Working to safeguard a precious resource

For the length of its existence, InnuScience has led with two key aims – to rid the planet of harmful cleaning solutions and to keep both people – employees, customers, and the public - and planet safe for the future generations. Having developed its own biotechnological solutions and seeking out other alternatives, it has reached a point where it can offer a complete solution for all daily cleaning needs.

Ever sensitive to the fact that cleaning solutions end up being rinsed down drains and into the water networks, InnuScience has established policies that guide its choice of raw materials.

Aquatic toxicity

What you need to know

Aquatic toxicity is seen as the effect of cleaning products on the aquatic fauna and flora of our lakes, rivers and water systems. All aquatic organisms are susceptible; vertebrates (animals), plants and invertebrates (crustaceans and insects).

Cleaning products often contain substances that have a negative impact, either acute or chronic, on aquatic organisms.

Aquatic toxicity is different from biodegradability. A highly biodegradable ingredient could still be toxic to aquatic life and vice versa.

InnuScience

When developing its products, InnuScience always aims for the lowest possible aquatic toxicity.

The parameter called CDV-tox is calculated for each formulation. This data reflects the aquatic toxicity of the formulation. It takes into account the toxicity of each ingredient and considers the useful dose (dilution rate before use) of the product.

When evaluating aquatic toxicity of its formulations, InnuScience always takes into account three different trophic levels: vertebrates, invertebrates and plants. Few cleaning products perform as well as InnuScience products, with as low aquatic toxicity.

In a world that is gripped by COVID-19, and with official guidance being to disinfect, we are all naturally driven to look to disinfect everything, every surface, every piece of equipment with the mindset that if it's disinfected it is safe. All we need to do is look to the images from round the world of governments spraying vast clouds of disinfectants across streets, car parks, and beaches.

It is important to note that such products are especially harmful to the water system, and that to be safe, effective rigorous cleaning of all surfaces with a detergent helps remove dirt and viral load count.

Keep the disinfectants for the critical touch points and implement what we call 'Justified Disinfection'. That way you achieve the safety you, your staff and customers need, while impacting the water systems and aquatic life less.

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