

Explainer Video



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Michigan Wet Wipes Labeling Law Fast Facts

Michigan, Have You Seen This Symbol?

A new law goes into effect Feb. 1, 2025 requiring non-flushable wipes to prominently display the “Do Not Flush” symbol on product packaging.

- Includes baby wipes, cleaning wipes, and makeup removal wipes (among others) that contain plastic and are likely to be used in the bathroom.
- Does not apply to flushable wipes, which are made from short, plant-based fibers and are engineered to breakdown in water like toilet paper.
- The law is supported by wastewater agencies and the wipes industry.

Why is looking for the label important?

- **90% of wipes** sold today **are not meant for flushing** (non-flushable) – the other **10% of wipes sold are flushable** – so it’s important to check packaging for disposal instructions.
- Wipes labeled with the ‘**Do Not Flush**’ symbol **contain long, often synthetic fibers** meant to be soft yet durable for wiping surfaces or the body.
- **Flushable wipes are made with short, plant-based fibers** and are designed to break apart quickly in water. They are meant as a supplement to, or replacement for, dry toilet paper.

The Responsible Flushing Alliance (RFA) commissioned a survey to see just how #FlushSmart Michiganders are around flushing habits.

- **78%** Michigan residents **recognize the Do Not Flush symbol**
- **93%** said they **know what should & shouldn’t flushed**

Despite this, some Michigan residents are still not practicing responsible flushing habits...

- **48%** of consumers **self-reported flushing something they knew wasn’t flushable**
- **25%** **mistakenly believe all soft-paper products** are flushable
- **14%** **mistakenly think** (or aren’t sure if) **baby wipes** are flushable
- **10%** **mistakenly think** (or aren’t sure if) **makeup removal wipes** are flushable
- **8%** **falsely believe** (or aren’t sure if) **cleaning/disinfecting wipes** are flushable

According to NACWA, it cost Michigan water utilities **\$18 million** of unplanned operating expenses **to clean up non-flushable wipes** that should never have been flushed.

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