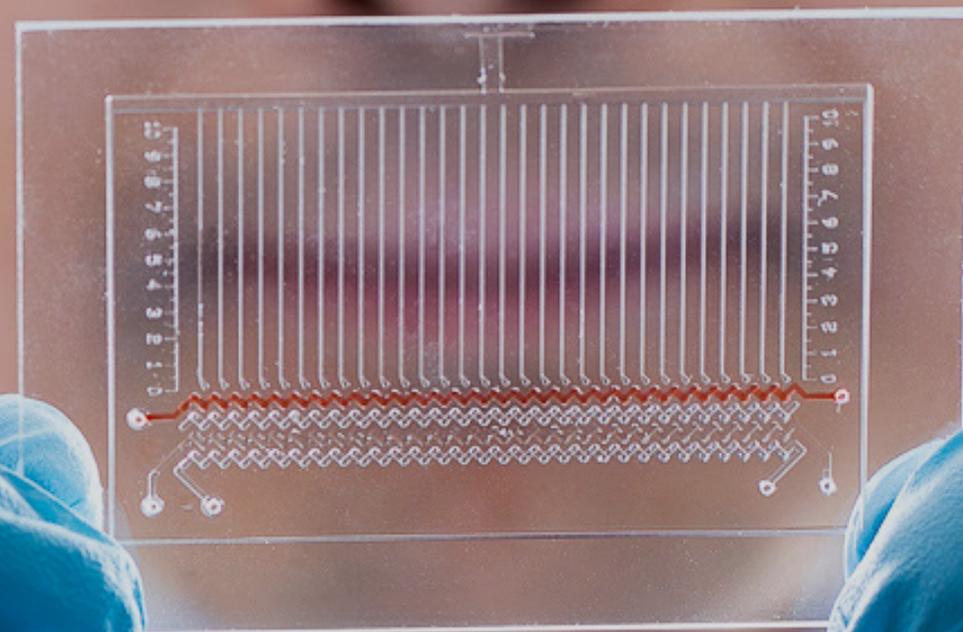


Keeping Pace with Regulatory Change

Meeting evolving regulatory pressures and consumer expectations



A strong regulatory focus and understanding of consumer trends is the key to establishing a competitive advantage in the commercialization of new products, says Beth Concoby, DuPont's Director of Product Stewardship and Sustainability.



“Regulations should support and enable sustainable innovation.”

Beth Concoby

DuPont's Director of Product Stewardship and Sustainability

The art of the front runner: staying ahead

DuPont is being challenged to accelerate the development of new, sustainable enzymes that meet global challenges in the laundry industry and regulatory requirements.

“The regulatory landscape is constantly changing with pressure from various stakeholders and consumers. It’s our job to stay on top of regulations and shifting market expectations,” says Beth Concoby, DuPont’s Director of Product Stewardship and Sustainability. “We need to bring compliant products to market that are safe for the intended use and meet customer requirements.

“To achieve this goal, we integrate product stewardship and regulatory concerns into our process of commercialization, starting with early engagement during the R&D phase,” she says. “Our robust processes and effective communication are the key to successfully bringing new products to market in this dynamic regulatory environment.”

The power of collaboration: partnership approach

Positive cooperation and collaboration are essential parts of the relationship between regulators and manufacturers, Concoby believes, with DuPont interacting with regulators globally. Dupont also partners closely with industry associations and working groups to have a positive effect on the regulations and sustainability initiatives that affect their industry.

“Through our strong advocacy efforts, we play a role in educating and informing the development of regulations,” she says, adding that DuPont partnered with industry leaders to help shape the enzyme regulations within the EU’s Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) legislation.

Positive relationships also help to give DuPont powerful insights by “gaining a better understanding of the regulators’ view,” Concoby says. It’s information that can be used to develop new products that are tailored to the market and regulation-ready – a benefit shared through the value chain.

The road to sustainability: regulation as an enabler

Regulatory pressures and an increasing stakeholder focus on sustainability have helped to drive the demand for environmentally sustainable products

“Regulations should support and enable sustainable innovation,” Concoby believes.

DuPont has responded to the challenge by developing detergent enzymes that allow cold temperature washing, helping consumers to lower energy use and associated household GHG emissions.

Greater purpose: benefits for all

DuPont's core values are environmental stewardship, the highest ethical behavior, and respect for its people. These core values are reflected in the products that it brings to the market.

"Robust safety evaluation of our products is essential through the development and commercialization process," Concoy says. "DuPont focuses on risk-based models and educating regulators on our science-based technologies. The risk-focused approach supports product safety throughout the value chain.

"We want to bring what's best for the consumer, the workers and the planet," Concoy says.

For more information:

Please visit our [website biosciences.dupont.com](https://biosciences.dupont.com), or reach out to us at the location closest to you. To find the right number to contact us on, see biosciences.dupont.com/contact/locations/

