

Safer products for consumers

MALENE TELLER BLUME

**MANAGER NONFOOD, QUALITY AND
SOCIAL COMPLIANCE, COOP DENMARK A/S**

Denmark 22. September 2015



About Coop

Coop is Denmark's largest retail enterprise and is owned by its members.

Coop Danmark operates the chains Kvickly, SuperBrugsen, Dagli' Brugsen, LokalBrugsen, Irma, fakta, fakta Q, coop.dk and Irma.dk.

Together with the independent consumer cooperatives, the organisation has some 38,000 employees.

Coop can trace its roots back to the cooperative movement in the late 19th century. In 2013, FDB (the Danish Co-operative Union) and Coop merged.



Private labels

Own brand in food and daily nonfood – more than 3500 products



Änglamark covers environmentally friendly, allergy friendly and organic products



Coop are goods of high quality which give "value for money"



X-tra is Coop's price fighter series which offer good products for low prices



Private labels



Own brands in nonfood

Home Accessories, Leisure & Electronics

Textiles and Shoes



COTTONFIELD
REG. TRADEMARK



Friends

HUGIN

coop cookware



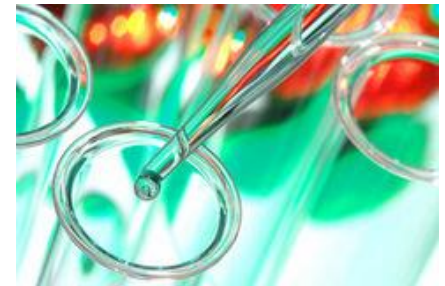
HOMEWORK

RosesandGold

Coop quality requirements

The aims are:

- To secure highest level for safety
- To maintain role as a first mover in the market
- Opportunity to make responsible choice
- Cover ALL private label products (including discount range)



How do we work with substitution

Use of precautionary principle:

- Risk assessment and possibility for safe substitution
- When the legislation does not cover (or is too slow)
- Based on scientific evidence (e.g. opinion SCCS (Scientific Committee on Consumer Safety, EFSA and recommendation/reports from authorities and experts)
- Consumer concern - and info from NGO (e.g. SIN list)

Examples for Coop requirements on TOP on legislation

1976: first allergy friendly brand in the world??

2006: First mover: Ban of **hormone disruptions** – parabens, sun screens etc.

2005: no use of anti bacterial ingredients like **Triclosan**

1995: ban all **allergenic** perfume and preservatives in personal care – cover all private label.

1999: **Ban PVC in all packaging** (and many products categories)

2008: **No SVHC**

2009: No harmful phthalates – counts today a list of 16P

2010: No biocides in consumer products

2012: No use nano and micro pearls in personal care

2014: **Ban all fluorinated compounds in food contact materials**

2014: Ban of allergenic preservative Methylisothiazolone (MI)

2015: **Coop will ban Bisphenol A (cans and thermal paper)???**



Ban endocrine-disrupting chemicals (EDC)

- In 2006 there was in Denmark great focus on endocrine-disrupting substances in consumer products.
- Danish consumers started to demand new products.
- Danish authorities advised against the use of parabens in products for children.

•2005: Coop ban all known EDC

(in accordance to EU's priority list (Category 1, 2 and 3) of Endocrine Disrupters. And all parabens.



Case: Triclosan

Since 2005 **Coop** requirement:

No use of antibacterial ingredients

Personal care products shall not contain substances with an antibacterial or bacteriostatic effect (ie. **triclosan**, benzalkoniumchloride, silver and cationic tensides such as f.ex. dialkyl dimethyl ammonium chloride).



Photos: Pieter Vanhaecke, gkolavie,
Jenn Durley, Joe Hsu, citychiccountrymouse, SCA Svenska Cellulosa Aktiefolaget

Triclosan – ban also covers branded goods

2005: No use of antibacterial substances: For all products – also famous brand.

Only 1 exemption

March 2012: Label informing: “Containing Triclosan, only to prevent paradentose”

January 2015: Coop 100% triclosan free



Fluorine: Scientists are extremely worried

- “Helsingor Statement” October 2013

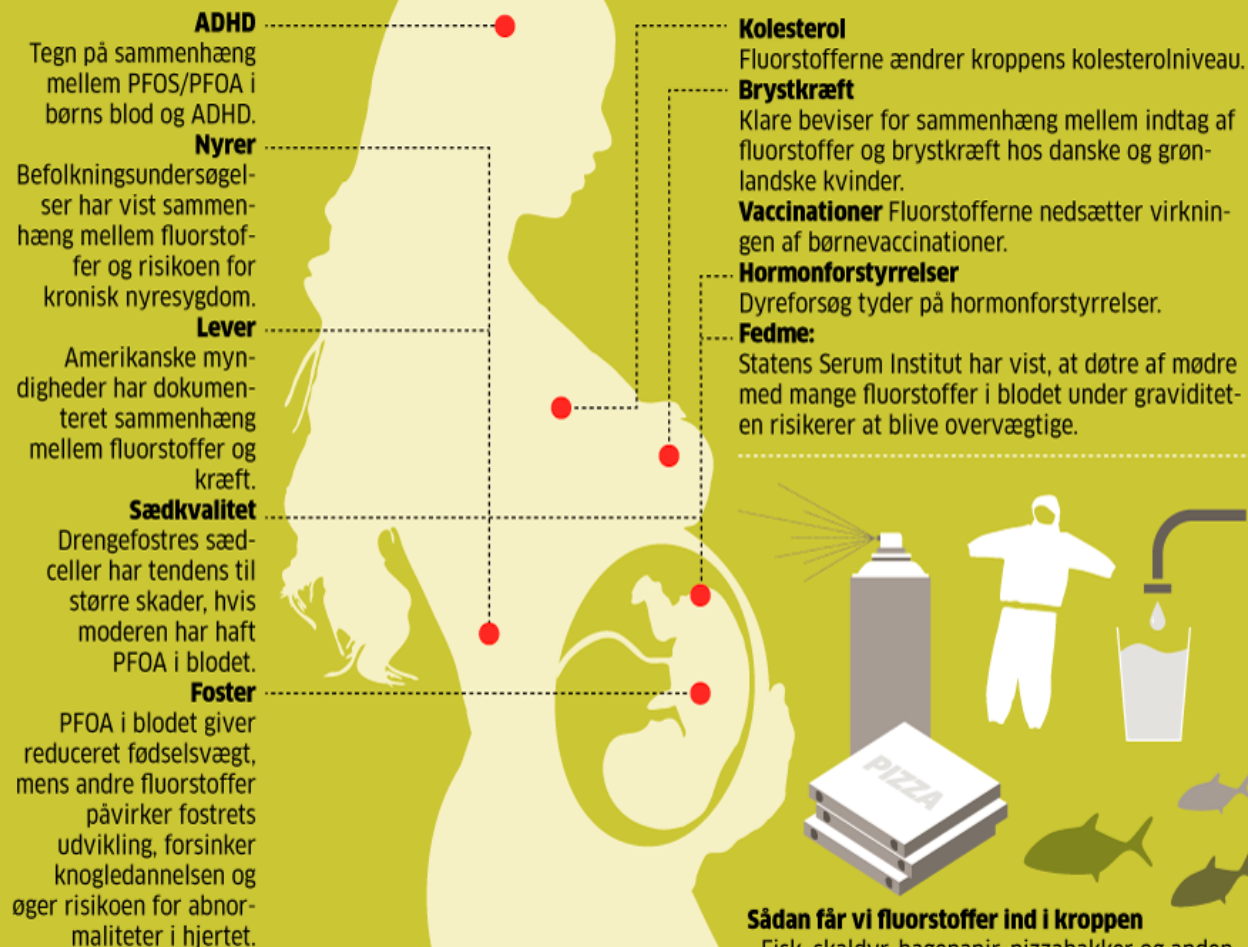
Fluorinated compounds are artificially produced chemical compounds that repel water, grease and dirt (textile, paper and board)

Several of them are persistent and accumulate in both people and the environment.



Several fluorinated compounds connected to serious health effects

RISICI VED FLUORSTOFFER



September 2014: Very high focus in media

- Leading experts in the world stated that the “Tolerable Daily Intake – TDI” level is 100-1000 to high
- Children particularly vulnerable
- Urgent action needed



Minister vil forbyde fluorstoffer i mademballage

Popcorn og lagkagebunde skal ikke pakkes ind i emballage med giftige stoffer.



Q UDENLANDSK. Mange danskproducerede mademballager er nu uden flourstoffer, men fx popcorn til



Coops approach to fluorinated compounds

- 2012: Ban in nonfood products (textiles)
- September 2014: all paper for baking, muffin forms and paper for lunch bags in private label: NO more paper with fluorinated substances in our shops



Microwave popcorn – Ban May 2015

Microwave popcorn is the only product where substitution was not possible.

New scientific analysis shows dramatic impact on human health:

- **16 higher risk for abortion**

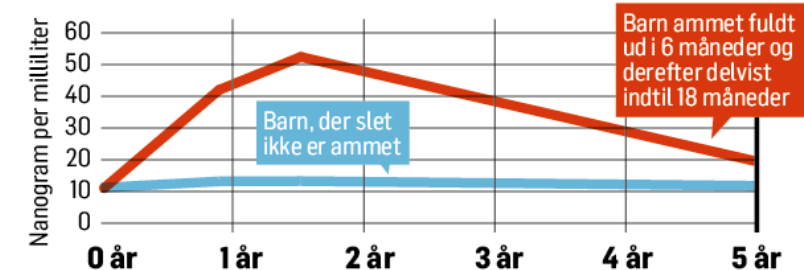
RESEARCH ARTICLE: Association between Perfluorinated Compound Exposure and Miscarriage in Danish Pregnant Women. By Tina Kold Jensen, April 2015.

- **Breast feeding: the baby will absorb the PFC in quite high level from the mother.**
Breastfeeding as an Exposure Pathway for Perfluorinated Alkylates. Philippe Grandjean and others, Aug 2015



Fluorstoffer i børn

Danske forskere har testet blod hos 81 børn for 5 forskellige fluorkemikalier. Kurverne viser mængden af PFOS-fluorkemikalierne i 2 børn fra studiet. Ud over fluorstoffer fra modermælk får børn ligesom alle andre mennesker fluorstoffer fra eksempelvis husstøv, madindpakning, fisk m.m.



Kilde: Breastfeeding as an Exposure Pathway for Perfluorinated Alkylates, Grandjean et al., 20. august 2015, Environmental Sciences and Technology

DN-15338

Microwave popcorn

- 100 numbers of different publicity, Television (interviews), newspapers, radio etc. on Coops action.
- More than 6000 shared posts on facebook and massive positive comments.
- It was mostly positive feedback, and all experts, NGOs and authorities supported us. Challenges other retailer to withdraw!
- Value of Coops branding more than 1 million Euro (value of branding and announcement
- Responsibility can be an advantage!
- All suppliers of popcorn did take innovation into highest priority !

POLITIKEN SEKTIONER Q, SØG ♥ DIT POLITIKEN - MERE -

FOUJAVÆR 19. MAJ 2015 KL. 15:03

Dansk Supermarked fortsætter salg af popcorn med hormonforstyrrende stoffer

Coop vil skåne kunderne for sundhedsskadelige stoffer i emballagen.



MI: Huggies and branded products

Methylisothiazolinone (MI) extremely allergenic preservatives

- Coop never used this in our own private label.
- in 2013 the Danish authorities raised the alarm – explosive number of new allergies.
- Jan 2014: Coop decided to withdraw Huggies baby wipes
- Coop informed suppliers of branded cosmetics, that Coop will not sell personal care products with MI in near future - please substitute now !!
- **Sept 2014: all “leave on” personal care products – also ALL branded products are MI-free now in Coop shops**



Coops chemical strategy: Dirty Dozen

1. Coop has identified the 12 kinds of chemicals in everyday products, which is the biggest threat to the Danish population's health and the environment - the dirty dozen.
2. By the end of 2017, Coop will work for the ban of all 12 chemical in our own private label products
3. Coop will also make a great effort to influence/challenge suppliers of branded (famous) products to phase out the substances in their products.



Det kan tage flere år før EU forbyder **mistænkelige stoffer** i plejeprodukter



Det er til at få røde knopper af

Derfor tager vi selv affære og forbyder bl.a. alle cremer, deodoranter og andre plejeprodukter, som indeholder det stærkt allergene stof MI, i vores butikker.

Når det kommer til mistænkelige stoffer, vil vi hellere være for forsigtige end bag klog. Tag nu f.eks. konserveringsmidlet MI (methylisothiazolinone). Stoffet er årsag til en eksplosiv stigning i allergitilfælde. Næsten man af MI slipper man aldrig af med den igen, og den kan være stærkt forringende for ens livskvalitet. Miljøstyrelsen anbefaler derfor, at man styrer uden om stoffet i

kosmetiske produkter. Et forbud i EU kan imidlertid tage lange udsigter. Det synes vi ikke, du skal vente på. Vi har aldrig tilladt MI i vores egne varemærker, og nu har vi også krævet at vores mærkevare-leverandører fjerner MI fra bl.a. deodoranter, cremer og andre plejeprodukter. Så har du en ting mindre at belysre dig om, når du handler.

I Coop har vi udpeget 12 stofgrupper. Vi kalder dem 'Det Beskåte Duzin'. Selv om de endnu er lovligt, gør vi, hvad vi kan for at holde dem væk fra hylderne. MI er blot seneste eksempel på, hvordan vi hele tiden forbedrer kontakten mellem varer og mennesker.

Du kan læse mere på coop.dk/bsdruksmi

Announcement in
all big newspapers in
Denmark September 7

Informing our approach to
the allergenic preservative
MI and our new chemical
strategy

The legislation is too slow
to cover the risk

Coop's chemical Strategy 2015-2017



MANY THANKS FOR LISTENING!

Questions?