



Introduction

Parents want to provide the very best for their babies. Many spend significant amount of money to purchase the safest product for their loved ones. However, paying more for a product does not necessarily mean that it is safer. The World Green Organisation (WGO) is creating a 'White List' of baby personal care products with high safety standards that have passed biological testing, chemical analysis and international ingredient check. In the first launch, WGO tested baby lotion. This time, WGO is testing baby cream, balm, and ointment. (Please find results below.) All product categories were identified using the name of each product.



World Green Organisation's Baby Product White List

The objectives of this 3-year project are to:

- Raise public awareness of potential health and safety threats.
- Equip consumers with the most up-to-date information and knowledge on product safety standards so that consumers can make informed purchase decisions regarding their health and environment.
- Incentivise baby product manufacturers, suppliers, and retailers to pursue higher safety standards and to only product and distribute products that meet the three-defence methodologies (1. Biological testing, 2. Chemical analysis, 3. International ingredient checking).



Current Situation

Market Situation

There are
Over **87,000** chemicals.

Testing Market Gap

- Only **5-10** chemicals are tested*.
- Testing requirements do not take into account chemical mixture effect.



Sampling

Samples were collected from seven of the leading retailers in Hong Kong including:

- | | |
|-----------------|------------|
| • City' Super | • Watsons |
| • Eugene | • Wellcome |
| • ParknShop | • Yata |
| • Mannings Baby | |

*Under the Consumer Goods Safety Ordinance, as reasonable safety standards recommended by approved laboratories under the Hong Kong Laboratory Accreditation Scheme for skincare and cosmetics products
 Disclaimer: <http://wgo.org.hk/whitelist/en/termsandconditions.php>



Testing – Three-Defence Methodology

1. Biological Testing

Estrogenic Endocrine Disruption Chemical Test to test levels of estrogen in the product



Normal fish embryos



Fish embryos turn fluorescent in the presence of toxicants and high levels of estrogen.

2. Chemical Analysis

Chemical Test to test levels of heavy metals (arsenic, lead, mercury, and cadmium), Methanol, Formaldehyde.

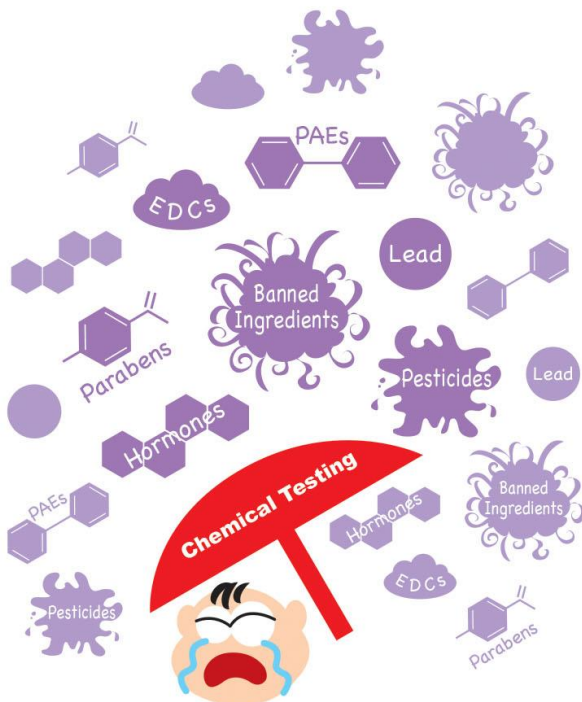


3. Ingredient Check

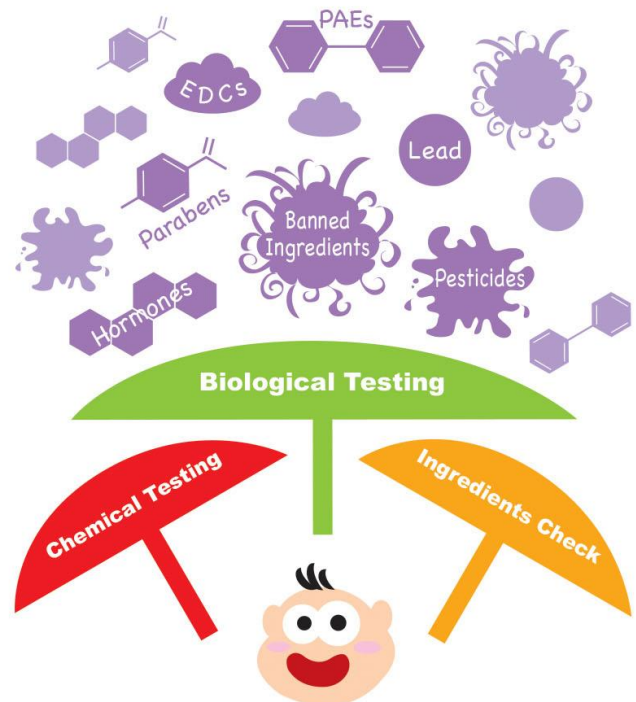
Ingredients were cross-checked for banned ingredients using four international guideline databases (EU, USFDA, Japan, and China).



Existing Regulations



Three-Defence Methodology





Baby Cream, Balm, and Ointment White List

WGO's 'White List' includes only products that have passed the three- defence methodology - biological, chemical, ingredient standards. To see results from other baby product categories, please visit <http://wgo.org.hk/whitelist/en/index.php>.



≤ \$ 150

Baby Gaga Protective Balm



≤ \$ 150

Biolane Nourishing and Moisturizing Cream



≤ \$ 150

Bubchen Care Cream with Almond Oil and Shea Butter



≤ \$ 150

Cetaphil Moisturizing Cream



≤ \$ 150

Dr. Brown's Nutritive Baby Balm



≤ \$ 150

Honey Babe Moisture Creme with Pure Manuka honey



≤ \$ 150

Johnson's Baby Soothing Naturals Intense Moisture Cream



≤ \$ 150

Laboratories Cattier Moisturising Cream (Sweet almond-orange blossom)



≤ \$ 150

Lavera Naturkosmetik Baby & Kinder Neutral Extra Sensitive Moisturizing Cream



≤ \$ 150

Live Clean (baby) Soothing Relief Diaper Ointment



≤ \$ 150

Oilatum Baby Cream Emollient



≤ \$ 150

Sanosan Baby Care Cream with Olive Oil & Milk Protein



≤ \$ 150

Avado Baby Naturals Winter Cream



> \$ 150

Babyganics Eczema Care Skin Protectant Cream



> \$ 150

Burt's Bee Baby Bee Skin Cream



>\$ 150

California Baby
Calendula Cream
(French Lavender)



>\$ 150

Cherub Rubs Skin
Balm



>\$ 150

Chicco
Baby Moments Rich
Cream



>\$ 150

Naobay
Natural & Organic
Protective Face Cream



>\$ 150

SwissNaturlich Natural
Baby Skin Care Cream



Partners and Collaborators

Project Lead



Biological Testing & Ingredient Check



Chemical Analysis

