Talking about chemicals with consumers

The language of risk communication

HERA
European
Stakeholder
Workshop
26th Nov. 2003

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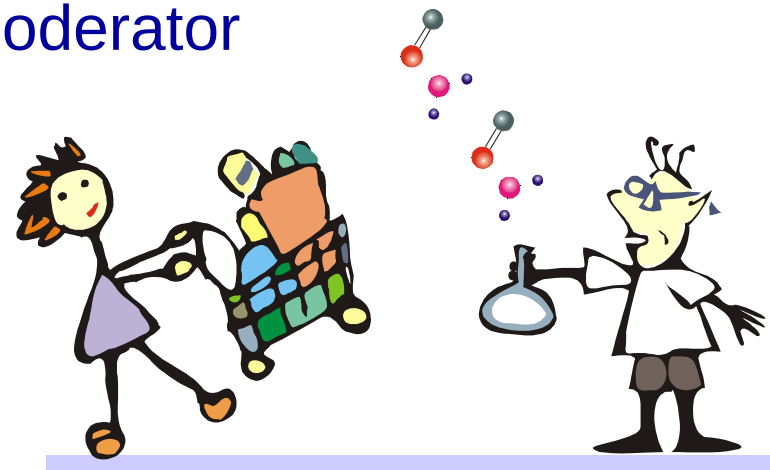
Welcome to the third HERA Stakeholder Workshop

C. Drury

Moderator



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HERA project

C.P. Mancel

HERA Sponsors Committee Chairman

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The HERA project

Created in 1999 as a joint initiative between Producers (Cefic) and Users (A.I.S.E.) of chemicals used in household detergent and cleaning products.

Objectives of HERA :

- To demonstrate that targeted Risk-Assessment will provide relevant safety information on detergent ingredients and products to regulators and the public in a fast and effective way
- To contribute in a useful and practical way to the risk-based approach in EU chemicals legislation

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The HERA project

1. Targeted Risk-Assessment : one common Risk-Assessment per substance.

2. Open dialogue with stakeholders and transparency of results
   - **External Advisory Panel**
   - **Regular presentations to interested bodies**
   - **Oct. 2001 : Workshop on scientific validity of the approach**
   - **July 2002 : Workshop on the political relevance of HERA in the context of the new Chemicals Policy.**

3. Risk Management by Companies where needed.

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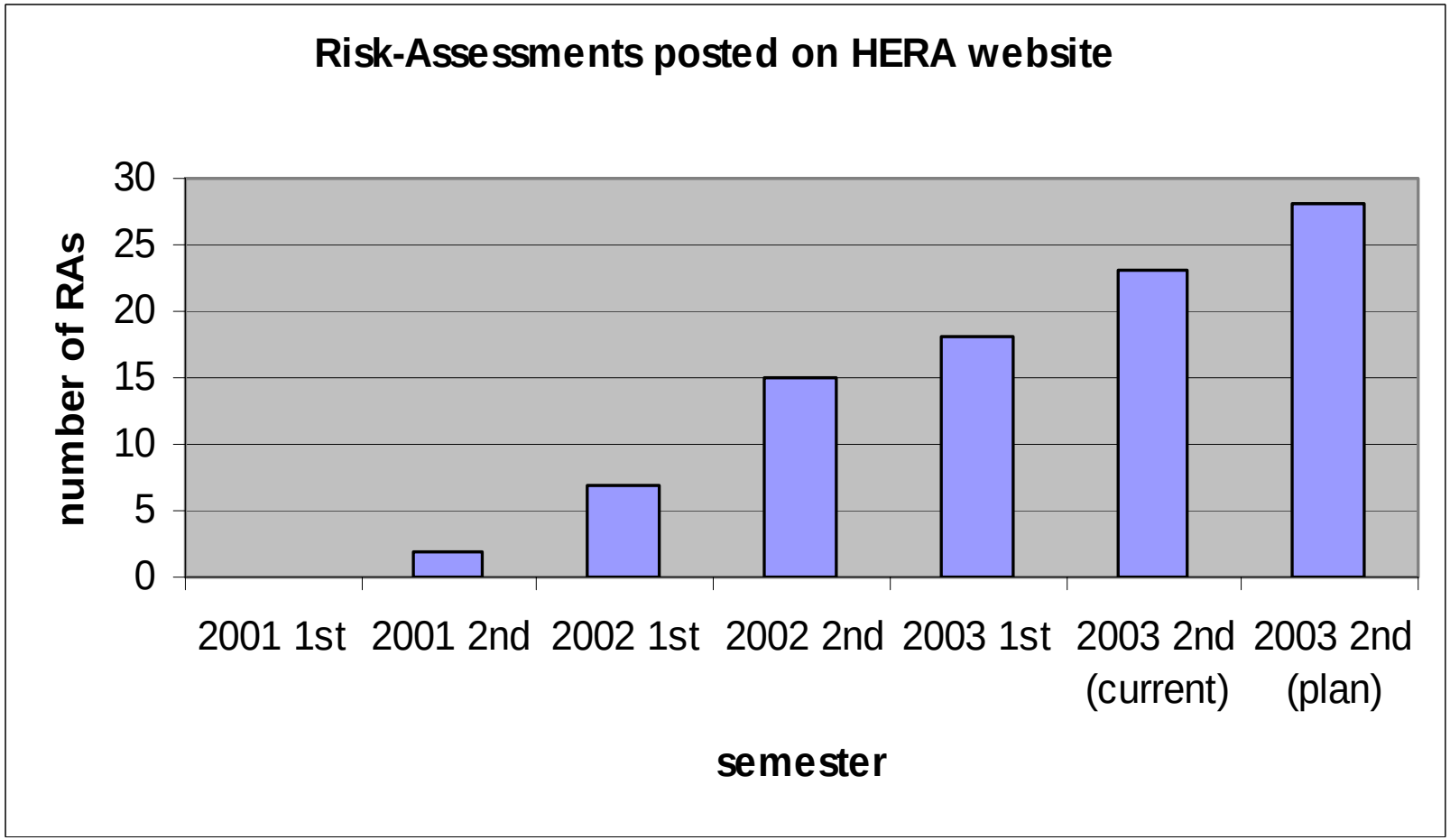
Risk-Assessments published



100+ CAS ##

70+% (laundry tonnage)

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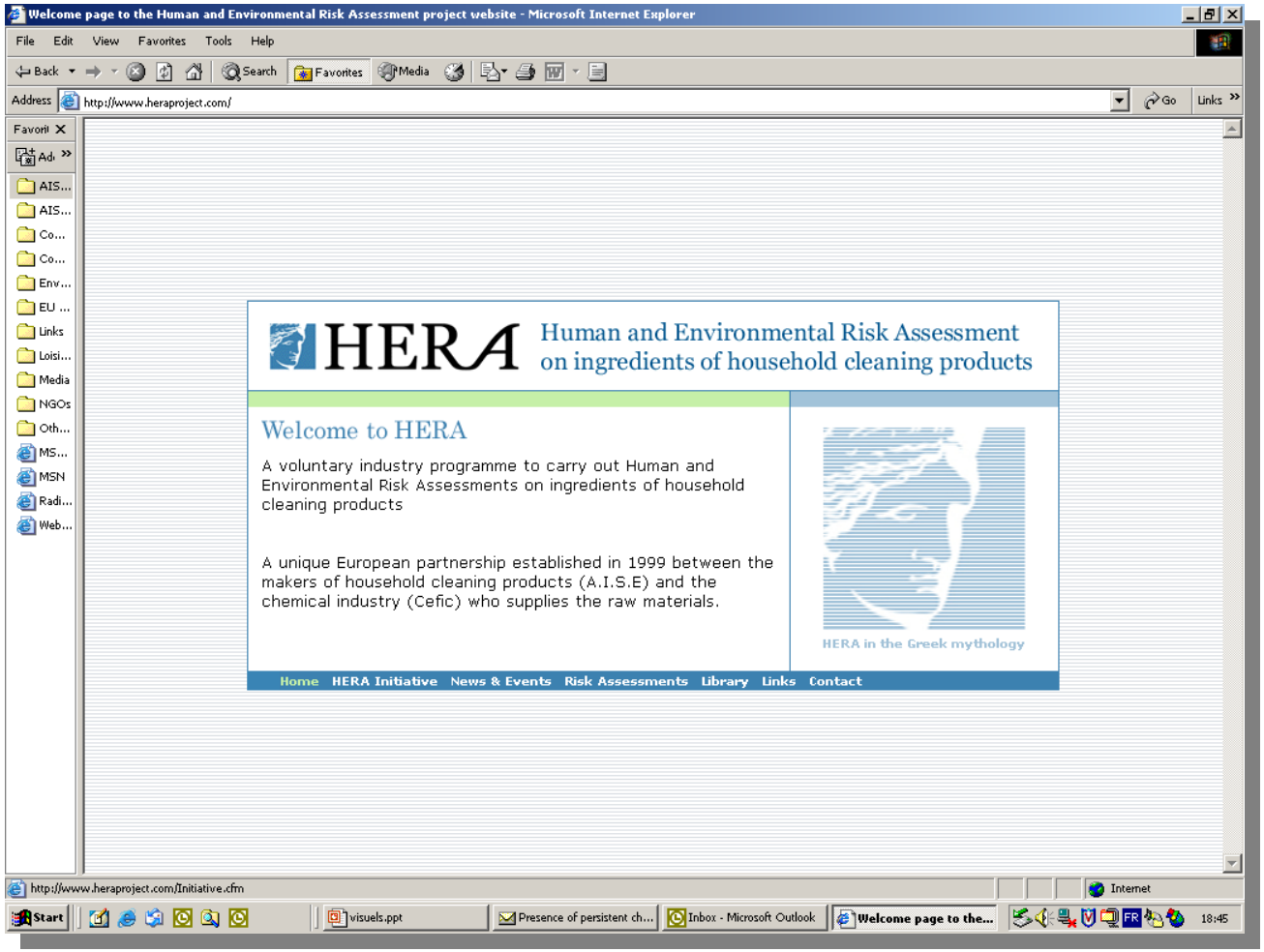
www.heraproject.com



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OBJECTIVES of the 3rd Workshop

« Talking about chemicals with consumers
The language of risk communication »

1. Understand the expectations of stakeholders regarding risk communication to consumers

2. Review initiatives in the area

3. Obtain feedback and advice on HERA's draft platform

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AGENDA of the day

- **Morning : plenary session**
  - –Session 1 : Consumer and EU organisations views

    J Baeckens, C de Roo, P Daskaleros, F Ries

  - –Session 2 : Risk Assessors/scientific perspectives

    J Bridges, M Mostin

  - –Session 3 : Conveying the message

    B Ballantine, K Hawkins, D Draulans

  - –Session 4 : Case studies

    R van de Straat, N Werkers

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with Q&As after each session

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The ‘consumer’ …. who are we talking about?

J. Baeckens

Keystone Network – market research

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Consumers' expectations in the domain of risk associated with chemical products

Charlotte de Roo

Environment, Health & Safety Officer, BEUC

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DG Sanco's views and activities related to risk communication

Panagiotis Daskaleros

European Commission DG Health & Consumer Protection

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HERA STAKEHOLDERS WORKSHOP

Talking about chemicals with consumers
The language of risk communication
Brussels, 26 November 2003

- **Takis Daskaleros**
- **Health and Consumer Protection Directorate-General**
- **European Commission**

When we talk to consumers about chemicals

- **DO WE TALK ABOUT RISKS?**
- **DO WE TALK ABOUT RISKS AND BENEFITS?**
- **DO WE TALK ABOUT SAFETY?**
- **THE 'RIGHT' ANSWER WOULD MOST PROBABLY INCLUDE ALL OF THE ABOVE!**

RISK COMMUNICATION IS A FUNCTION OF:

- Risk perception i. e. how do consumers perceive risks
- The circumstances (e.g. crisis situation)
- The degree of uncertainty (unknowns)
- The roles of those contributing in risk communication (who says what)
- Social trust and dialogue

A NUMBER OF INTER-RELATED VARIABLES INFLUENCE RISK PERCEPTION

- **Nature of risk (chemical, physical, biological)**
- **Familiarity of risk (voluntary-non voluntary, familiar versus non familiar)**
- **Probability of risk (high versus low)**
- **Consequences of risk (high versus low, target organs, sensitive segments of the population)**

Risk communication strategies

- Currently there are mainly three types of approaches used
  - Top down (e.g. authorities communicating scientific facts)
  - Bottom up (e.g. initiatives by consumer groups)
  - Dialogue (two way communication)

Health and Consumer Directorate General (DG SANCO) activities on risk perception and risk communication

- **For DG SANCO the aim is to conduct consumer health and protection policy on the basis of an improved knowledge base**
- **The DG SANCO Product and Service Safety Unit approach aims to**
  - **Understand how consumers perceive risks and safety**
  - **Develop appropriate risk communication tools**
  -

Understanding consumer perception of risks and safety

- **1. Euro-barometer surveys to assess consumer behaviour with various consumer products**
  - **Reading/understanding/recognising classification and labelling ‘danger’ symbols as per Directive 67/548/EEC**
  - **Reading/understanding/following of use and safety instructions**
  - **Reading/understanding composition information**
  - **Habits and practices concerning storage of products**

Understanding consumer perception of risks and safety

- **2. Project on risk perception commissioned to the Joint Research Center to**
  - **Collect, review, and assess currently used methods to assess risk perception**
  - **Establish an EU expert network on risk perception methodologies**
  - **Develop risk perception standard ‘tool box(es)’**
  - **Test and validate tool box(es) in pilot and eventually large scale surveys/studies**

Developing appropriate risk communication tools

- **On the basis of the activities on risk perception the Risk Perception-Risk Communication project with the JRC project will aim to**
  - **Collect, review, and assess currently used methods to communicate risk**
  - **Establish an EU expert network on risk communication methodologies**
  - **Develop risk communication ‘tool box(es)’**
  - **Test and validate tool box(es) in pilot and eventually large scale surveys/studies**

Planned and ongoing complimentary activities

- **EIS-CHEMRISKS and EIS-CHEMTEST projects (ongoing)**
- **Surveillance of health effects of chemicals, chemical products and chemicals in articles (planned)**
- **Surveys of product related consumer habits and practices (planned)**
- **Development of specific product related risk and safety communication packages (planned)**

CONCLUSIONS

- **Activities to understand how consumers perceive risks, dangers and safety are essential in order to develop appropriate risk communication strategies on chemicals**
- **The involvement of public authorities, experts, industry, consumers is essential**
- **DG SANCO activities in risk perception and risk communication aim to engage all stakeholders in order to deliver tangible usable results**
- **The HERA initiative can contribute in improving our reflection and knowledge base on this subject.**

Building trust with consumers through transparent, truthful and open dialogue

Frédérique Ries

Member of the European Parliament

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Building trust with consumers through transparent, truthful and open dialogue

Communication by Frédérique Ries, mep before the HERAworkshop, the 26th November 2003

Thank you… I am delighted to be here with you at what is going to be, I'm sure, a most interesting and valuable workshop.
The HERA project, the goddess of marriage and household, has been running for several years now, anticipating the upcoming EU chemicals legislation, and addressing a key aspect of that legislation, which is the assessment of risk and how to best communicate that risk to consumers.
A communication which is vital, both for the industry and the consumers, an ongoing dialogue on which the co-hosts and sponsors of this workshop, AISE and CEFIC, asked me to focus.
Very recently, I read that researchers in California estimate that 800megabytes of new information is produced and stored each year for every man, woman and child on the planet. That is about two floppy disks per day, per person. Apparently, twice as much as we were producing just three years ago.
Great, would one think, the more the better! It's this explosion of information – especially through the internet – that has empowered millions of people around the world, transforming them from passive consumers to active and influential participants in a 24-hour global society. Take healthcare: people are now increasingly likely – and able – to research medical matters on the internet so they can be more informed in discussions with physicians.
But, *there's the rub*, to quote Shakespeare, what would we actually want to do with 700-odd floppy disks worth of new information per person per year…?!!
It is estimated that a single person these days could be exposed to as many as 2,500 commercial messages a day. Let's say that's more than 150 messages an hour[1] – and some of those will contradict each other, some will be obscure or complicated, and some won't even be relevant to us at all.
And this in a day and age where it seems like we all have less time than ever before. We're approaching a level of information overload that is leaving people feeling confused and overwhelmed, and often – in the end – struggling to make sense of more choices than they've ever faced before.
Let's face it, for some people, it's beginning to look like information pollution… And I'm only talking here about the QUANTITY aspect, not taking into account the veracity of the messages. Just to come back to the medical example I took a minute ago, one cannot imagine what you can find on the web when you surf to find, to try to find, some advise or answers, about illnesses, and cures. I was totally amazed when I did the test working on the Food Supplements Directive or the Medicinal Products Directive I was shadow rapporteur on for the liberal group. But, this is another debate…
Beeing on the Committee of Environment, Public Health & Consumer Policy, and, even more maybe, as a ex-journalist, all of this strikes more than a few chords with me.

[1] Assuming we're awake 16 hours a day

Building trust with consumers through transparent, truthful and open dialogue

Communication by Frédérique Ries, mep before the HERAworkshop, the 26th November 2003

How does the industry, as producer, how do we, as law-makers, make sure that consumers can get the information they need, when they need it, as simply and easily as possible? So that they don't feel overwhelmed but, instead, are confident and secure that they are making the right choices for themselves and their families?

THIS, is a growing challenge, and it's one that is at the heart of many of the issues I deal with daily. Whether it is GMO's, or flame-retardants, the safety of breast implants, cigarettes or tobacco – all of which I've been involved with, in the legislature over the past years – regulating alone is not enough: consumers want answers and we owe it to them to inform them clearly, rationally, and transparently.

Likewise, when we come to groundbreaking, upcoming EU chemicals legislation, it is absolutely vital that we strive to make it as transparent as possible. Why? Because:

1) First of all, <u>being</u> safe is also about <u>feeling</u> safe. That has to be one of the things we've learned our experiences with GMO's so far, and also from these troubled times since September 11th.

2) So, when we enact chemicals legislation to better protect consumers and the environment, it is important that consumers have confidence in it and <u>feel</u> protected.

3) To ensure that is so, the new regulation known as REACH, must surely go hand-in-hand with clear, effective communication with consumers about the risks that REACH will regulate. Communications that neither gloss over truths, nor are alarmist, but that help consumers make sense easily and usefully of the huge amounts of information and the myriad of choices they are daily exposed to.

Talking about Risk

Now, the more difficult question, of course – and the one that I am pleased this workshop is tackling today – is <u>how</u>? How do we do it?

Before I was elected as MEP, in my previous career as a journalist, the decisions about how to set the tone of a story I was reporting, were probably the most interesting and the most challenging I had to make on a daily basis.

Take the BSE scare. The more the media made of the story, the more people worried, even panicked… On the other hand, if we, the press, played it down, some people might not have paid sufficient attention to the potential risks. And I would say this permanent choice between more and less, let's simplify it like that, is even more accute for a commercial media that has the ambition at the same time of beeing a quality one. I'm not talking here about the Sun!…

So, let's come back to Reach. Because it is about risk, because it is extremely serious, it is very important that we communicate any such information in a very balanced way. L'équilibre, encore et toujours…

Of course this can be tricky, because it involves a judgement call. Who determines how much the public 'needs' to know? Who determines if a scientific risk is socially acceptable or unacceptable? And how can we protect people adequately without restricting their freedom to choose?

I think we can be guided here by consumers themselves, and those who represent them, and are closely connected with them. Consumers want to know more than ever before and they are not satisfied with simplistic answers. They don't just want to know that something is safe, they want to know who's saying it, why they're saying it and how they've arrived at it.

Building trust with consumers through transparent, truthful and open dialogue

Communication by Frédérique Ries, mep before the HERAworkshop, the 26th November 2003

Here again a reference from the world of the media I come from: Harold Lasswell, a famous media and political sociologist, said: "When you know WHO said WHAT to WHOM through WHICH channel with WHAT effect", you have described the ideal model of communication. A model which would be perfectly adequate for the issues that occupy us this morning!
Consumers also want quick and handy answers that suit their busy lifestyles and help them make sense of increasingly complex choices. When we talk about hazard and risk, that often means they don't want to know all the hazards, they want to know the risk – to them. Too much detail, and people may just switch off. Too many false alarms, and they may just 'cry wolf'.
Let me give you another example. Daily, we get new information these days about what is good for us and what isn't. And often it changes. One day wine is bad, then it's good, coffee is bad for us, and then it's good, and the same goes milk or chocolate… well, maybe not chocolate! Which do we believe? The risk here, is people ending up discounting all such information.
How to talk about Chemicals Risk
When it comes to chemicals, it is clear to me that labelling to convey the risks should go hand in hand with enacting the REACH legislation. Risk assessment is the basis for the regulation, and people should understand that and have faith in it.
As to HOW such labelling should be worded, and how much it should include, this is certainly too important to be left to any one party to decide. And I guess we all recognise that, since we're here today. I hope that it is exactly this sort of collaborative brainstorming that can bring real progress.
Of course we need to listen closely to what consumers say they want. But my expectations are also high of what industry can contribute. Industry is making an effort to improve its transparency, both proactively and under pressure from consumers, and I am looking forward to hearing about HERA's pilot efforts to putting its scientific risk assessments into layman's language.
Also, consumer goods companies have a lot of expertise in how to connect with consumers and various communications channels that can be put to work. Those channels – like websites, product care lines, and so on – can be used where consumers want to know more, so that the information available is effectively organised in layers, which consumers can access to the extent that they want detail and, ideally, also interact with.
To conclude, I would say that REACH is a very valuable piece of legislation, a big step forward.
But, in a way, it is just a start: REACH must help people not only be safer but feel safer – it must be linked to clear, effective plans for communicating risk to consumers.
If we want people to feel safer after REACH, we will have to help them understand that it is working and how. All have a responsibility here – legislators, NGOs and industry, of course, with initiatives like HERA, etc.
If we achieve this, it will contribute to healthy society, healthy economy, strong, empowered consumers with faith in the legislative framework… This faith that is crucial, vital to the industry and to the law-makers…

Question & Answers

Risk Assessors' views on the communication of product safety

Prof. Jim Bridges

Chairman of the EU Scientific Committee on Toxicity, Ecotoxicity and the Environment

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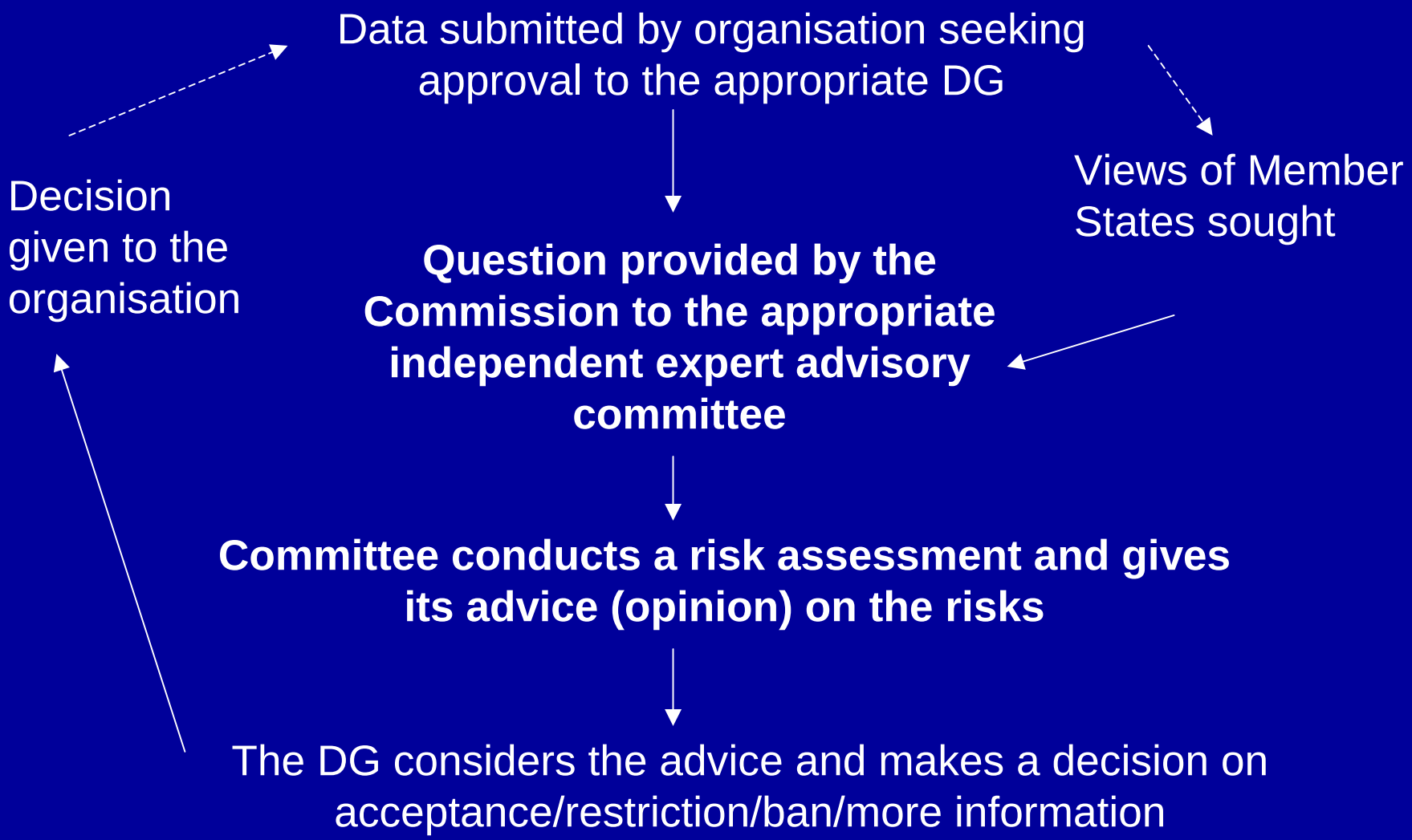
RISK ASSESSORS VIEWS ON THE COMMUNICATION OF PRODUCT SAFETY

- PROFESSOR JIM BRIDGES
- Chair EU Task Force on Risk Assessment Procedures and of the CSTEE

EU PROCEDURE FOR APPROVAL OF PRODUCTS



STAKEHOLDER INTERACTION WITH RISK ASSESSORS :CURRENT PROBLEMS

- Public trust in RA is not high
- Risk assessors have traditionally been isolated from other stakeholders
- Many risk assessors have limited skills in presenting their findings in non-scientific language

CRITERIA FOR RISK ASSESSORS TO PROMOTE TRUST AMONG STAKEHOLDERS

- FAIRNESS
- OBJECTIVITY (independence)
- COMPETENCE(expertise)
- TRANSPARENCY

RISK COMMUNICATION ISSUES FOR THE RISK ASSESSOR:

- ENSURING FULL INDEPENDENCE
- USE UNDERSTANDABLE LANGUAGE (including putting risk in context)
- EXPLAINING THE VARIATION BETWEEN RISK ASSESSMENTS PRODUCED FOR DIFFERENT BODIES

RISK COMMUNICATION ISSUES FOR THE RISK ASSESSOR(CONT'D):

- ENSURING TRANPARENCY THROUGHOUT THE RA
- CONSISTENT USE OF TERMINOLOGY

IMPROVING STAKEHOLDERS COMMUNICATION AND TRUST?

- Enable access to all the documentation used by the risk assessors
- Stakeholders permitted to attend meeting of risk assessors
- Stakeholders able to present evidence
- External auditing and use of communication facilitator(s)

TERMINOLOGY ISSUES:

- BROAD, DESCRIPTIVE CATEGORIES OF RISK
- IDENTIFICATION OF UNCERTAINTIES

SOME TERMINOLOGY USED TO EXPRESS LOW RISK

De Minimis,

negligible,

insignificant,

approaching zero

No appreciable,

unimportant,

acceptable

Tolerable,

safe,

no identifiable,

exceedingly small

RISK IN CONTEXT

- BENCH MARKING
- RISKS AGAINT BENEFTS

CONCLUSIONS1 :CRITERIA FOR RISK ASSESSMENT(3 PAIRS OF C's)

- CREDIBLE AND CONSISTENT
- CLEAR AND CONCISE
- COST-EFFECTIVE AND CURRENT

CONCLUSIONS 2

1) THERE IS NO SYSTEM AT PRESENTFOR RISK ASSESSORS TO COMMUNICATE WITH STAKEHOLDERS

2) BODIES CARRYING OUT RISK ASSESSMENT NEED TO CO-OPERATE

PROFESSOR JIM BRIDGES

- J.BRIDGES@SURREY.AC.UK

Specific focus:

testimonial from a Poison Control Centre

Dr Martine Mostin

Director, Belgian Poison Control Centre

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HERA WORKSHOP
RISK COMMUNICATION

TESTIMONIAL FROM A POISON CENTRE

Dr Martine MOSTIN

NATIONAL POISON CENTRE

- 55.000 calls year
- 75% calls from public
- Acute emergency situations
- Medical staff
- Communication over the phone

NATIONAL POISON CENTRE

Calls reflect ***exposure*** rather than ***poisoning***

- Availability of product
- Way of use (air freshener, rodenticide,…)
- Perceived risk (bleach, rodenticide…)
- Need for information (medical professionnals)

NATIONAL POISON CENTRE

Risk assesment

Product toxicity / level of exposure

Probability of toxic effect

- First aid measures
- Other treatment

Refer to medical doctor, hospital if needed

POISON INFORMATION

RISK ASSESMENT PROCESS

ESSENTIAL STEPS

- **Check patient state**
  - Who is the patient, does he/she shows any symptoms?

If there is immediate risk for life, give first aid advice and refer to 112

ESSENTIAL STEPS

- **Identify the product involved**
- Obtain accurate description of the product
  - Trade name, manufacturer's name, label description…
  - Ask to **spell out** names (« s » and « f » difficult to distinguish…)

ESSENTIAL STEPS

- **Identify the product involved**

Clarify as much as possible

e.g : initial description « detergent »
= milking machine cleaner !!!

ESSENTIAL STEPS

- **Quantify the exposure**

- How did it happened
  - Accidental / deliberate

ESSENTIAL STEPS

- How much product has been swallowed
  - Ask the caller to use teaspoon, tablespoon…
  - How much product is missing …
- How long was the patient exposed…

ESSENTIAL STEPS

- LOOK FOR PRODUCT INFORMATION

complete (all ingredients listed)

accurate (all ingredients identifiable)

recent

ESSENTIAL STEPS

- Asses the risk for toxicity
- Give advice

- >> *What to do immediately*
- >> *What may happen*
- >> *How to manage*

–

Lack visual information

Understanding the caller
(colour, shapes, measure units …)

Emotion

Problem to obtain relevant information on the label: incomplete name, misspelling…

- Communication skill of poison information provider

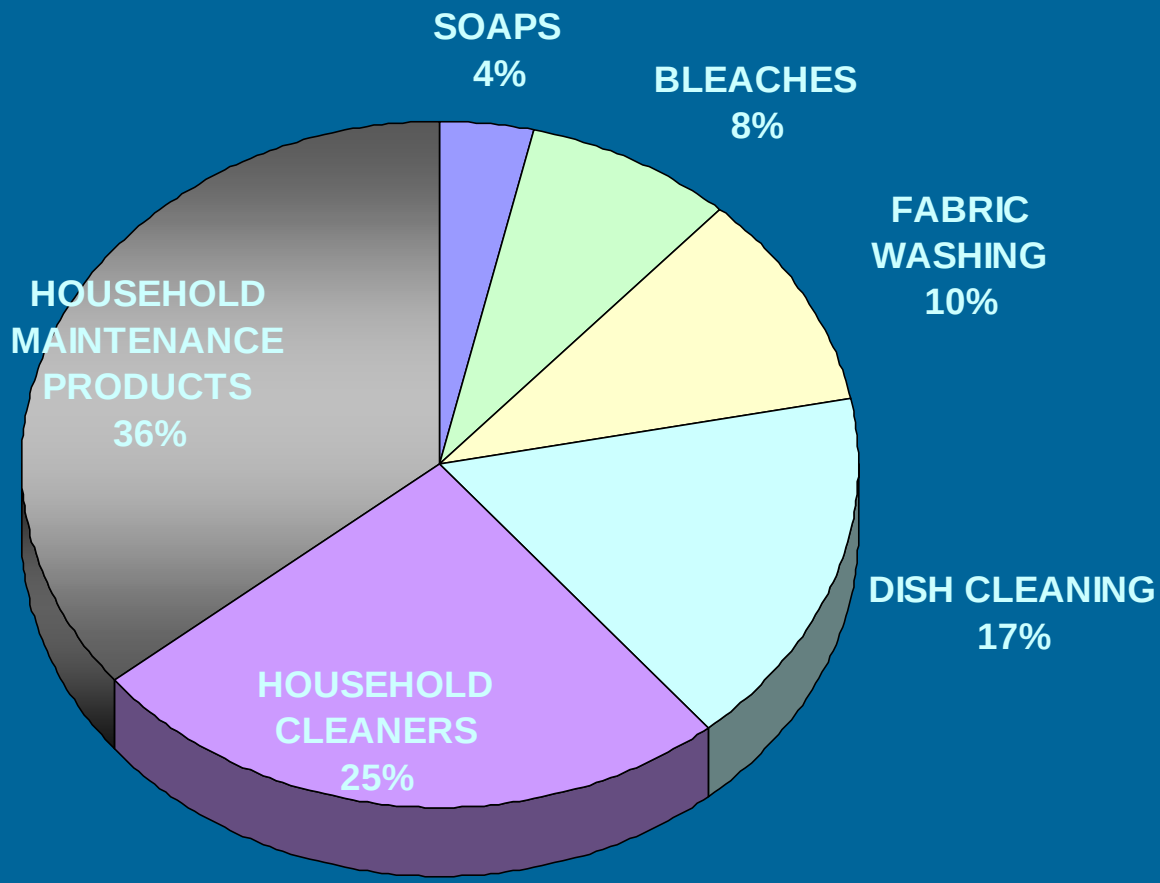
HOUSEHOLD PRODUCTS TYPE OF CALLS

- Accidental exposure
  - Ingestion children, elderly…
  - Skin, eye contamination
  - Inhalation (mixing bleach / acid)
- Deliberate exposure
  - Suicide: ingestion, injection…
  - Abuse: glue, spot removers, lighter gas sniffing

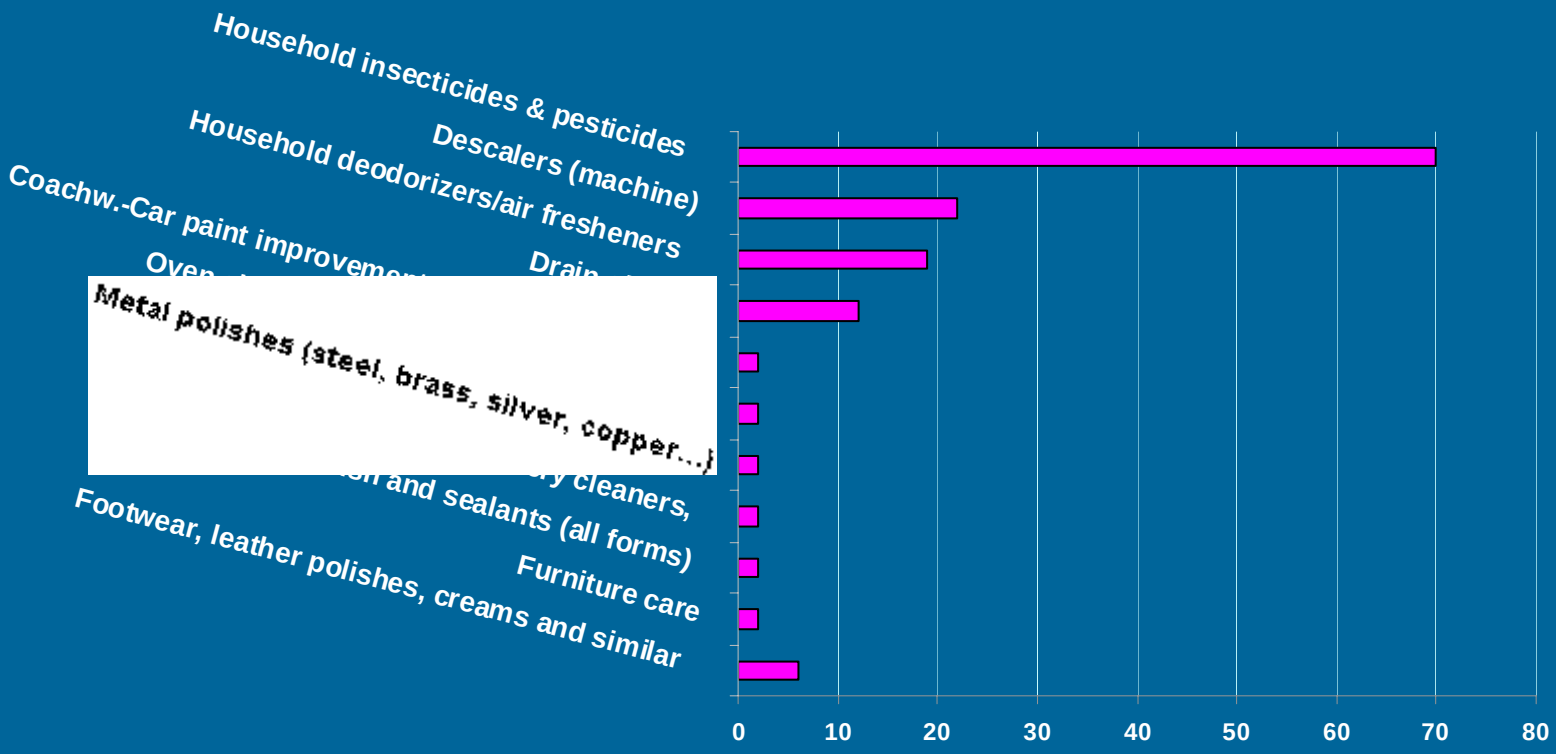
CALLS OCTOBER 2003

- CALLS (product exposure)
  - n = 3.287
- AISE PRODUCT CATEGORIES
  - n = 392

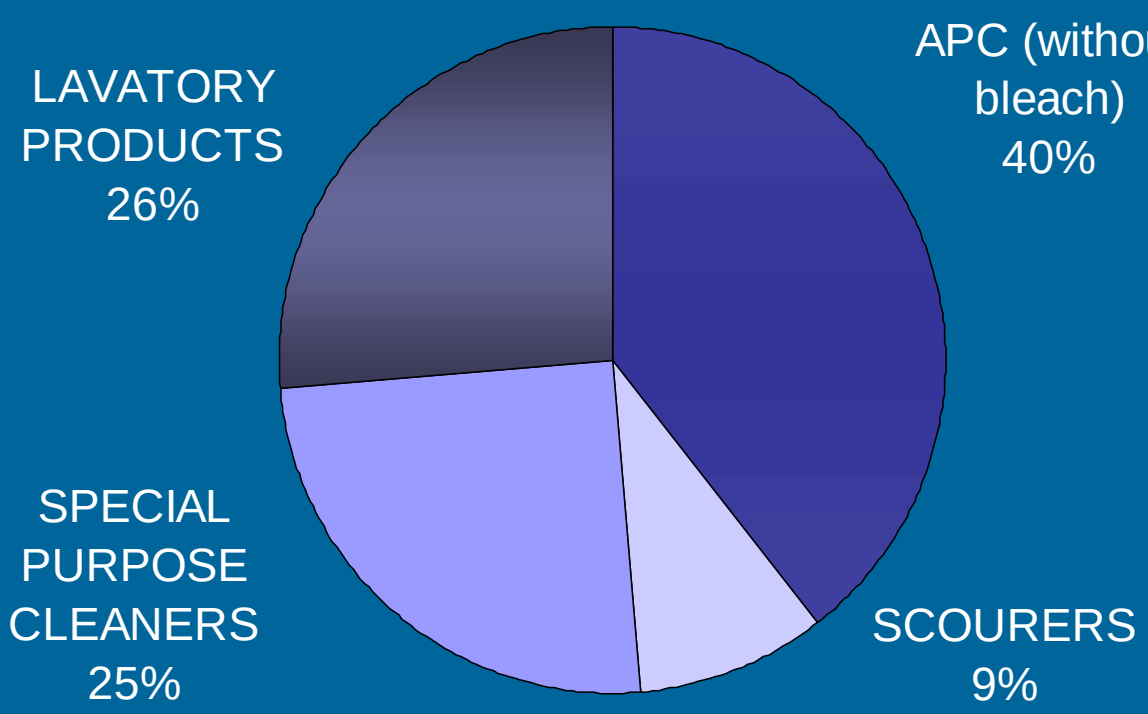
OCTOBER 2003
AISE CATEGORIES



HOUSEHOLD MAINTENANCE PRODUCTS



HOUSEHOLD CLEANERS



HOUSEHOLD PRODUCTS

- Toilet soaps
- Hand diswashing detergent
  - Accidental ingestion common
  - Slight GI tract irritation (nausea, vomiting…)
  - No toxicity expected by oral route
  - Avoid foam formation

HOUSEHOLD PRODUCTS

- Laundry detergents (powder, liquid)
  - Accidental ingestion common
  - Moderate GI tract irritation (nausea, vomiting…)
  - No toxicity expected for small doses
  - Eye exposure: significant irritation possible (powder)

HOUSEHOLD PRODUCTS

- All purpose cleaners
- Special purpose cleaners
  - Different formulations: solvants, glycol ethers, alcalinity …
  - No general rule
  - Check composition

HOUSEHOLD PRODUCTS

- Machine dishwashing detergents
  - Changes in formulation
  - Current formulations safer than before
  -
- Careful product identification:
  - Professional use = corrosive

HOUSEHOLD PRODUCTS

- Hypochlorites:
  - 8% household product exposure
- Most frequent problem:
  - Chlorine exposure when mixing hypochlorite with acids
  - Severe respiratory irritation may occur

HOUSEHOLD PRODUCTS

- Hypochlorites

– *Numerous products « with active chlorine »*

- Prevention message difficult

- « Don’t mix javel with anything else »
-
-

Consumer Product Development

- Predictible misuse :
- accidental ingestion, eye, skin contamination

Question & Answers

Improving consumer confidence through risk communication: the view of the European Policy Centre

Bruce Ballantine

Senior Policy Advisor, European Policy Centre

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European Policy Centre

Improving Consumer Confidence Through Risk Communication

Bruce Ballantine

“European Stakeholders Workshop”

Brussels, 26 November 2003

The European Policy Centre

- Brussels-based, independent think tank
- Multi-constituency membership
- Promotes European integration
- Services to members:
  - ✓ Rapid analysis of developments in EU affairs
  - ✓ Conferences and dialogues
  - ✓ Extensive networking
  - ✓ Web-site, publications, *Challenge Europe*
  - ✓ Programmes and Forums

www.theEPC.be

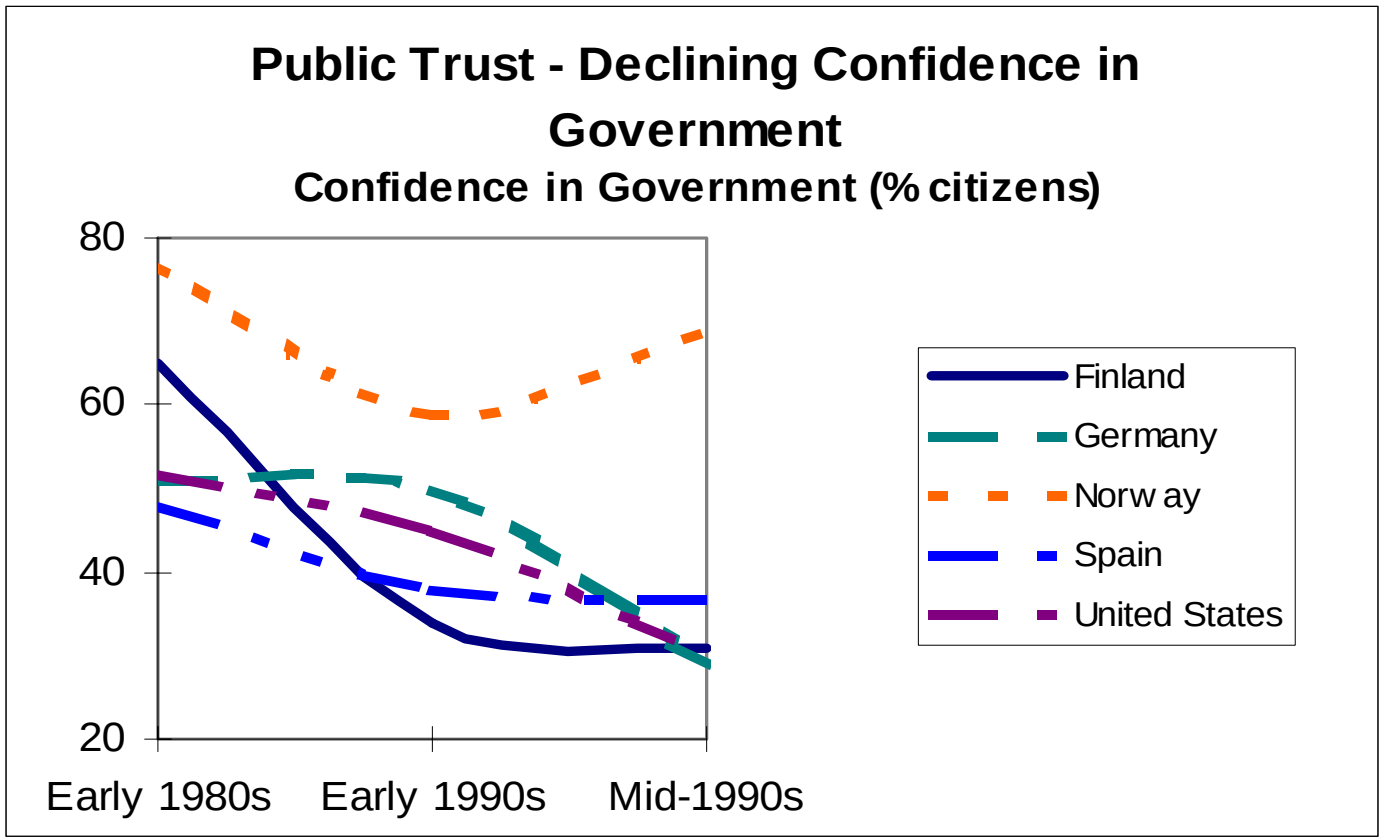
The Better Regulation Programme

Risk Forum

- Responses to EU initiatives
- Working papers
  - ✓ The Politicisation of Science
  - ✓ The Precautionary Principle
  - ✓ Regulatory Impact Assessment
  - ✓ Risk Communication

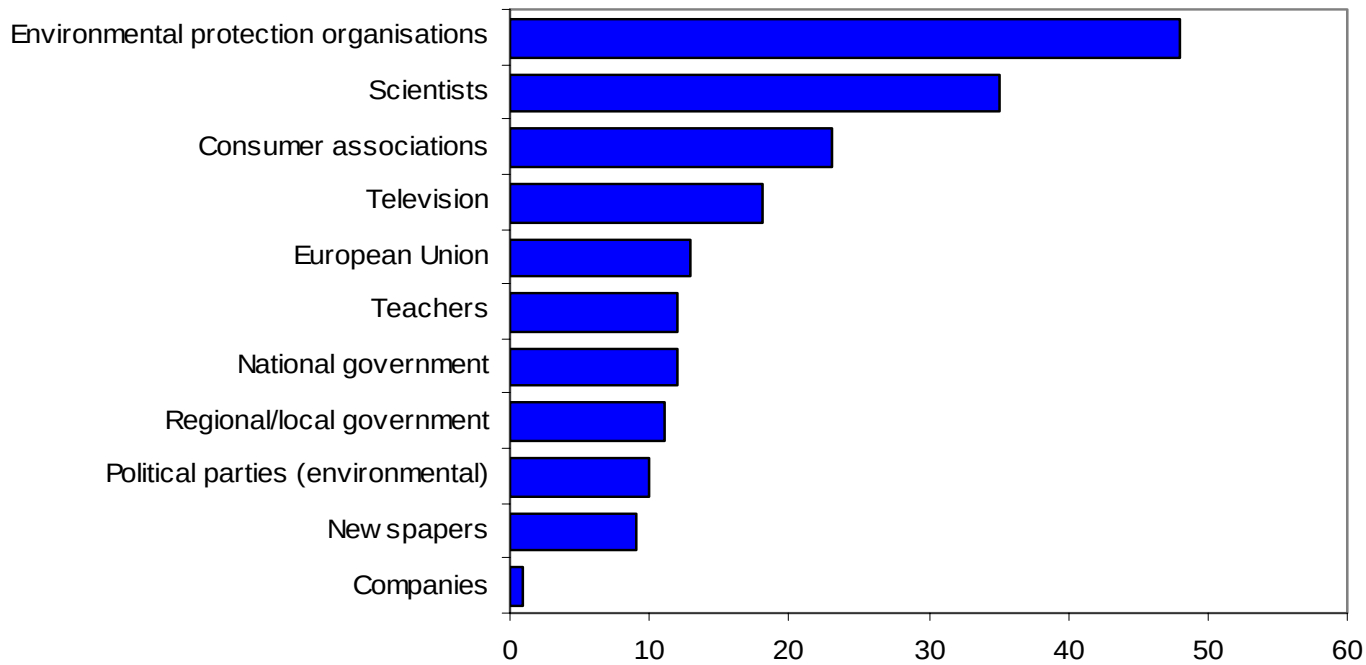
Obstacles

- Declining level of trust
- Different types of risk debate
- Lack of control over risks
- Increasing concentration on hazards
- Proliferation of information sources


Public Trust - Declining Confidence in Government
Confidence in Government (% citizens)
80
60
40
20
Early 1980s
Early 1990s
Mid-1990s
Finland
Germany
Norway
Spain
United States

Public Trust - Non Governmental Organisations

Who do you trust when it comes to environmental issues?
(% citizens)



Conclusions/Recommendations (I)

- Understand public values (perceptions)
- Differentiate between types of risks
- Highlight differences in hazards/risks
- Provide risk comparisons

Conclusions/Recommendations (II)

- Explain uncertainties
- Create separate crisis management plan
- Train decision-shapers and decision-makers
- Measure effectiveness

Conclusions/Recommendations (III)

- Coordinated programme:
  - Decision-shapers
  - Media
  - Decision-makers
  - Consumers/Employees/Society

European Policy Centre

Improving Consumer Confidence

Bruce Ballantine

“European Stakeholders Workshop”

Brussels, 26 November 2003

Conveying information to consumers: how could the trade help?

Kevin Hawkins,

Safeway Stores plc

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HERA Stakeholders' Workshop

Conveying Information To Consumers: How Could Retailers Help?

Dr Kevin Hawkins

Safeway Stores plc

November 2003

Questions

– Is this a major issue for most consumers?

Questions

- Is this a major issue for most consumers?
- What information are we communicating?

Questions

- Is this a major issue for most consumers?
- What information are we communicating?
- How are we communicating it?

Safeway

Questions

- Is this a major issue for most consumers?
- What information are we communicating?
- How are we communicating it?
- What more could we do?

Safeway

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- Very few enquiries regarding non-food products (c.f. food)

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- Our social responsibilities as retailers

Safeway

Safeway Policy Statement (Nov 2001)

"As a major retailer, Safeway constantly seeks to minimise the direct and indirect impact of its activities on its customers and the environment in which the company operates.

For its own-brand products the company applies a precautionary approach to the use of compounds linked to carcinogenic or hormone-disruptive effects which have been shown to accumulate in people or in the environment."

Is This A Major Issue For Most Consumers?

- Very few enquiries regarding non-food products (c.f. food)
- Pressure group activity
- Our social responsibilities as retailers
- EU/UK regulatory framework (e.g. CHIP)

Safeway

Is This A Major Issue For Most Consumers?

- Very few enquiries regarding non-food products (c.f. food)
- Pressure group activity
- Our social responsibilities as retailers
- EU/UK regulatory framework (e.g. CHIP)
- Could this become a major consumer issue?

Safeway

What Information Are We Communicating?

- Safeway Code of Practice on Chemical Ingredients in Non-Food Own Brand

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- Meeting with suppliers

Safeway

What Information Are We Communicating?

- Non Food Chemical Ingredient report published on Safeway website, updated every 6 months

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- Non Food Chemical Ingredient report published on Safeway website, updated every 6 months
- Communicates what we are doing to investigate, restrict or remove chemical ingredients from our products includes:
  - OSPAR list of chemicals for priority action
  - alkylphenols
  - animal testing
  - azo dyes
  - CFCs
  - flame retardents
  - peanut oil
  - PVC
  - vinyl chloride
  - alkyltin
  - artificial musks
  - bisphenol A
  - CHIP 3
  - fragrance ingredients
  - phthalates
  - triclosan

Safeway

Non Food Chemical Ingredients Report Example 1:

•Chemical	•Issues	•Category And Use	•Restriction On Use	•Current Status
•OSPAR list of chemicals for Priority: Action: (Nov. 2000, updated 2002)	**•The parties to OSPAR have agreed to take all possible steps to prevent and eliminate pollution and protect the maritime environment against the adverse effects of human activities to safeguard human health and conserve marine ecosystems. Updated list adds**	**•Household, health and beauty, homeware products and clothing**	**•OSPAR list of chemicals for Priority Action are not permitted for use in Safeway own brand products**	**•All OSPAR chemicals listed in Nov. 2002 eliminated from Safeway own-brand products by December 2002** **•All suppliers contacted to determine presence in Safeway products of any additional 32 chemicals**

Safeway

Non Food Chemical Ingredients Report Example 2:

•Chemical	•Issues	•Category And Use	• Restriction On Use	• Current Status
•CHIP 3	**•The Chemicals Hazard Information and Packaging for supply regulations became law in UK in August 2002. CHIP 3 has brought in new legislation covering the labelling of environmentally hazardous materials and sensitising materials. Any product containing these materials would have to be**	**•Household chemicals**	**• All household products must comply with CHIP 3** **• All existing Safeway own brand products do not require additional labelling**	**• No Safeway household products will contain materials above the level which will require symbols or warnings on pack** **• All Safeway household products will be CHIP compliant by January 2004** **• Only one Safeway product will require sensitiser labelling from January 2004**

Safeway

How Are We Communicating It?

- Safeway Website
  - Advantages:
    - easy to access
    - includes a lot of detail
    - easy to update
    - likely to be used by pressure groups, media, etc.

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    - easy to access
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  - Disadvantages:
    - not accessible at point of sale
    - unlikely to be used by majority of consumers

Safeway

How Are We Communicating It?

- Labelling
  - Advantages:
    - immediately accessible at point of sale
    - can communicate hazardous ingredients visually

SAFEWAY CYCLON BIOLOGICAL COLOUR LIQUID CAPSULES

- Risk of serious damage to eyes.
- **KEEP OUT OF REACH OF CHILDREN.**
- Avoid contact with eyes.
- In case of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- If swallowed, seek medical advice immediately and show this container or label.

For safety data information telephone **01622 712547**

20x25ml (500ml) e

Produced in the EU for Safeway
6 Millington Road, Hayes,
Middlesex UB3 4AY

MAIN INGREDIENTS

15-30%	NON-IONIC SURFACTANTS, SOAP
MORE THAN 30%	ANIONIC SURFACTANTS
ALSO CONTAINS ENZYMES.	

STORAGE

IN ORDER TO MAINTAIN THE QUALITY OF THIS PRODUCT, ALWAYS CLOSE THE BOX AFTER USE AND STORE IT AWAY FROM MOISTURE, HEAT AND DIRECT SUNLIGHT.

REFUND & REPLACE

Safeway brand products are double guaranteed. If you are not totally satisfied with any item, please return it to a Safeway store for a refund and a replacement. This does not affect your statutory rights.

www.safeway.co.uk

Safeway

How Are We Communicating It?

- Labelling
  - Advantages:
    - immediately accessible at point of sale
    - can communicate hazardous ingredients visually (label)
  - Disadvantages:
    - limited space to communicate information
    - scientific terms not easily understood
    - many consumers never look at labels
    - non-hazardous labelling is discretionary

Safeway

FOAM BATH WITH EXTRACTS OF BERGAMOT & OLIVE OIL

This delicately fragranced foam bath has been blended with extracts of Bergamot and Olive Oil which are renowned for their moisturising properties.

INGREDIENTS:
Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide DEA, Sodium Chloride, Polysorbate 20, Parfum, Glycerin, PEG-7 Glyceryl Cocoate, Benzyl Alcohol, Citrus Bergamia, Olea Europaea, Disodium EDTA, Benzophenone-4, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, CI 47005, CI 15985.

DIRECTIONS FOR USE:
Pour under warm running water for a fragrant, creamy lather.

CAUTION:
Avoid contact with eyes. If contact occurs, rinse immediately with clean water.

REFUND & REPLACE:
The Safeway brand guarantee. This does not affect your statutory rights.

Product and ingredients not animal tested by or for Safeway.

Produced in the UK for Safeway,
6 Millington Road, Hayes,
Middlesex UB3 4AY

www.safeway.co.uk

500ml ℮

Safeway

What More Could We Do?

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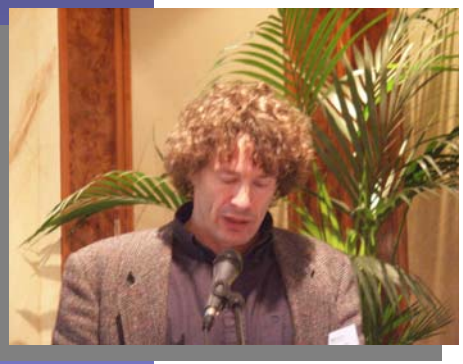
- And won't change our labelling
- We depend on scientific research for new information
- So we will continue to inform consumers via website and labelling

Safeway

Conveying information to consumers: how could media help?



Dirk Draulans,

Knack

A·I·S·E

HERA
Human and Environmental Risk Assessment
on ingredients of household cleaning products

cefic

Conveying information to consumers: how could media help? - Dirk Draulans, Knack

Ladies and Gentlemen,

Smokers face dead everyday. That is the message which is, in ever heavier lettering, promoted on the boxes of sigarettes. What I, as a non-smoker, did not know until very recently, is that inside at least some boxes a leaflet is available, in a presentation comparable to the medical instructions that you get when you buy medicines. One of the headers of this leaflet is: THE SMOKE OF SIGARETTES CONTAINS THOUSANDS OF CHEMICALS. And a second line reads that many of those chemicals are poisonous or cause cancer.

This is only one of many examples where in our modern society an automatic link is made between the presence of chemicals and a serious health risk.

Mainly after World War II, when the rebuilding of the world economy was a high priority, chemical factories produced an ever increasing number of synthetic chemicals. Some sources estimate that today seventy thousand of them are considered to have a direct or indirect effect on human life.

The chemical euphoria after the war did not last long. Rachel Carson shocked the world in 1963 with the publication of her 'Silent Spring', in which she convincingly argued that DDT and related pesticides caused an ecological catastrophy in large parts of the world.

I myself did a Ph.D. in biology, studying grey herons, and together with others I was able to document that this large fish-eating bird was on the verge of collapse in the sixties, partly as a consequence of the thinning of its egg-shells and a substantial decrease in reproduction success through chemical contamination of the food chain.

The industrial accidents in the Indian city Bhopal and the Italian village Seveso can be considered the 11 Septembers of the chemical industry: incidents that definitely changed its future. The world was suddenly in a very clear way confronted with risks associated with the production of chemicals. Carsons Silent Spring was largely hidden from our eyes, but the many victims of these two accidents became world news, and kept hitting the news for many years.

It was not surprising that the pressure group Greenpeace, after its initial focus on whales and seal pups, soon realised that there was a lot of attention to be gained from attacking industrial processes and the health risks they pose for humans. Through a decenniumlong relentless campaign the group managed to paint a picture that we are in permanent health risk by exposure to synthetic chemicals that are everywhere. There is no escape.

Chemicals get the blame for many things that go wrong in our society. The ozone layer is thinned through the actions of man-made chemicals. The greenhouse effect is largely due to chemicals produced through human activity. When the threat of terrorism has to be accentuated the horrible prospect of the use of chemical weapons is stressed. And was one of the main targets of the Americans in Iraq not a powerful thug called Chemical Ali?

Conveying information to consumers: how could media help? - Dirk Draulans, Knack

The highly profitable culture of fear created the impression that only natural substances are good and acceptable. Producers of chemicals struggle with the difficulty of convincing the public that something that has not been created by nature through the laboursome process of evolution, does not necessarily cause harm to the human body.

Pressure groups have more success describing the human body as a toxic wasteland, accumulating dozens of chemicals in ever increasing concentrations which culminate not only in an increased risk of cancer and other diseases but also in the human nightmare of a reduced fertility. Many people believe them, although the scientific arguments they present are often weak. Until very recently pressure groups were considered neutral, facing an industry that was designed to get rich on the back of naïve consumers. Messages from the industry were, and still are, generally discarded as promotion.

The fear of personal contamination can reach nation-wide proportions. In 1999 our country, Belgium, faced a food scandal that became known as the dioxin-crisis, although it was largely a PCB-crisis. Dioxin became for Belgians a threat similar to what Al-Qaeda is for Americans or mad-cow-disease for the British. Large waste-incinerators had to be closed because of their dioxin-production, but a green minister who tried to ban the burning of leaves and other garden waste by individuals because of the dioxins this activity produces, got accused of excessive interference with daily life. There's always more than one standard, even in the attitude towards chemicals.

The dioxin-crisis shocked the nation partly as a consequence of communication mismanagement by the then minister for Public Health, who had to resign a few days after it erupted. After months of non-action he suddenly reacted with retracting all possibly contaminated food from the supermarket shelfs when the news of the contamination got public. The crisis finally lead to a complete rearrangement of the Belgian political scene. It made headlines for months.

In a society that is pushed towards accepting no less than a risk-free life, the possibility of food chain contamination is devastating. In the aftermath of the dioxin-crisis our politicians proposed maximal acceptable PCB-levels that would de facto have closed down the North Sea as a source of food.

On all levels politicians now want to stress that they are working hard to prevent the public from being contaminated by chemicals. In a press announcement to describe the goal of REACH – a European Commission program for the Registration, Evaluation and Authorisation of Chemicals – commissioner Philippe Busquin this week talked about the 'pollution of the human body', and stressed that 'the knowledge of the effects of many chemical substances on human health is poor'. I can assure you from personal experience that this is the kind of message that makes easy headlines, and I am sure that Busquin is aware of that.

Academic people have also learned how to promote themselves by getting into the media to convince the public that their research is extremely important for public health, thereby increasing the pressure on politicians to provide them with grants.

Conveying information to consumers: how could media help? - Dirk Draulans, Knack

In the aftermath of the dioxin-crisis a group of Belgian researchers published an analysis in the highly qualified scientific journal Nature, in which they claimed that the crisis would have no impact at all on public health. This message got moderate coverage in the press. One year later another group of researchers, using the same data, claimed in a much less renowned journal that the crisis would cause anything between 800 and 80.000 extra-deaths through an increased risk of cancer. They made headlines on front pages.

Every scientific journalist today is bombarded from all sides with drama, as every communicator has learned that drama is the best way to buy him- or herself airtime and/or newspaper attention. Many viewers and readers want drama, want entertainment – and creating fear has always been a substantial aspect of providing entertainment.

I have to admit that the only time I personally as a journalist got involved in a story on household chemicals – as that is the framework within which we are gathered today – was when the director of a company producing biological washing powder had convinced me of the fact that the two largest washing powder producers in the country (and probably also in the world) manipulated the size of the plastic cups they sold with their powder in a way to make consumers use more powder for a washing session than was actually recommended on the box – a story which turned out not to be true.

The main disadvantage of being honest or just being efficient in providing useful chemicals is that it is not interesting. It is normal. Everybody in the chemical industry should be honest or efficient in providing useful stuff.

Communicating this is not only difficult because of the fact that it does not contain a catchy message. Many consumers do not have a historical framework in their head. Nobody buying washing detergents sees the picture of his or her grandma's spending hours handwashing the clothes their families had to be wearing. Many consumers neither have a solid scientific literacy, which makes it hard to explain the ingenuity that lead to the creation of many of the products that make our life today so much easier than half a century ago.

Summarizing, the main challenge that producers of chemicals face in their attempts to reach their consumers through the general media is that other groups, including politicians, have learned how they can reach their donateurs or voters through the same media with a message that has a much higher probability of getting through, because it fits better with the increasing sense of drama that has affected most of us today.

How to counter this is the crucial question. If I would have the clear answer I would definitely not give it to you here, but I would create my own communication agency and get rich very fast. Pulling through the line that I have drawn I would think the most obvious strategy would be something that many honest and hard-working industrials would be very reluctant to follow: create drama to counter the credibility of pressure groups, academics and politicians that prey upon the presence of chemicals for their own well-being. It's not a very nice strategy, but it could be the most efficient. Journalists would definitely welcome it.

I thank you for your attention.

Question & Answers

Communication to the consumer: a Dutch pilot project on product safety

Ronald van De Straat

NVZ

A·I·S·E

HERA
Human and Environmental Risk Assessment
on ingredients of household cleaning products

cefic

PILOT PROJECT
Communication to the consumer

Dr. R. van de Straat

The NVZ

The NVZ is the Dutch association for the producers and importers of detergent-, cleaning-, disinfection-, bleach- and maintenance products and cleaning machines for the consumer and the professional market.

Why this pilot project?

Hypotheses:

- There is a growing interest of consumers in substance (and product) information.
- Relevant information will increase confidence of consumers in chemical-based products.

What kind of information does the consumer want?

Substance/Product information on

- Performance
- Health and Safety
- Environment

* Based upon Dutch consumer research 2002

What kind of information will the consumer get?

Substance/Product information on

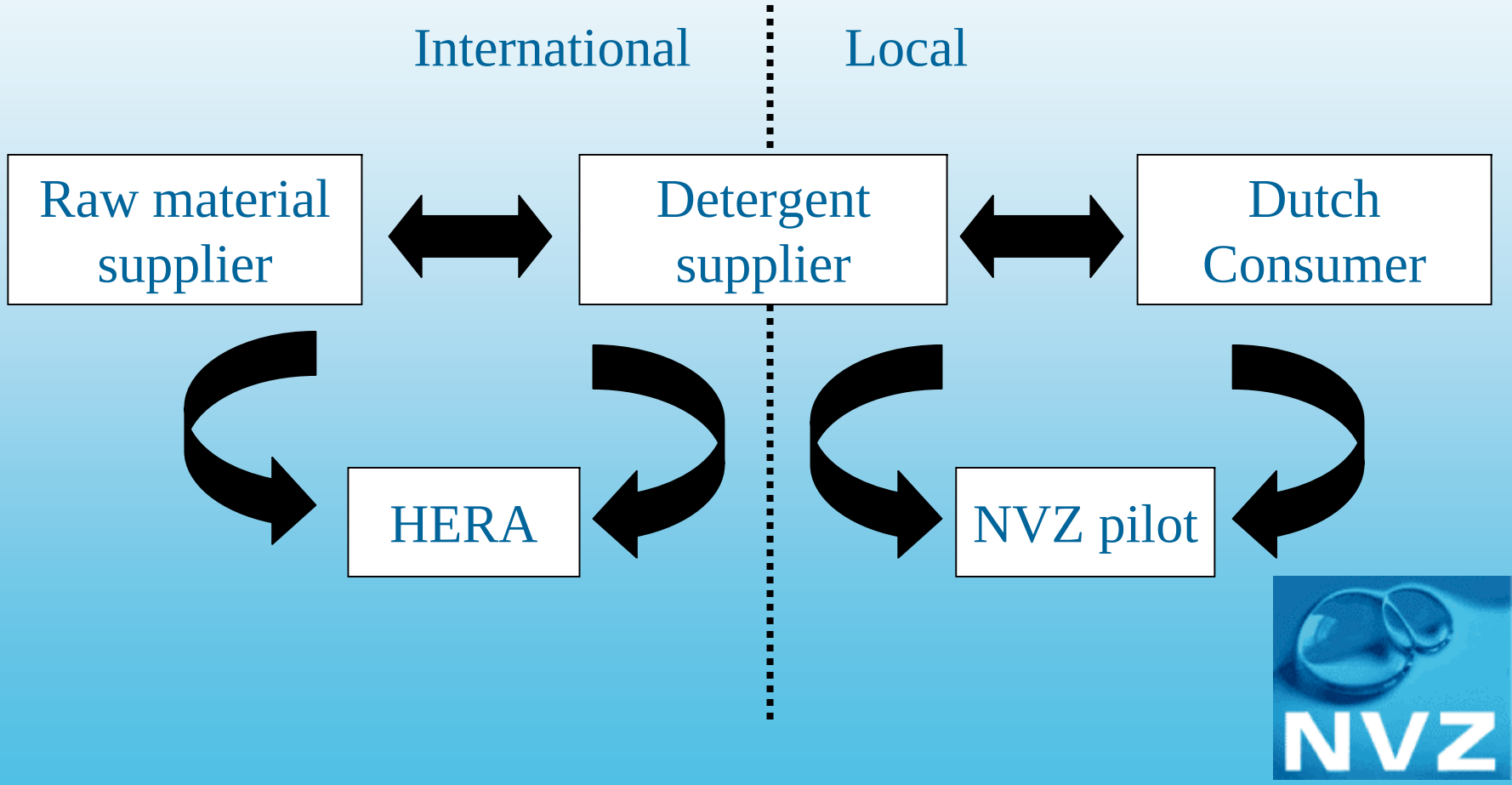
- General background on product categories
- Human & Environment safety
- Regulatory information

No performance

Objective of the project

The website www.isditproductveilig.nl (translation: isthisproductsafe) is to inform interested **consumers** and **semi-professional users** about relevant environmental and health aspects of **domestic** detergents and cleaning products.

Position of the project in the current communication structure



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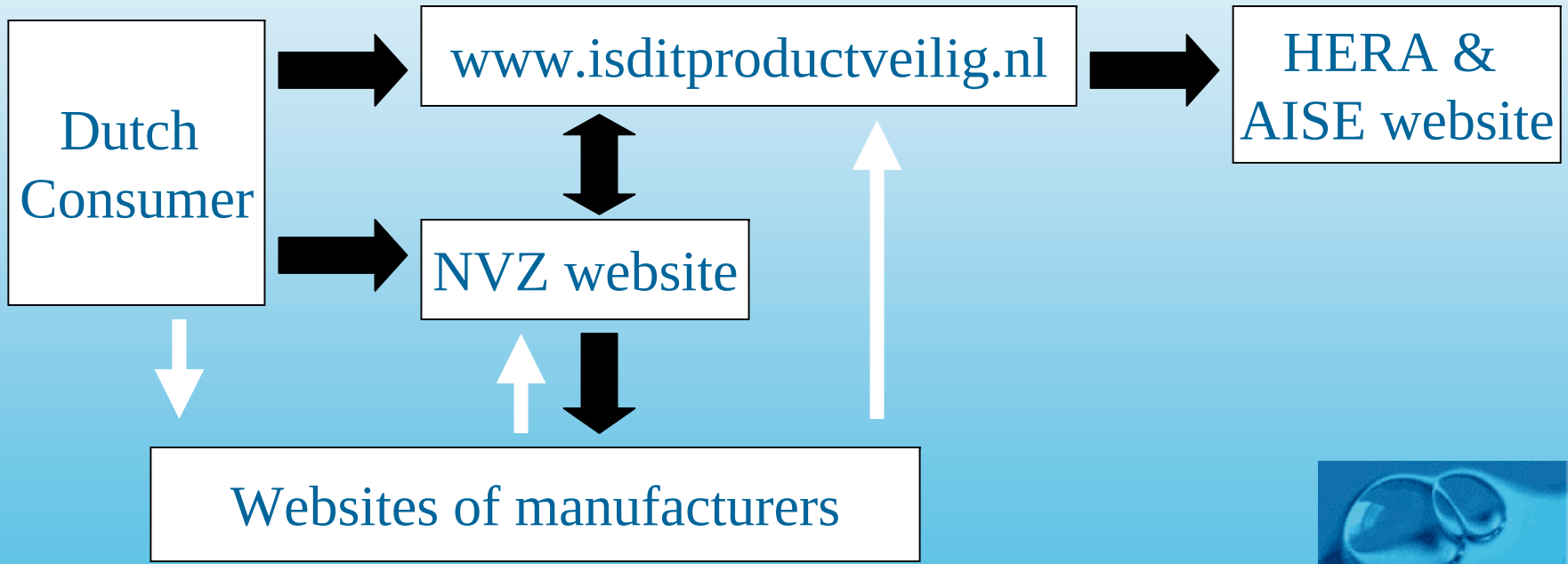

Project Leaders

Project group

- NVZ, Lever Fabergé, Procter & Gamble
- IVAM, Amsterdam (University of Amsterdam; consultant for professional use of substances)
- Milieu Centraal (National Centre for Environmental Consumer Information)

Steering group

- NVZ, Lever Fabergé, Procter & Gamble
- Ministry of Environment
- Ministry of Social Affairs
- Ministry of Health

The project

Phase 1: Inventory of information needs

Phase 2: Inventory of available information

Phase 3: Design of the website

Phase 4: Testing of the website
Updates on basis of feedback

Phase 5: Extension of the website

Structure of the website

- Home
- Safe(ty)
- Label
- Products
- Health & environment
- Semi-Professional

User test phase

- Test phase with NGO's finished:
  - Overall very positive
  - Relevant and comprehensive information
  - Good format, but more illustrations needed
- We are testing the website with Dutch consumers

Demonstration of the website

Translation:

www. Is This Product Safe. nl

The website is in Dutch!

NVZ

Gevaarsinformatie: Symbolen en tekst

Een belangrijk deel van een etiket op de verpakking van gevaarlijke producten wordt ingenomen door de gevaarsinformatie. Belangrijk is dat het vermelde gevaar van het product betrekking heeft op het product zoals het in de verpakking zit; het onverdunde product. Het gevaar zoals vermeld op het etiket geldt niet meer zodra de reiniger met water in een emmer verdunt.
Bij minder of niet gevaarlijke producten kan de fabrikant aanwijzingen op de verpakking vermelden die de veiligheid vergroten.

Een verpakking kan, buiten het etiket, u informeren over het gevaar van het product:

- Voelbare gevaarsaanduiding
- Kinderveilige sluiting

Daarnaast treft u soms op professionele producten nog vervoersinformatie aan op het etiket. Deze informatie is alleen van belang voor diegene die betrokken is bij het vervoer van de producten.

Gevaarssymbolen

Op de verpakking van een gevaarlijk product moet een ruimte gereserveerd zijn voor de wettelijk verplichte aanduidingen, het zogenaamde wettelijk vlak. Dit wettelijk vlak is bijvoorbeeld door kleurscheiding zeer duidelijk van de rest van de verpakking te onderscheiden. De (oranje/zwarte) symbolen wijzen u er

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Irriterend **Milieugevaarlijk** **Schadelijk**

De verplichting tot het aanbrengen van gevaarsymbolen hangt niet alleen af van de samenstelling van het product, maar ook van de concentratie van de gevaarlijke stof.
De wet schrijft de regels voor het toepassen van de gevaarssymbolen en zinnen voor. Meer hierover: onderaan deze pagina.

Zo komt bijvoorbeeld het symbool "irriterend" op de meeste wasmiddelen niet voor, hoewel ze bleekmiddelen bevatten die in onverdunde vorm wél irriterende eigenschappen bezitten.
Ook bestaan er producten die door de regelgeving wel als gevaarlijk beschouwd worden, maar waarvoor een symbool niet nodig wordt geacht. Zo'n categorie is "ontvlambare" producten. In deze categorie vallen sommige oplosmiddel-houdende reinigers of verven.

Voorgeschreven zinnen

Waarschuwingszinnen: R-zinnen
Wanneer u een symbool op het etiket ziet, dan worden op het etiket ook waarschuwingszinnen gegeven.

Is dit product veilig - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Adres http://www.isditproductveilig.nl/index.php?file_id=20#Vaststellen%20van%20symbolen%20en%20tekst

Ga naar Koppelingen

IS DIT PRODUCT VEILIG .NL

HOME | VEILIG | ETIKET | PRODUCTEN | GEZONDHEID & MILIEU | PROFESSIONEEL

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niet voor, hoewel ze bleekmiddelen

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ducten. In deze categorie vallen

Wettelijk vlak - Microsoft Internet Explorer

Wettelijk vlak

De ruimte die op de verpakking van een gevaarlijk product is gereserveerd voor wettelijk verplichte informatie.

Waarschuwingszinnen: R-zinnen

Wanneer u een symbool op het etiket ziet, dan worden op het etiket ook waarschuwingszinnen gegeven.

Vertrouwde websites

Inleiding
Textielwas
Vaatwas
Allesreiniging
Sanitair & Badkamer
Speciale reiniging
Bleekreiniging
Onderhoud

Producten voor de textielwas

Textielwasmiddelen kunnen in verschillenden vormen voor komen. Poedervormige en vloeibare producten worden nog altijd het meest gebruikt. De nieuwste ontwikkelingen zijn de grovere poeders (pearls), tabletten of liquid-tabletten/capsules.
Voor meer informatie over de producten: klik op een van onderstaande links.

- Poeder- en tabletvormige textielwasmiddelen: totaalwasmiddelen, kleurwasmiddelen en fijnwasmiddelen
- Vloeibare textielwasmiddelen: totaalwasmiddelen, kleurwasmiddelen, fijnwasmiddelen en wolwasmiddelen (al dan niet in liquid tablet of capsule).

Als aanvulling op de bovengenoemde wasmiddelen kunnen eventueel hulpmiddelen worden ingeschakeld, zoals:

- Wasgoedverzachters
- Inweek- en voorwasmiddelen
- Kalkaanslagbeschermers

Algemene inleiding producten voor de textielwas

Mocht u meer informatie willen hebben over hoe het wasproces in zijn werk gaat, dan kunt u deze vinden op de website van de NVZ: een kind kan de was doen.

Producten voor de textielwas zijn de meest gebruikte was- en schoonmaakproducten in het huishouden. Gemiddeld draait de wasmachine in Nederlandse gezinnen zo'n 4 keer in de week; anders gezegd, ongeveer anderhalf keer per persoon per week. Aan textielwasmiddelen worden zware eisen gesteld. Niet alleen moeten deze middelen veilig zijn voor mens en milieu, daarnaast moeten ze ook in staat zijn uit verschillende soorten textiel allerlei soorten vlekken te verwijderen. Om aan al deze eisen te kunnen voldoen hebben de wasmiddelenfabrikanten een breed spectrum aan textielwasmiddelen ontwikkeld.

Het is niet de bedoeling van deze website om een vergelijking te maken tussen de verschillende merken. Mocht u echt geïnteresseerd zijn of merk A beter is dan merk B, dan verwijzen wij u naar de Consumentenbond.

Poedervormige textielwasmiddelen	Hoofd	Kleur	Fijn
Anionogene oppervlakte-actieve stoffen	5-10 %	5-15 %	10-20 %
Niet-ionogene oppervlakte-actieve stoffen	± 5 %	5-10 %	1-10 %
Amfotere oppervlakte-actieve stoffen	-	-	0-2 %
Zeoliet	25-35 %	20-40 %	15-60 %
Soda	5-30 %	5-25 %	10-50 %
Citraat	0-5 %	0-20 %	-
Polycarboxylaten	0-5 %	2- 6 %	1-5 %
Natriumsilicaat	2-10 %	5-10 %	< 5 %
Fosfonaten	0-0,4 %	0-0,5 %	-
Natriumperboraat of -percarbonaat	5-15 %	-	-
TAED	2-6 %	-	-
Optisch witmiddel	0,1-0,2 %	-	-
Natriumsulfaat	< 5 %	< 5 %	2-40 %
Enzymen	< 2 %	< 2 %	-
Kleurbeschermer	-	0,5-2 %	0,5-2 %
Anti-vergrauwingsmiddel	0-1,5 %	0-2 %	1 %
Schuimregelaar	< 0,1 %	-	-
Parfum	0-0,5 %	0-1 %	0-1 %
Kleurstof	< 1 %	< 1 %	< 0,5 %

Meer achtergrond bij de tabel

Tips voor veilig gebruik

Hoe moet u nu veilig omgaan met een poedervormig textielwasmiddel? Wat moet u doen in geval van een ongeluk? Om antwoord te geven op deze vragen zijn voor de drie verschillende productsoorten poedervormige textielwasmiddelen zijn veiligheidsinstructiekaarten gemaakt:

Is dit product veilig - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten

Adres http://www.isditproductveilig.nl/index.php?file_id=161

IS DIT PRODUCT VEILIG .NL

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Poedervormige textielwasr

- Anionogene oppervlakte-actie
- Niet-ionogene oppervlakte-ac
- Amfotere oppervlakte-actieve
- Zeoliet
- Soda
- Citraat
- Polycarboxylaten
- Natriumsilicaat
- Fosfonaten
- Natriumperboraat of -percarb
- TAED
- Optisch witmiddel
- Natriumsulfaat
- Enzymen
- Kleurbeschermer
- Anti-vergrauwingsmiddel
- Schuimregelaar
- Parfum
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Zeolieten - Microsoft Internet Explorer

Zeolieten

Zeoliet wordt veel gebruikt als waterontharder in huishoudelijke wasmiddelen (zie Ontharders), maar soms ook in handreinigers voor de professionele sector. Zeoliet is een naam voor een groep mineralen. De naam is afkomstig uit het Grieks; Zeo = 'ik kook' en Lithos = 'steen'. Zeoliet is een klei-achtige, niet in water oplosbare stof. Er bestaan in de natuur gewonnen en door de industrie gemaakte zeolieten.
Voor de genoemde toepassingen worden uitsluitend synthetische zeolieten gebruikt. In wasmiddelen worden zowel zeoliet A (kristalijn natriumaluminiumsilicaat) en zeoliet P (amorfe natriumaluminiumsilicaat) gebruikt.

De stof zeoliet

Milieu: Zeoliet is een minerale verbinding en als zodanig niet biologisch afbreekbaar. Het is echter weinig toxisch en wordt in de zuiveringsinstallatie door hechting aan het slib grotendeels verwijderd. Zeoliet is niet giftig voor waterorganismen.
Gezondheid: De zeolieten die gebruikt worden in was- en reinigingsmiddelen vormen geen gevaar voor de gezondheid. Het zijn inerte stoffen die onschadelijk zijn.

Meer informatie over het gebruik van de stof zeoliet in was- en reinigingsmiddelen

In HERA is een uitgebreide milieu- en gezondheidsrisicobeoordeling gemaakt van zeoliet A.
Klik hier voor het volledige resultaat van de Engelstalige risicobeoordeling van zeoliet A. Meer Nederlandstalige informatie over het HERA-project vindt u hier.

javascript:showPopup('index.php?file_id=82',600,600,',status=0,location=0,toolbar=0,menubar=0,scrollbars=1')

Vertrouwde websites

Is dit product veilig - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten

Adres http://www.isditproductveilig.nl/index.php?file_id=161

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Poedervormige textielwasr
Anionogene oppervlakte-actie
Niet-ionogene oppervlakte-ac
Amfotere oppervlakte-actieve
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Enzymen
Kleurbeschermer
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Parfum
Kleurstof

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Zeolieten - Microsoft Internet Explorer

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Vertrouwde websites

Natriumsulfaat	< 5 %	< 5 %	2-40 %
Enzymen	< 2 %	< 2 %	-
Kleurbeschermer	-	0,5-2 %	0,5-2 %
Anti-vergrauwingsmiddel	0-1,5 %	0-2 %	1 %
Schuimregelaar	< 0,1 %	-	-
Parfum	0-0,5 %	0-1 %	0-1 %
Kleurstof	< 1 %	< 1 %	< 0,5 %

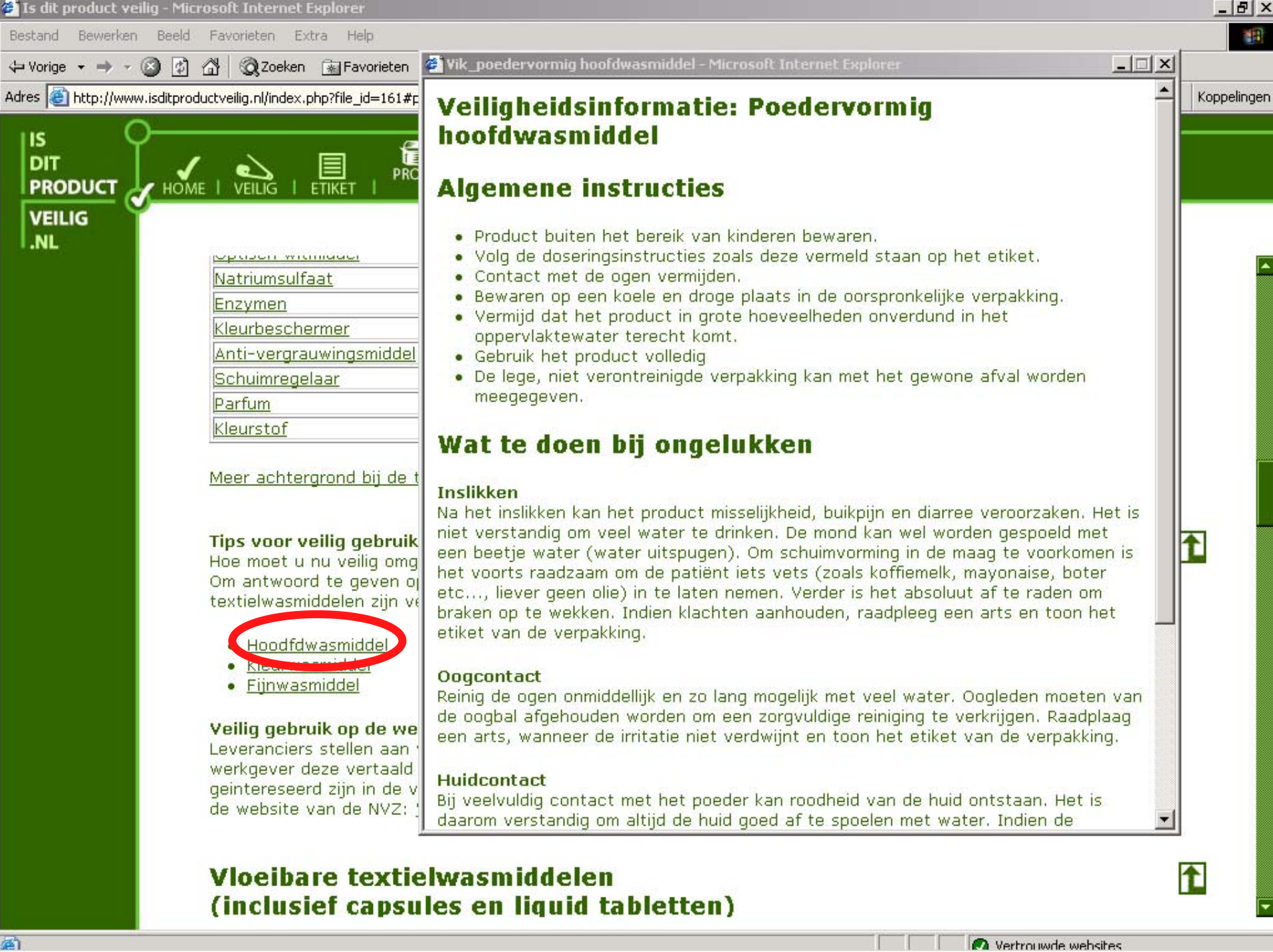
Meer achtergrond bij de tabel

Tips voor veilig gebruik
Hoe moet u nu veilig omgaan met een poedervormig textielwasmiddel? Wat moet u doen in geval van een ongeluk? Om antwoord te geven op deze vragen zijn voor de drie verschillende productsoorten poedervormige textielwasmiddelen zijn veiligheidsinstructies gemaakt:

- Hoofdwasmiddel
- Kleurwasmiddel
- Fijnwasmiddel

Veilig gebruik op de werkvloer
Leveranciers stellen aan werkgevers Veiligheidsinformatiebladen ter beschikking. Het is de bedoeling dat de werkgever deze vertaald in een werkvloerinstructiekaart en deze aan de werknemer ter beschikking stelt. Mocht u geintereseerd zijn in de veiligheidsinformatiebladen van bovenstaande producten, dan kunt u deze downloaden vanaf de website van de NVZ: Veiligheidsinformatiebladen.

Vloeibare textielwasmiddelen (inclusief capsules en liquid tabletten)


Is dit product veilig - Microsoft Internet Explorer
Bestand Bewerken Beeld Favorieten Extra Help
Vorige Zoeken Favorieten
Adres http://www.isditproductveilig.nl/index.php?file_id=161#p
Koppelingen
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HOME | VEILIG | ETIKET |
Natriumsulfaat
Enzymen
Kleurbeschermer
Anti-vergrauwingsmiddel
Schuimregelaar
Parfum
Kleurstof
Meer achtergrond bij de t
Tips voor veilig gebruik
Hoe moet u nu veilig omg
Om antwoord te geven o
textielwasmiddelen zijn v
Hoofdwasmiddel
Fijnwasmiddel
Veilig gebruik op de we
Leveranciers stellen aan
werkgever deze vertaald
geintereseerd zijn in de v
de website van de NVZ:
Vik_poedervormig hoofdwasmiddel - Microsoft Internet Explorer
Veiligheidsinformatie: Poedervormig hoofdwasmiddel
Algemene instructies
Product buiten het bereik van kinderen bewaren.
Volg de doseringsinstructies zoals deze vermeld staan op het etiket.
Contact met de ogen vermijden.
Bewaren op een koele en droge plaats in de oorspronkelijke verpakking.
Vermijd dat het product in grote hoeveelheden onverdund in het oppervlaktewater terecht komt.
Gebruik het product volledig
De lege, niet verontreinigde verpakking kan met het gewone afval worden meegegeven.
Wat te doen bij ongelukken
Inslikken
Na het inslikken kan het product misselijkheid, buikpijn en diarree veroorzaken. Het is niet verstandig om veel water te drinken. De mond kan wel worden gespoeld met een beetje water (water uitspugen). Om schuimvorming in de maag te voorkomen is het voorts raadzaam om de patiënt iets vets (zoals koffiemelk, mayonaise, boter etc..., liever geen olie) in te laten nemen. Verder is het absoluut af te raden om braken op te wekken. Indien klachten aanhouden, raadpleeg een arts en toon het etiket van de verpakking.
Oogcontact
Reinig de ogen onmiddellijk en zo lang mogelijk met veel water. Oogleden moeten van de oogbal afgehouden worden om een zorgvuldige reiniging te verkrijgen. Raadplaag een arts, wanneer de irritatie niet verdwijnt en toon het etiket van de verpakking.
Huidcontact
Bij veelvuldig contact met het poeder kan roodheid van de huid ontstaan. Het is daarom verstandig om altijd de huid goed af te spoelen met water. Indien de
Vloeibare textielwasmiddelen (inclusief capsules en liquid tabletten)
Vertrouwde websites

Questions?

In the exhibition hall: demonstration of the website

From the HERA risk assessments to consumer information: initial thoughts

Nadia Werkers

Data and Communications Manager, HERA

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HERA communicating Risk to the Consumer

WHY ?

• outcome in previous workshops (October 2001/July 2002) illustrated:

- a need for better understandable versions of Risk-Assessments and their outcome
- explain the contribution of HERA in bringing safer products

• underline the principle of transparency in the way HERA operates

Initial structure

Risk-Assessment

Executive Summary

- **How to translate the Risk-Assessments and their outcome?**
- **How to bridge the gap between products and ingredients?**

Consumer

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Initial structure

Risk-Assessment

Executive Summary

Development of:

1) Appropriate format to communicate Risk-Assessment results

2) Comprehensive description on (families of) ingredients being used

3) Product Category description comprising listing of key ingredients

Consumer

HERA's initial attempt

1) Appropriate format to communicate Risk-Assessment results

What is the Substance and how does it work?

In which products is the Substance used?

Can I get in contact with the Substance ?

If yes, does this amount cause a problem or is it bad for my health?

What about skin irritation and allergic effects ?

Does the Substance come into the environment?

Does the Substance have a negative impact on the environment?

Can a trace of this ingredient enter our food-chain?

What is the overall conclusion ?

HERA's initial attempt

1) Appropriate format to communicate Risk-Assessment results

What is the substance and in which products is it used?

Does the substance pose a problem to our health?

Does the substance pose a problem to our environment?

HERA's initial attempt

2) Comprehensive description on (families of) ingredients being used

Optical brighteners enhance the whiteness and brightness of fabrics.

Surfactants enable the cleaning solution to wet a surface more quickly and remove dirt readily. They keep the soil from settling back on surfaces like fabrics, glass, china etc. To be effective, many products include two or more surfactants. The main types of surfactants are anionic, nonionic, cationic and amphoteric.

Description of the different functions of each Family of ingredients

Alkali Silicates support the cleaning-power of the surfactants, especially on oily and fatty stains. They protect metal parts like cutlery and the machine itself against corrosion.

Bleaching agents: Oxygen based bleaches - mostly combined with the bleach activator TAED - remove coloured soil and stains like tea, fruit, red wine etc … and provide a good level of hygiene. They can be used for fabrics as well as hard surfaces.

Boric acid helps to prevent the enzymes in liquid detergents from starting to work before the detergent is used in the wash.

Enzymes are natural ingredients that help to remove certain kinds of dirt such as fats and stains without the need for very hot water.

Ethanolamines (Mono-ethanolamine and Tri-ethanolamine) help to dissolve surfactants in the formulation (in a similar manner to hydrotropes). They lower the freezing point of the detergents, thus providing improved stability at lower temperatures.

Hydrotropes (eg salts of Cumene-, Toluene- and Xylene Sulphonate) increase the solubility of active ingredients in water. Therefore they are often used in highly concentrated liquid hand-dishwashing detergents.

Optical brighteners enhance the whiteness and brightness of fabrics.

Perfumes give a nice odour. Perfumes occur in many complex mixtures, tailor-made for each specific product and application.

Phosphates are water softening agents that prevent hard water from disturbing the cleaning process and lime-scale from forming on fabric and the washing machine. They are soluble in water and often referred to as 'builders'. Zeolites can perform some of these functions too.

Phosphonates allow better bleaching by binding traces of "heavy" metals (such as iron and copper) that can be present in the washing liquid.

Polycarboxylates bring benefits by avoiding the growth of lime-scale and dispersing dirt to prevent it settling back on the clean surface.

Silicones: The main purpose of the silicones specially designed for detergent applications is to control the formation of foam. In addition, silicones used in some specialty hard-surface cleaners make surfaces shine.

Solvents dissolve organic dirt and make cleaning more efficient. As they evaporate easily and completely, they are often used in window cleaners.

Surfactants enable the cleaning solution to wet a surface more quickly and remove dirt readily. They keep the soil from settling back on surfaces like fabrics, glass, china etc.

To be effective, many products include two or more surfactants. The main types of surfactants are anionic, nonionic, cationic and amphoteric. Soap (fatty acid salts), being an anionic surfactant, performs its principal tasks, cleaning and de-foaming, by various complex mechanisms. Soap has broadly been replaced by other anionic surfactants due to its sensitivity to water hardness (it forms scum).

TAED enhances bleaching performance at temperatures below 60°C.

Zeolites are water-softening agents that prevent hard water from disturbing the cleaning process, and lime-scale from forming on the fabric and the washing machine. Unlike Phosphates, Zeolites are not soluble in water but are finely dispersed .

HERA's initial attempt

3) Product Category description comprising listing of key ingredients

Laundry Detergents

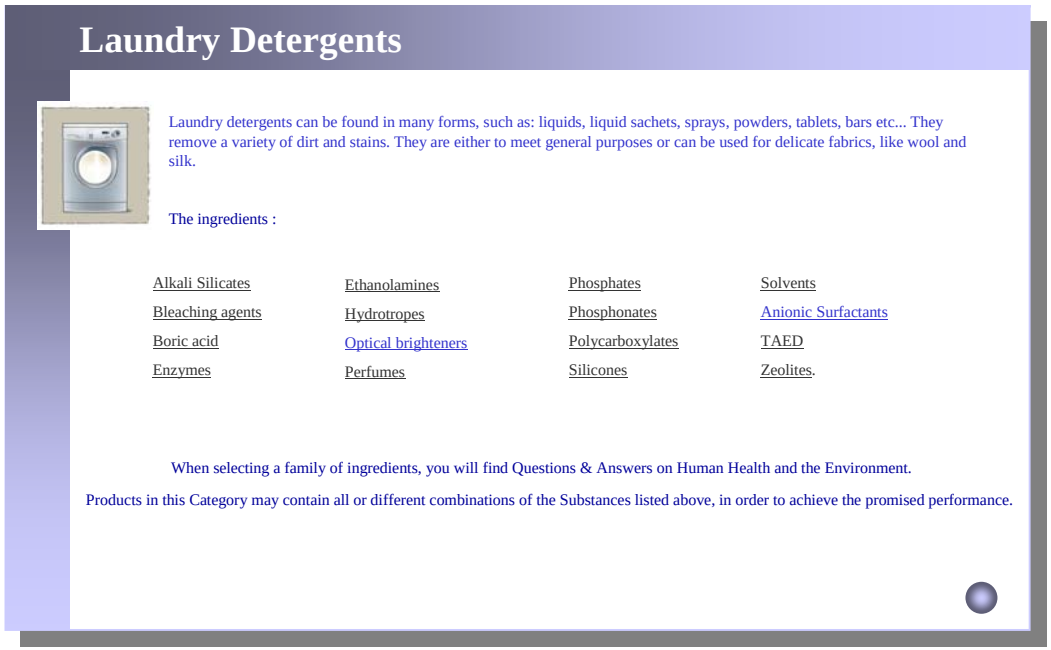
Laundry Softeners

Laundry Additives

Hand Dishwashing Detergents

Machine Dishwashing Detergents

Specific and All-Purpose Cleaners



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OUR LEARNINGS

- **Information on safety is only relevant to consumers if it provides guidance (in use, purchasing, decision making…)**

- **For consumers feasible Q&A formats may risk to lose correlation with the original Risk-Assessment**

- **Consumers are used to live with the knowledge of risks, BUT are they expecting real risks related to detergents?**

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We invite you to consult HERA's consumer communication pilot

at the exhibition

&

in the subgroups.

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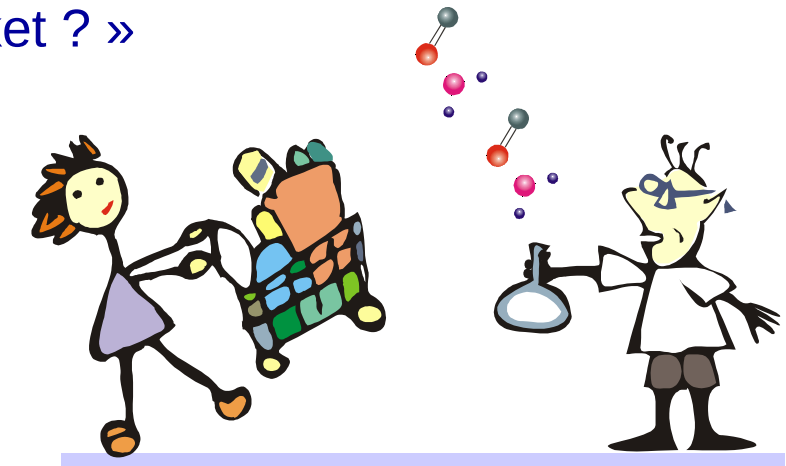
A few questions

- « But what does HERA mean to consumers regarding the safety of detergents and their ingredients ?
- How should HERA make those scientific risk assessments understandable by the ‘layman’ ?
- Has HERA a role in bringing safer products on the market ? »



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AGENDA of the day

- **Lunch and Exhibition**

  8 organisations' experiences:

  – Alliance for Chemical Awareness (ACA)
  – Greenfacts Foundation
  – HERA
  – Novozymes
  – Science in the Box, P&G
  – Theoprax, Henkel
  – 'Via' Direct & Carelines, Unilever
  – www.isditproductveilig.nl

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AGENDA of the day

- **13.45-15.30 Sub-group Discussions**

4 Groups
  - see folder for your group
  - One chairperson, one rapporteur, one HERA contact
  - GROUP ROOMS: 1- t'Serclaes,
    2- Stockholm,
    3- Copenhagen,
    4- Royal B

- **15.30 Break**

- **15.45 Feedback in Plenary**

Debrief from sub-groups

Group 1- Room t'Serclaes,
Group 2- Room Stockholm,
Group 3- Room Copenhagen,
Group 4- Room Royal B

Sub-group rapporteurs

Conclusions

Claude Mancel, Christine Drury

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Thank you

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