhance the application thereof.

PROCEDURES FOR APPLICATION AND FOLLOW-UP

1. For the purposes of the application and follow-up of this Code, the Board of Directors shall form an Ethics Committee, which shall consist of 3 members, two of which shall be member associations, and the other one shall be a member company. Alternates shall be appointed for all members.
2. Any of the members of the Board of Directors may receive and document cases in connection with the enforcement of the Code that they become aware of, and shall submit them to the consideration of the other members.
3. The Committee shall analyze the situation, hear the interested parties and communicate its opinion to the Board of Directors in writing.
4. This Code of Ethics may only be amended by the Board of Directors of ALIADA by unanimous vote.

The members of ALIADA shall be bound and obliged by the principles included in this Code 30 calendar days from this date.