

## Newsletter from the Danish Consumer Council on endocrine disrupting chemicals (EDCs)

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### IKEA phases out EDCs - globally

After massive criticism from the Danish Consumer Council (DCC) IKEA personal care products no longer contain any of the 17 EDCs, found on the EU list of EDCs and allowed in cosmetics and personal care products. The DCC hopes that other manufacturers will follow IKEA.

The DCC is working hard to get EDCs out of consumer products. It is especially 17 substances, including parabens, which have the attention of the DCC. The Council calls for a ban, because of the endocrine disrupting effects of the substances.

IKEA has repeatedly been criticized by the DCC because their family-friendly Christmas series Snöfall and the entire NJUTA care series included several of the 17 substances.

Previously, IKEA did not want to remove the substances from the products, but now the company has chosen to phase out the 17 substances in their personal care products.

#### Alternative substances

CSR manager at IKEA, Jonas Engberg, says that as part of the regular product development review, they evaluate their products to see they can be improved.

*"Because of this review none of our personal care products contain any of the 17 substances on the Danish Consumer Council's list. We are happy that we managed to find some good alternatives,"* says Jonas Engberg.

The phase-out applies globally, and will therefore benefit consumers worldwide. However, consumers can still encounter the old products on the shelves at IKEA, until there are no more old products in stock. IKEA has not recalled the old products.

*"We insist that our old products are perfectly acceptable and legitimate,"* says Jonas Engberg.

**IKEA®**

### **IKEA leads the way**

"At the DCC we are pleased. IKEA is the first global manufacturer to phase out the substances. It is a right and important decision that IKEA has taken," says Claus Jørgensen, Senior Environmental Officer at the DCC, and continues:

"As a global player, IKEA shows that it is possible to produce cosmetics and personal care products without EDCs. Many consumers are going to IKEA, and they can now buy personal care products without having to worry about exposure to EDCs."

### **The campaign continues**

The Danish Consumer Council has already exported the campaign to Poland, Switzerland and most recently Norway, and hopefully the fine achievements of these countries can be used to convince other consumer organizations in other countries to make similar campaigns.

"The pressure from consumers in many countries could help to get the international companies to rethink their strategies and phase out EDCs like IKEA has done. Until now, the big cosmetic companies have not done anything about the EDCs, but if they feel the pressure from consumers around the world, then we have a chance of them changing behavior," says Claus Jørgensen.

- [News story from the Danish Consumer Council \(in Danish\)](#)

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## **The Norwegian Consumer Council focuses on EDCs**

Since November Norwegian consumers have been able to download an app to their iPhone, which could help them to avoid endocrine disruptors in cosmetics and personal care products.

By scanning the barcode on the product with the phone, the consumer is instantly told whether or not the product contains EDCs. In focus are the same 17 chemicals as they have been first in Denmark, then in Poland and Switzerland and now in Norway. The 17 substances are in focus, because they have endocrine disrupting effects and are used in cosmetics. The Norwegian Consumer Council now also follows the call of the Danish Consumer Council and asks for a ban.



### **1,000,000 EDC scannings**

The Norwegian campaign was kicked off on the 7<sup>th</sup> of November 2011 and focuses on endocrine disrupting chemicals (EDCs) in cosmetics. Since the launch of their website on Facebook and app, the app has been downloaded more than 80,000 times and more than 1 million scanning of products have been performed.

In principle the campaign is similar to that of the Danish Consumer Council, which started back in November 2009. The focus is the same 17 chemicals that are found on the EU list of EDCs and are allowed

in cosmetics. Consumers are also encouraged to report products to the Norwegian Consumer Council, but they do not have to wait until they go home – they can do it on the spot. If they scan a product and it's not in the database, they can send the information on the product by using an easy formula on the phone and by ticking off the relevant chemicals. The information is then sent to the council, which contacts the producer and publicizes the findings for other consumers to benefit from.

The EDC scanner is now being developed for Android users and will be available soon.

- [Website and app can be found here](#) (in Norwegian)
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## Successful campaigning in Switzerland

Since last summer the Swiss consumer organisation FRC has campaigned against the 17 EDCs in cosmetics. As in Denmark and Norway Swiss consumers have been asked to report products containing one or more of the 17EDCs, and even products that do not contain any of the substances.

More than 1,000 products have been reported by consumers and it's still possible for consumers to report cosmetics to the FRC. The most commonly used substances are the parabens. A more curious find was an UV filter in a nail polish. 69 products will have their composition changed in the future leaving out the EDCs, and 9 companies, including IKEA, have decided not to use some or all of the 17 EDCs in the future.

Some companies, like Johnson & Johnson, have not replied to several enquiries from the consumer organisation.

The campaign continues in 2012 and you can find more information here: [www.frc.ch](http://www.frc.ch)

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## English Webpage

You can now follow the Danish campaign at our website. We've made a single page, where we will update you on the developments and you can also find all of the international newsletters here.

- [The Danish Consumer Council's international webpage on EDCs](#)

We are also on facebook (in Danish): [www.facebook.dk/kemikaos](http://www.facebook.dk/kemikaos)

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This is the tenth newsletter from the Danish Consumer Council where we inform you about relevant stories relating to endocrine disrupting chemicals in consumer products.

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If you have questions, you are welcome to contact me.

Sincerely

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