



Introduction

Parents want to provide the very best for their babies. Many spend significant amount of money to purchase the safest product for their love 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 higher 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



World Green Organisation's Baby Product White List

each product.

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 they can make informed purchase decisions regarding their health and environment.
- Incentivize baby product manufacturers, suppliers, and retailers to pursue higher safety standards and to only produce 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
- Eugene
- ParknShop
- Mannings Baby

- Watsons
- Wellcome
- Yata

*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>

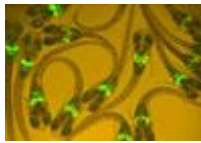
Testing – Three-Defence Methodology

1. Biological Testing

Estrogenic Endocrine Disruptor 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

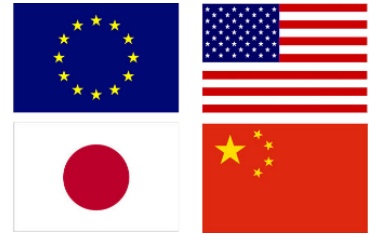
2. Chemical Analysis

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

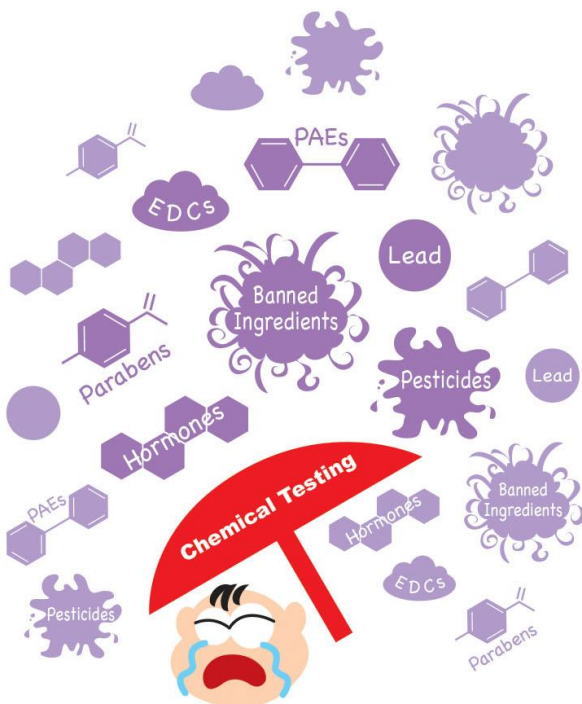


3. Ingredient Check

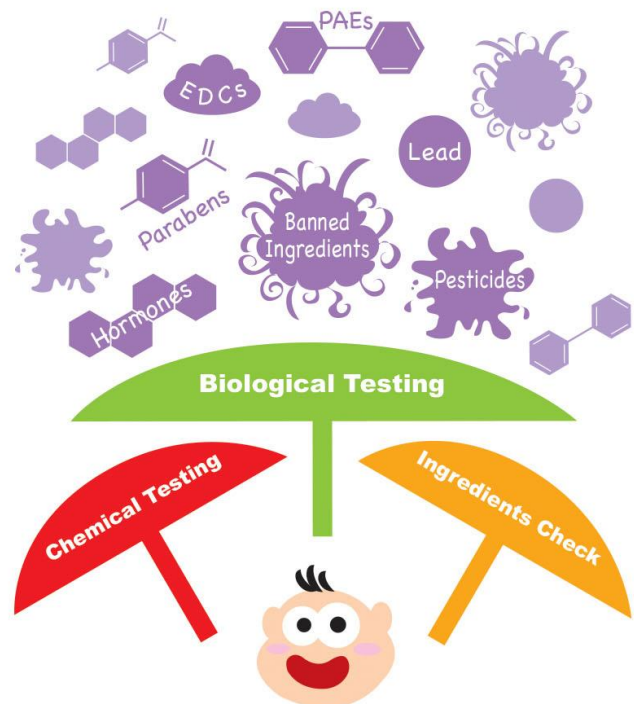
Ingredients were cross checked for banned ingredients using for international guideline databases (EU, USFDA, Japan, and China).



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



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

