The Federal Drug Agency (FDA) has formally questioned the safety and effectiveness of antibacterial soaps with a ruling on December 16, 2013. Manufacturers of antibacterial soaps have one year to provide data that proves that anti-bacterial soaps are both safe and more effective than regular soap and water.

**Problem**

What: Concerns over the safety and effectiveness of antibacterial soaps.

When: FDA ruling December 16, 2013.

Where: Ruling applies to personal hygiene products.

Impact to the Goals:

- Safety: Potential health risk.
- Economic: Potential for major financial impact on manufacturers.
- Customer Service: Product descriptions are potentially misleading.
- Regulatory: FDA requiring more data on antibacterial soaps' safety.
- Production/ Schedule: Manufacturers may need to alter formulas.
- Labor/ Time: Effort required to modify products.

**Analysis**

- Use of antibacterial products increasing.
- Consumers believe they will help prevent illness.
- Product descriptions are potentially misleading.

Antibacterial products may not be more effective.

- FDA requiring more data on antibacterial soaps' safety.

Regulation for antibacterial products may change.

Concern about safety and effectiveness of antibacterial soaps.

- Viruses are the most common cause of infections in US.

- Many antibacterial products use triclosan.

- Triclosan can interfere with hormones.

- Has been associated with increased allergies.

- Has altered sex hormones in lab animals.

- Triclosan may lead to increased antibiotic resistance.

**Solutions**

The final step in the Cause Mapping process is to provide solutions that prevent the issue from recurring. In this example, the FDA is gathering more information to determine if antibacterial handsoaps are safe and effective. Any antibacterial products that have not provided sufficient data to satisfy regulators by late 2016 would have to be reformulated, relabeled or removed from the market.

![Cause Mapping Diagram](attachment://cause_mapping.png)