

**A-Engrossed**  
**House Bill 2344**

Ordered by the House April 13  
Including House Amendments dated April 13

Sponsored by Representatives WILDE, REARDON, Senator DEMBROW, Representative POWER; Representatives LEIF, MORGAN (Pre-session filed.)

**SUMMARY**

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure.

Requires persons that have responsibility for or control over packaging and labeling [*disposable cleaning cloths or similar implements*] **premoistened nonwoven disposable wipes** with specified characteristics to comply with certain labeling requirements for product packaging.

[*Punishes failure to comply with or violation of Act as unlawful trade practice under Unlawful Trade Practices Act.*]

**Permits city, county or special district that provides wastewater service to enforce compliance with Act by bringing action to recover civil penalty in specified amount. Requires city, county or special district to provide alleged violator with notice of violation.**

Becomes operative July 1, 2022.

Takes effect on 91st day following adjournment sine die.

**A BILL FOR AN ACT**

1  
2 Relating to labeling requirements for wipes; and prescribing an effective date.

3 **Be It Enacted by the People of the State of Oregon:**

4 **SECTION 1. (1) As used in sections 1 to 3 of this 2021 Act:**

5 (a) **"Covered entity" means:**

6 (A) **The manufacturer of a covered product that is sold or offered for sale in this state;**

7 **and**

8 (B) **A wholesaler, supplier or retailer that has contractually undertaken responsibility to**  
9 **a manufacturer for labeling or packaging a covered product.**

10 (b) **"Covered product" means a consumer product that is sold or offered for sale in this**  
11 **state and that is:**

12 (A) **A premoistened nonwoven disposable wipe marketed as a baby wipe or diapering wipe;**

13 **or**

14 (B) **A premoistened nonwoven disposable wipe that is:**

15 (i) **Composed partly or entirely of petrochemical-derived fibers; and**

16 (ii) **Likely to be used in or near a bathroom and has significant potential to be flushed,**  
17 **including baby wipes, bathroom cleaning wipes, toilet cleaning wipes, hard surface cleaning**  
18 **wipes, disinfecting wipes, hand sanitizing and other sanitizing wipes, antibacterial wipes,**  
19 **facial and makeup removal wipes, general purpose cleaning wipes, personal care wipes for**  
20 **use on the body, feminine hygiene wipes, adult incontinence wipes, adult hygiene wipes and**  
21 **body cleansing wipes.**

22 (c) **"High contrast" means:**

23 (A) **Provided by either a light symbol on a solid dark background or a dark symbol on a**

**NOTE:** Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

1 solid light background; and

2 (B) Having at least 70 percent contrast between the symbol artwork and background using  
3 the formula  $[(B1 - B2) / B1] * 100$ , where B1 is the light reflectance value of the relatively  
4 lighter area and B2 is the light reflectance value of the relatively darker area.

5 (d) "Label notice" means the phrase "Do Not Flush" displayed at a size that is equal to  
6 at least two percent of the surface area of the principal display panel, except as follows:

7 (A) For a covered product regulated under the Federal Hazardous Substances Act, 15  
8 U.S.C. 1261 et seq., and regulations of the United States Consumer Product Safety Commis-  
9 sion in 16 C.F.R. 1500.121, if the label notice requirements in this paragraph would result in  
10 a type size larger than first aid instructions required under the Federal Hazardous Sub-  
11 stances Act or regulations of the United States Consumer Product Safety Commission, the  
12 type size for the label notice must, to the extent permitted under federal law, be equal to  
13 or greater than the type size required for the first aid instructions; and

14 (B) For covered products required to be registered by the United States Environmental  
15 Protection Agency under the Federal Insecticide, Fungicide, and Rodenticide Act, 7 U.S.C.  
16 136 et seq., if the label notice requirements in this paragraph would result in a type size on  
17 the principal display panel that is larger than a warning required under the Federal  
18 Insecticide, Fungicide, and Rodenticide Act, the type size for the label notice must, to the  
19 extent permitted under federal law, be equal to or greater than the type size required for the  
20 "Keep out of reach of children" statement.

21 (e) "Principal display panel" means the side of the product package that is most likely  
22 to be displayed, presented or shown under customary conditions of display for retail sale and  
23 that:

24 (A) For a cylindrical or nearly cylindrical product package, constitutes 40 percent of the  
25 product package, as measured by multiplying the height of the container by the circumfer-  
26 ence; or

27 (B) For a flexible film package in which a rectangular or nearly rectangular prism stack  
28 of wipes is housed within the film, the surface area of the principal display panel is measured  
29 by multiplying the length by the width of the side of the package when the flexible packaging  
30 film is pressed flat against the stack of wipes on all sides of the stack.

31 (f) "Special district" means a special district, as defined in ORS 197.015, that provides  
32 wastewater services.

33 (g) "Symbol" means the "Do Not Flush" symbol or its equivalent, as depicted in the  
34 INDA/EDANA Code of Practice, Second Edition, and published within "Guidelines for As-  
35 sessing the Flushability of Disposable Nonwoven Products," as in effect on the effective date  
36 of this 2021 Act. The symbol must be sized equal to at least two percent of the surface area  
37 of the principal display panel, except as specified in subsection (2)(a)(B)(iii) of this section.

38 (2) Except as otherwise provided in this section, a covered product that is manufactured  
39 after July 1, 2022, must be labeled clearly and conspicuously in accordance with the following  
40 requirements:

41 (a) For cylindrical or nearly cylindrical packaging intended to dispense individual wipes,  
42 a covered entity shall:

43 (A) Place the symbol and label notice on the principal display panel in a location that is  
44 reasonably viewable each time a wipe is dispensed; or

45 (B) Place the symbol on the principal display panel and either the symbol or label notice,

1 or the symbol and label notice in combination, on the flip lid subject to the following re-  
2 quirements:

3 (i) If the label notice does not appear on the flip lid, the label notice must be placed on  
4 the principal display panel.

5 (ii) The symbol or label notice, or the symbol and label notice in combination, on the flip  
6 lid may be embossed, in which case the symbol or label notice, or the symbol and label notice  
7 in combination, do not need to comply with the requirement set forth in paragraph (f) of this  
8 subsection.

9 (iii) The symbol or label notice, or the symbol and label notice in combination, on the flip  
10 lid must cover a minimum of eight percent of the surface area of the flip lid.

11 (b) For flexible film packaging intended to dispense individual wipes, a covered entity  
12 shall place the symbol on the principal display panel and dispensing side panel and place the  
13 label notice on either the principal display panel or dispensing side panel, in a prominent lo-  
14 cation reasonably visible to the user each time a wipe is dispensed. If the principal display  
15 panel is on the dispensing side of the package, two symbols are not required.

16 (c) For refillable tubs or other rigid packaging intended to dispense individual wipes and  
17 be reused by the consumer for that purpose, a covered entity shall place the symbol and label  
18 notice on the principal display panel in a prominent location reasonably visible to the user  
19 each time a wipe is dispensed.

20 (d) For packaging not intended to dispense individual wipes, a covered entity shall place  
21 the symbol and label notice on the principal display panel in a prominent and reasonably  
22 visible location.

23 (e) A covered entity shall ensure that the packaging seams, folds or other package design  
24 elements do not obscure the symbol or the label notice.

25 (f) A covered entity shall ensure that the symbol and the label notice have sufficiently  
26 high contrast with the immediate background of the packaging to render them more likely  
27 to be seen and read by the ordinary individual under customary conditions of purchase and  
28 use.

29 (3) For covered products sold in bulk at retail, both the outer package visible at retail  
30 and the individual packages contained within must comply with the labeling requirements set  
31 forth in subsection (2) of this section that apply to the particular packaging types, except the  
32 following:

33 (a) Individual packages contained within the outer package that are not intended to dis-  
34 pense individual wipes and contain no retail labeling; and

35 (b) Outer packages that do not obscure the symbol and label notice on individual pack-  
36 ages contained within.

37 (4) If a covered product is provided within the same packaging as another consumer  
38 product for use in combination with the other product, the outside retail packaging of the  
39 other consumer product does not need to comply with the labeling requirements of sub-  
40 section (2) of this section.

41 (5) If a covered product is provided within the same packaging as another consumer  
42 product for use in combination with the other product and is in a package smaller than three  
43 inches by three inches, the covered entity may comply with the requirements of subsection  
44 (2) of this section by placing the symbol and label notice in a prominent location reasonably  
45 visible to the user of the covered product.

1 (6) A covered entity, directly or through a corporation, partnership, subsidiary, division,  
2 trade name or association in connection to the manufacturing, labeling, packaging, adver-  
3 tising, promotion, offering for sale, sale or distribution of a covered product, may not make  
4 any representation, in any manner, expressly or by implication, including through the use  
5 of a product name, endorsement, depiction, illustration, trademark or trade name, about the  
6 flushable attributes, flushable benefits, flushable performance or flushable efficacy of a cov-  
7 ered product.

8 (7) If a covered product is required to be registered by the United States Environmental  
9 Protection Agency under the Federal Insecticide, Fungicide, and Rodenticide Act, 7 U.S.C.  
10 136 et seq., and the State Department of Agriculture under ORS chapter 634, the covered  
11 entity, to the extent permitted under federal law, shall submit a label compliant with the  
12 labeling requirements of subsection (2) of this section no later than July 1, 2023, to the  
13 United States Environmental Protection Agency and, upon its approval, to the State De-  
14 partment of Agriculture, which shall review the label of the covered product in the manner  
15 authorized under ORS chapter 634 and administrative rules adopted under ORS chapter 634.  
16 Compliance with the labeling requirements of subsection (2) of this section is not a require-  
17 ment for pesticide registration under ORS chapter 634.

18 (8) If the United States Environmental Protection Agency and the State Department of  
19 Agriculture do not approve a product label that otherwise complies with the labeling re-  
20 quirements of subsection (2) of this section, the covered entity shall use a label with as many  
21 of the requirements of this section as the agency and the department have approved.

22 (9) A covered entity may include on a covered product words or phrases in addition to  
23 those required for the label notice if the words or phrases are consistent with purposes of  
24 this section.

25 (10) Except as expressly authorized by state law, this section supersedes and preempts  
26 any ordinance or other regulation enacted before, on or after the effective date of this 2021  
27 Act by the governing body of a city, county or other political subdivision of this state that  
28 governs labeling requirements for covered products.

29 **SECTION 2.** Within 90 days after receiving a request from a city, county or special dis-  
30 trict that provides wastewater service, a covered entity shall submit to the city, county or  
31 special district business information and documentation that is not confidential and that  
32 demonstrates compliance with section 1 of this 2021 Act. The information must be written  
33 and organized for ease of comprehension.

34 **SECTION 3.** (1) A city, county or special district that provides wastewater service has  
35 exclusive and concurrent authority to enforce compliance with the requirements of section  
36 1 of this 2021 Act. Selling, or displaying for sale, a product package that does not comply with  
37 the requirements of section 1 of this 2021 Act is a violation for which the city, county or  
38 special district may bring an action to recover a civil penalty in the amounts set forth in  
39 subsection (2)(b) of this section. Selling, or displaying for sale, multiple units of the same  
40 noncompliant product package is part of the same violation.

41 (2)(a) Except as provided in paragraph (c) of this subsection, before bringing an action  
42 to recover a civil penalty for a violation, a city, county or special district that provides  
43 wastewater services shall send to the alleged violator a written notice of violation, dated with  
44 the date of mailing, and shall include a copy of the provisions of section 1 of this 2021 Act.

45 (b) If a covered entity sells or displays for sale a product package that does not comply

1 with the requirements of section 1 of this 2021 Act after receiving the notice described in  
2 paragraph (a) of this subsection, the city, county or special district may bring an action to  
3 recover:

4 (A) A civil penalty of not more than \$2,000 for a first violation that occurs between 90  
5 days and 120 days after the date of the notice;

6 (B) An additional civil penalty of not more than \$5,000 for a second violation or for a first  
7 violation that continues for more than 120 days after the date of the notice; and

8 (C) An additional civil penalty of not more than \$10,000 for a third and any subsequent  
9 violation or for a first violation that continues during any part of each 30-day period that  
10 follows the period described in subparagraph (B) of this paragraph.

11 (c) For the purposes of the notice requirement set forth in paragraph (a) of this sub-  
12 section, a product package is the same product package, and the city, county or special dis-  
13 trict need not send a separate notice of violation, if within 90 days after the date of the  
14 notice the covered entity changes the product package in a manner that is unrelated to  
15 compliance with the requirements of section 1 of this 2021 Act.

16 (d) If a covered entity has paid a previous penalty for the same violation to another ju-  
17 risdiction that has enforcement authority under this section, the penalty imposed on the  
18 covered entity must be reduced by the amount of the covered entity's previous payment.

19 (3) A covered entity shall pay any civil penalty imposed under this section to the city,  
20 county or special district that brought the action to recover the civil penalty.

21 (4) In addition to the amount of any civil penalty imposed, a city, county or special dis-  
22 trict may recover reasonable enforcement costs and attorney fees.

23 **SECTION 4.** Sections 1 to 3 of this 2021 Act become operative on July 1, 2022.

24 **SECTION 5.** This 2021 Act takes effect on the 91st day after the date on which the 2021  
25 regular session of the Eighty-first Legislative Assembly adjourns sine die.  
26