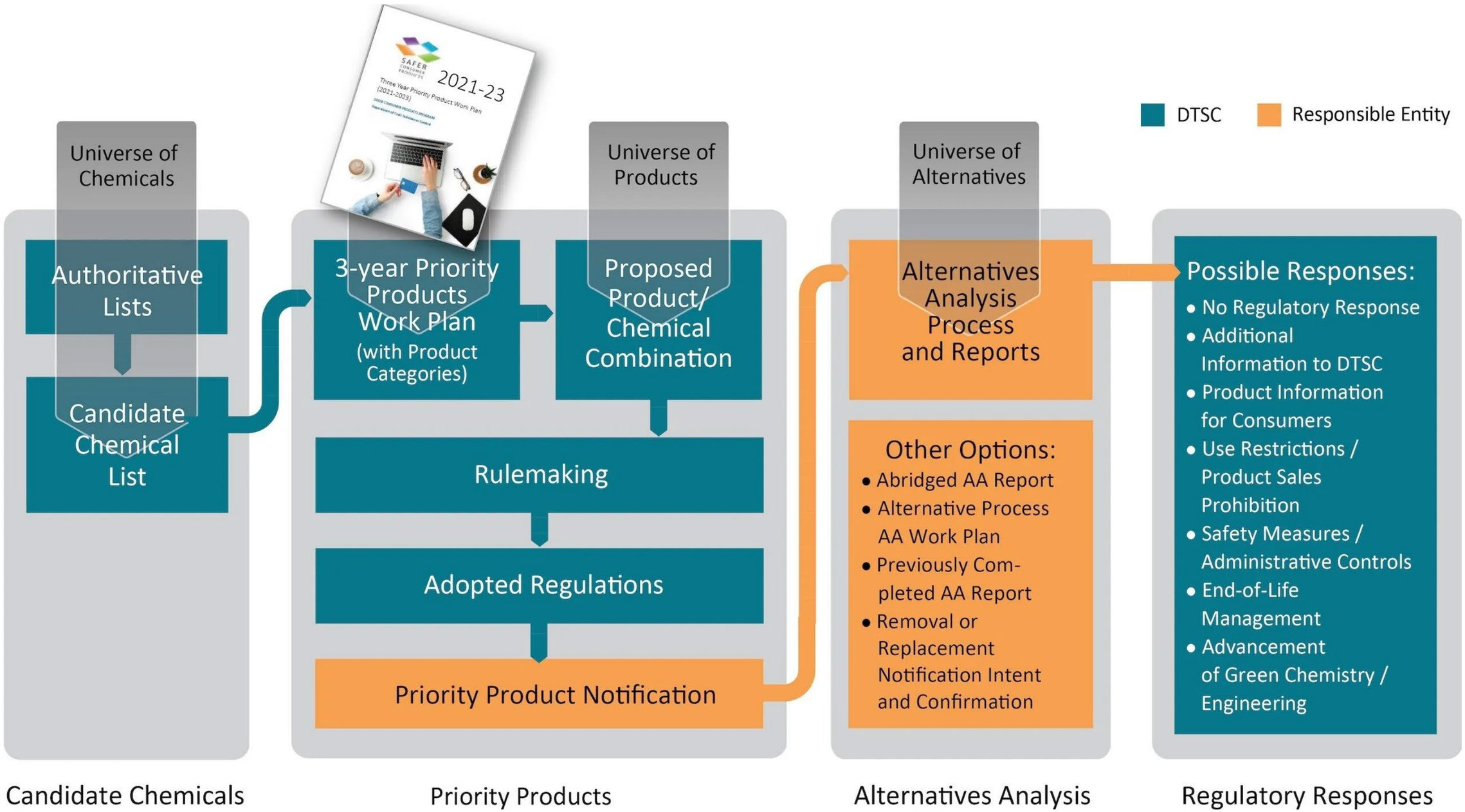California's Safer Consumer Products Process