

Michigan,
Have You Seen

This Symbol?



Do Not
Flush

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

► Doesn't apply to flushable wipes—made from short, plant-based fibers designed to breakdown in water like toilet paper

► The law is supported by wastewater agencies and the wipes industry

Why is looking at the label important?



Wipes labeled with the 'Do Not Flush' symbol contain long, often synthetic fibers meant to be durable



Flushable wipes are made with short, plant-based fibers and are designed to break apart quickly in water, like toilet paper does



90% of wipes sold today are non-flushable – the other 10% of wipes sold are flushable – so it's important to check packaging for disposal instructions

We asked Michiganders: how smart are your flushes?

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

78%

of Michigan residents recognize the DNF symbol (3 points below the national average)

► Despite this awareness, some Michiganders still aren't practicing responsible flushing habits:



48%

of consumers say they've flushed something they knew wasn't flushable in the past year



8%

falsely believe (or aren't sure if) cleaning/disinfecting wipes are flushable



14%

mistakenly think (or aren't sure if) baby wipes are flushable



25%

mistakenly think all soft-paper products are flushable



10%

mistakenly think (or aren't sure if) makeup removal wipes are flushable

These mistakes cost Michigan rate payers \$18 million in additional operating and repair costs to undo the damage that non-flushable wipes create.



Make sure to always look for the Do Not Flush symbol on wipes packaging. When you see it, that wipe goes into the trash and never the toilet.



Responsible
Flushing
Alliance