



Portable Sanitation Association International

August 7, 2015

The Procter & Gamble Company
One Procter & Gamble Plaza
Cincinnati, Ohio 45202

Re: Febreze "Air Effects Nose-blind Bathroom" Commercial

Dear Sir or Madam:

On behalf of the members of the Portable Sanitation Association International, I am writing today to protest P&G's airing of the Febreze "Air Effects Nose-blind Bathroom" commercial. This spot is currently running in both English and Spanish on television, and it is also available online. The commercial implies that all portable toilets emit terrible odors and that only construction workers use them. Suggesting these things to be true is inaccurate, offensive, and potentially harmful.

First, let us consider the issue of odor. Like any other toilet or bathroom, portable units that have been properly cleaned and deodorized provide a good experience and a necessary service. Under these circumstances the units are either odor-free or smell of fresh scents. If too many people have used the units and their cleanliness has been allowed to degrade, the user's experience will be less positive. This is not unique to portable restrooms; it happens when household bathrooms and restrooms in public places have not been cleaned as well. Consequently, portraying our product so negatively is both unfair and misleading.

You may also be interested to know that millions of people use portable units each year. In addition to construction sites, portable units are indispensable at outdoor sporting events, weddings, fairs and festivals. They are a critical resource during times of emergency when water systems have been compromised. In certain global locations portable units are the ONLY resource available to the local population because adequate plumbing systems simply do not exist. Thousands of small business people work hard to provide this service, and millions of people need it. A giant corporation like P&G does not gain anything by taking cheap shots and belittling portable sanitation.

Here's reality: if people do not use the portable units provided because of perceived issues with them - a perception the Febreze "Air Effects Nose-blind Bathroom" spot promotes - they will typically choose some less desirable manner of answering nature's call. This spreads disease and harms the environment. Meanwhile, portable restrooms save 125 million gallons of fresh water a day and offer an important resource when indoor toilets are not available.

So really - can't Procter and Gamble find some other way to sell Febreze? Please stop running this offensive commercial!

Sincerely,

Karleen Kos
Executive Director