

Consumers love good products

Christel Søgaard Kirkeby

11.12.2024

Danish Consumer Council THINK Chemicals

Independent information to consumers on chemicals in consumer products

Funded by the Danish government since 2015

Overall aim:

- To help consumers avoid problematic chemicals
- Test and investigations of consumer products - Information to consumers
- Dialogue with scientists, authorities, retailers and industries, NGOs
- [Danish Consumer Council THINK Chemicals \(taenk.dk\)](http://taenk.dk)



These sunscreens are without unwanted chemicals



Avoid PFAS in carpets



Many detergents contain unwanted chemicals



Avoid PFAS in bike oil



Unwanted chemicals in personal care products contributes to an overall health-risk



Cosmetics from outside the EU Is potentially harmful

Kemiluppen - DK app for care&clean - A, B, C

- Perfume may cause allergy
- Plant extracts that may cause allergy
- Allergenic preservatives etc.
- Suspected endocrine disruptors
- Environmentally problematic substances
- Suspected CMRs / SVHC
- Other problematic substances

Tilbage

HELLO sensitive
AM SOAP

Foam soap

22.02.2023
5712876370297

INGREDIENTS: Aqua, Sodium laureth sulfates

Labels: Ecolabel, Allergy Free

Rating: A

Tilbage

TORK
Foam Soap
Mildly Scented

Tork
Mild Duft Skumsæbe

13.06.2023
7322540507522

Labels: Ecolabel

Rating: B

Tilbage

Love Beauty and Planet
Muru muru butter & rose body lotion

09.06.2019
8710447442371

Labels: Ecolabel

Rating: C

Ingredienser

Aqua

Sodium laureth sulfates

Indeholder

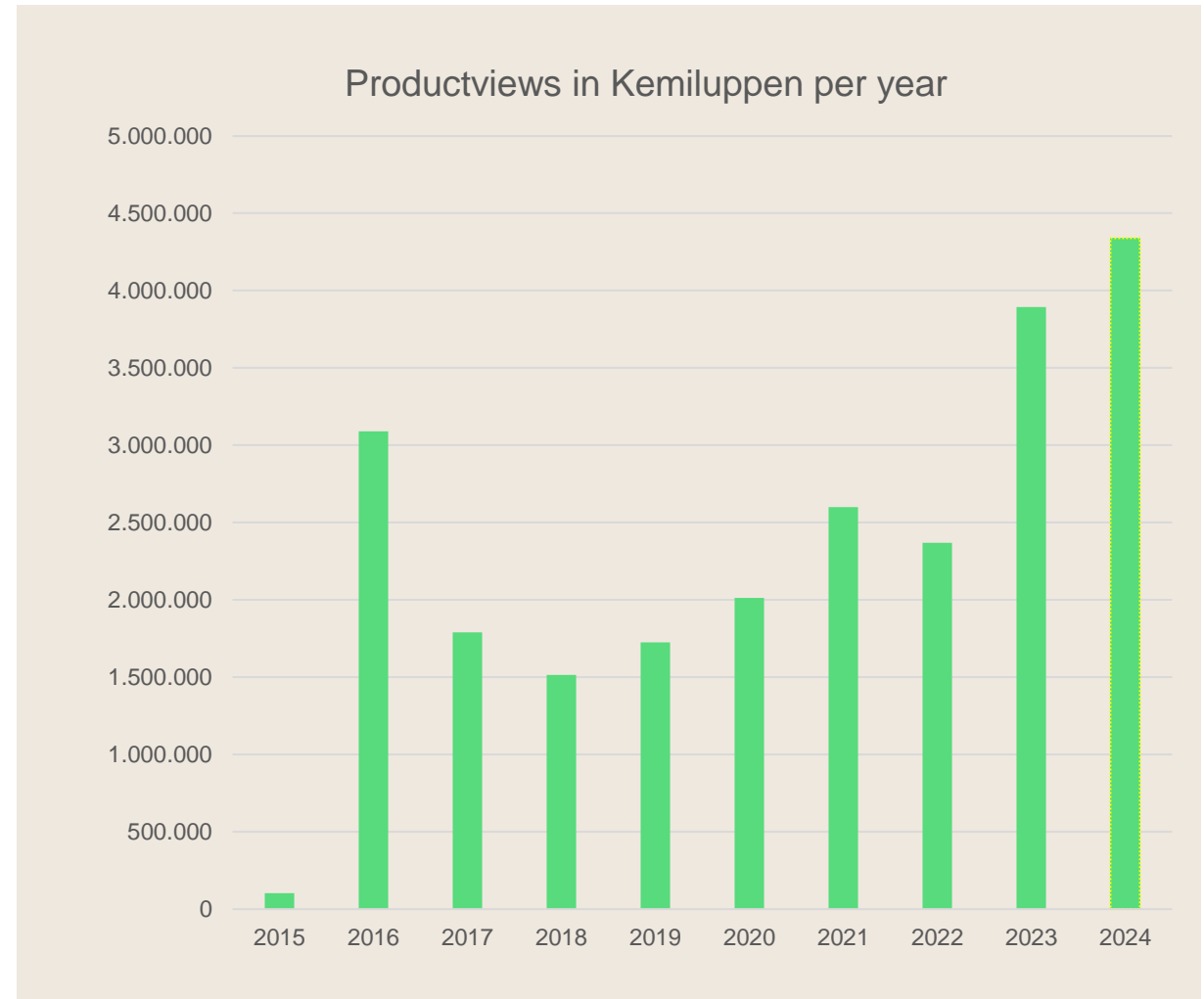
- Parfumestoffer
- Stofferne er tilladte

Indeholder

- Parfumestoffer
- Mistænkt hormonforstyrrende stoffer

Big interest in "Clean and Green"

- Increasing use of Kemiluppen
- Reflects **great interest in chemicals and sustainability**
- 10.000 – 14.000 scans per day
- + 22.000 personal care products in Kemiluppen app
- +1500 ecolabeled care products (mainly Swan) in Kemiluppen





Hello!

I read your survey and tests on body lotions with great interest. In particular, I saw that one from Lidl's own range of products, was on the list.

[...]

*At my local branch here in Dublin, Ireland, there is [...]*not the one listed on your test results.

EU Ecolabel - driver for "clean beauty"

Conscious Cosmetics: The Rise of Clean Beauty

New legislation gives EU Ecolabel big thumbs up - good news for businesses and consumers

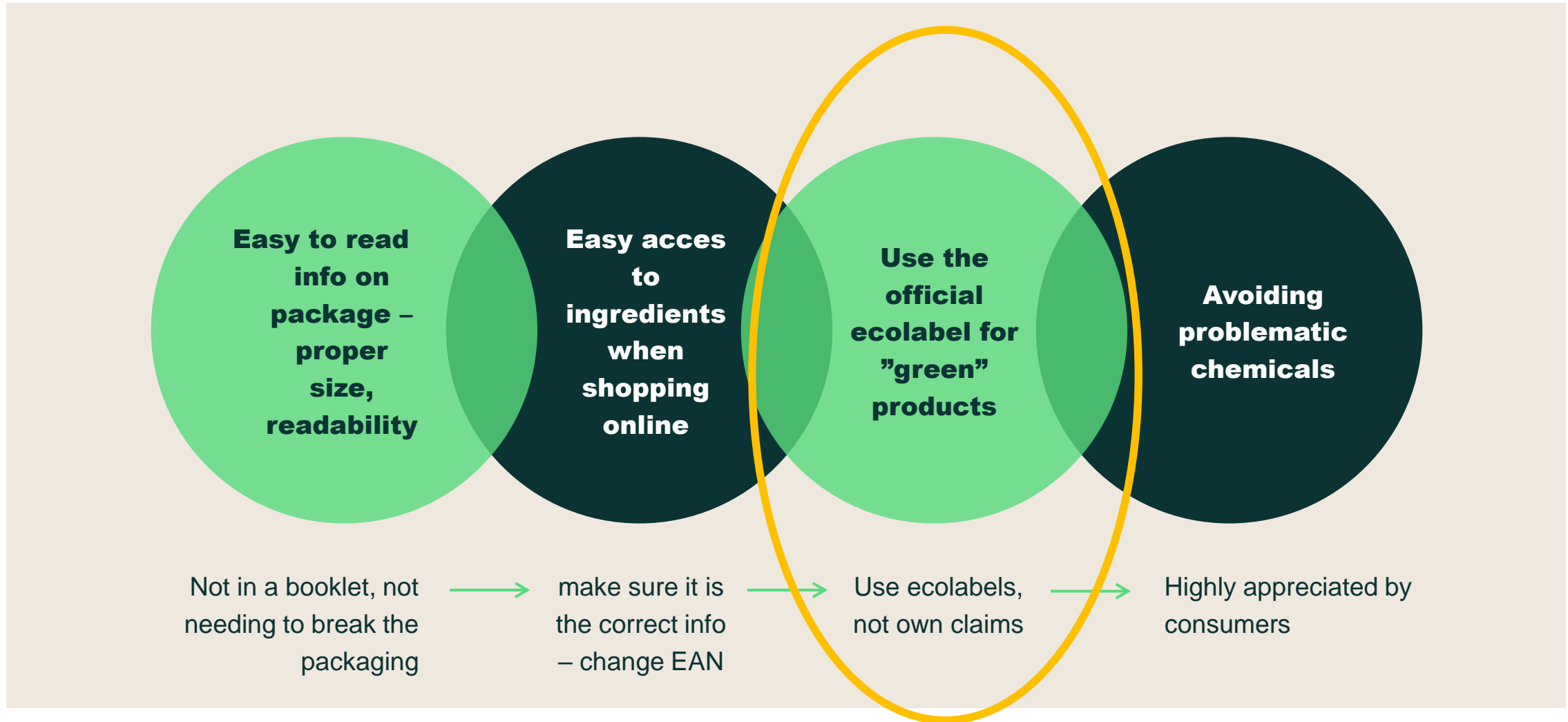


Green claims

New criteria to stop companies from making misleading claims about environmental merits of their products and services.

The EU Ecolabel is preparing for a major boost thanks to the new and upcoming legislation highlighting the label's role in supporting the EU's green transition.

Ways to help consumers



Ecolabels in Denmark

Nordic Swan

- 93% of danes are familiar with the Nordic Swan
- 86% of danes trust the Nordic Swan to be a greener choice

Nordic Consumer Sustainability Index 2024 [Forbrugerundersøgelse 2024](#)



EU Ecolabel

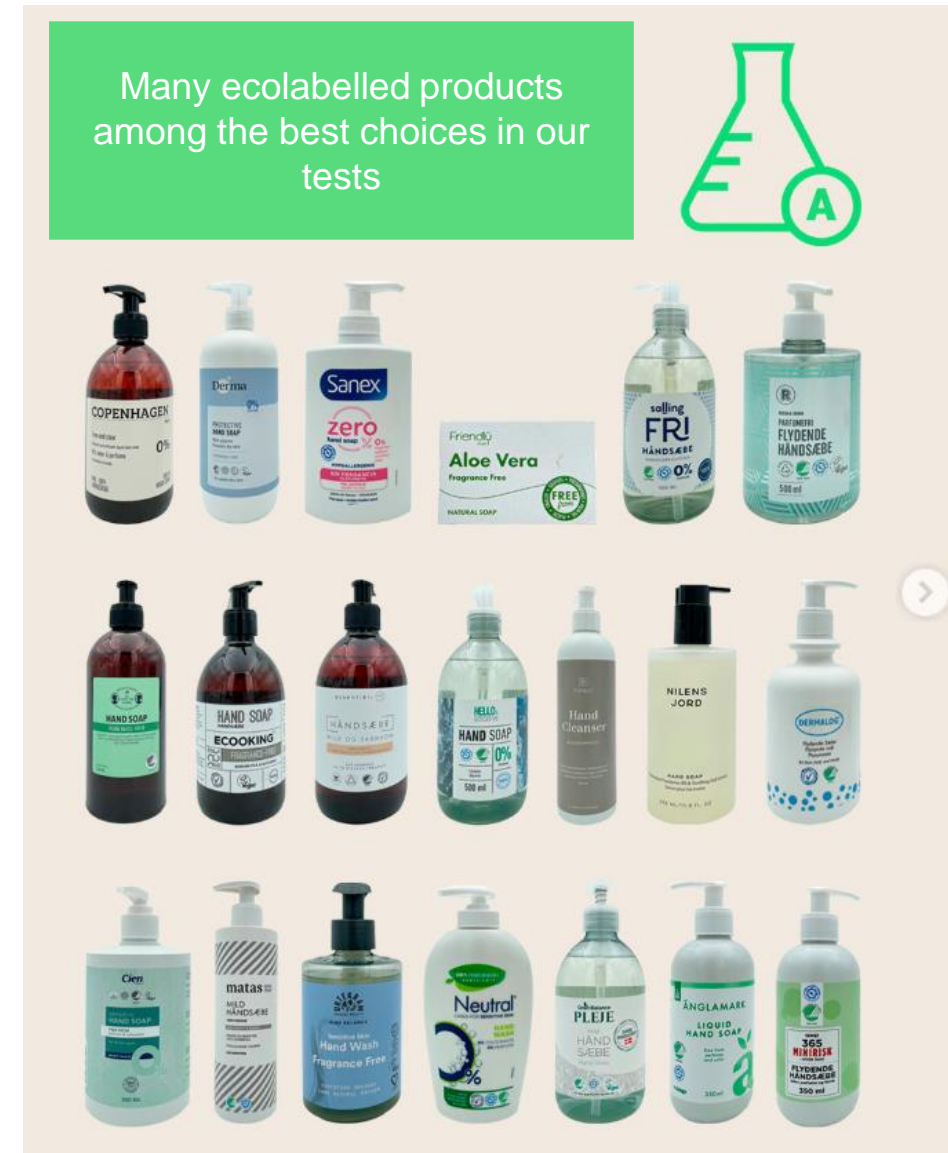
- 49% of danes are familiar with the EU Ecolabel (38% of EU citizens)
- 69% of danes trust the EU Ecolabel has a lower environmental impact than similar products, (60% of EU citizen)
- **Could grow a lot with cosmetics**

[The EU Ecolabel - oktober 2023 - - Eurobarometer survey](#)



Need for more EU-Ecolabel products

- Every Danish supermarket has their own series with ecolabel and allergy label
- High end ecolabel products also
- **Why not in all of Europe?**



THANK YOU

Contact

Christel Søgaard Kirkeby

csk@fbr.dk

Read more

[Danish Consumer Council THINK Chemicals \(taenk.dk\)](https://taenk.dk)

[Kemiluppen \(taenk.dk\)](https://taenk.dk)

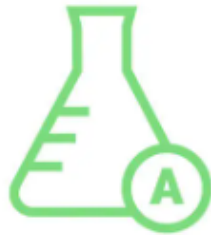
[The Danish Consumer Council THINK Chemicals' test methods \(taenk.dk\)](https://taenk.dk)

Bagsiden først aka "ingredients first" video:

https://youtu.be/czi00q_f3rc?si=kBZGF2ZLBS2jLz1U



Our rating system



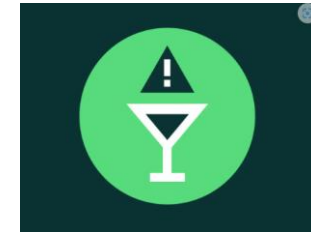
A: The product is a good choice. It does not contain a number of problematic substances.



B: The product is free from a number of problematic substances, but it contains perfume or substances that may affect the environment.



C: The product contains problematic substances, eg substances suspected of being endocrine disrupting.



The substances are generally permitted and products in themselves are not harmful, but they contribute to overall exposure to problematic substances / cocktail effect