

EDANA AHP Stewardship Programme to give consumers further assurances about the safety of the products

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Over a month ago EDANA launched a new programme which saw members commit to give consumers further assurances about the safety of their products.

During the upcoming OUTLOOK20 online conference Marines Lagemaat, Scientific and Technical Affairs Director at EDANA and Anna Brodowsky, Vice President Public Affairs at Essity Hygiene & Health will speak about de-mystifying the debate about trace chemicals , and on how the stewardship programme allows stakeholders to find a common way forward and provides guidance to the suppliers along the supply chain. They will also make a quick review of the test approach and talk about EU regulatory aspects.

In prelude to the presentation, Marines Lagemaat, answered the following questions.

- Why was the Stewardship Programme, which focusses on trace chemicals in Absorbent Hygiene Products, devised?

Various reports from competent authorities and media articles have highlighted the presence of chemicals at trace levels in different AHPs. These are at extremely low levels that pose no risk to health. While all recent studies have concluded that the products are safe to use, there is a debate around the presence of traces of chemicals in AHPs. And as responsible producers we want inform that debate

With the Stewardship Programme, EDANA's members are demonstrating of our commitment to ensuring that our products are safe. 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.

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

- What does the programme consist of?

