

Chemistry for Living: 7th Leaflet in a Series
About Highly Useful Chemical Products in Daily Life

The Japan Chemical Industry Association (JCIA) recently published a 20-page leaflet, *Chemistry for Living (only in Japanese)*, the 7th in a series that answers basic questions people have about how chemical products can make their daily lives more convenient. The leaflet will be available free of charge at Consumer Affairs Centers nationwide and can also be obtained for only the cost of postage by requesting a copy directly from JCIA.

The theme of *Chemistry for Living* is: “How useful chemical products are in our daily lives”. The leaflet explains in an easy-to-understand way the power of chemistry behind various products we use every day and offers suggestions for the most effective and convenient ways to use the products. Each of the eleven stories is told on a single page, for example, a story on “tasty water” shows how chemistry improves the taste of tap water, which has recently been sold in a PET bottle by local governments. In addition, the leaflet touches on other themes closely involved in our daily lives, such as the secret of “white sponges” (a household sponge made of melamine resin that cleans dirt without detergent), a method to clean hard-to-get-out yellowish stains when washing clothes, and a way to prevent colds and influenza – thereby introducing processes where chemical power works and solutions that we would like to adopt immediately.

The *Chemistry for Living* leaflet is based on a year of “Activity Note” columns from April 2007 until March 2008 produced by the Chemical Products PL Consulting Center, an independent organization located at JCIA offices that responds to consumer inquiries about chemical products. JCIA has published leaflets for consumers on such topics as: *Preventing Accidents With Chemical Products*, based on actual consultations by the Center; *Stories of Innovations in Chemistry*, with a collection of little-known stories about the origins of chemical products and technology; and *Stories We Want to Know About Food*, where readers learn about the science and culture of food and cooking by means of quizzes, photos and illustrations. JCIA will continue to provide the general public with opportunities to learn about chemistry through themes such as “Close-at-Home Chemistry” and “Easy-to-Understand Chemistry” and tools developed on its websites and leaflets (only in Japanese) .

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