

# Personal hygiene product makers commit to programme to strengthen consumer confidence

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European manufacturers of diapers, adult incontinence, and feminine hygiene products are committing to a new programme to give consumers further assurances about the safety of their products.



EDANA, the European Nonwovens Industry Association, who represent makers of most of these products placed on the European market, today launched the *Stewardship Programme for Absorbent Hygiene Products*.

Under the programme, open to all producers, participants commit to go beyond existing product legislation to give consumers maximum confidence in the safe use of these products.

Initial signatories include brand owners Kimberly-Clark, Procter & Gamble, Ontex, Johnson & Johnson, Paul Hartmann, Abena and Essity alongside key private label manufacturers Corman and Drylock, suppliers to many of Europe's largest retailers.

Developed in consultation with policymakers, subject experts and reviewed by scientists, the programme introduces an industry-wide list of trace substances (such as PAHs, PCBs, dioxins, furans, phthalates and formaldehyde) and guidance values that adhering companies will commit to not exceed using harmonised, consumer relevant test methods.

With the publishing of product composition and a commitment to enhance consumer understanding, the programme also serves to reinforce transparency, enabling consumers to

