

**Voluntary Standard for Use and Applications of Product Safety Icons
for Household Consumer Products**

Japan Soap and Detergent Association

Established on: December 16, 2016

Introduction

The Japan Soap and Detergent Association established the “Safety Labeling Working Group” in June 2014 within its Detergent Committee, and it has been engaging in the development of product safety labels that are more appropriate and clear for consumers, with the aim of preventing accidents related to the handling of consumer products including accidental ingestion or contact with skin and eyes, which could lead to serious problems.

As a result, ten new product safety icons that also contain warning statements have been developed, and an evaluation of understanding and readability (questionnaire survey of consumers) compliant with <JIS S 0102-2000: Testing procedure for graphical warning symbols for consumers> was conducted. Through multiple modifications and repeated consumer questionnaire surveys, ten product safety icons satisfying the relevant JIS standard concerning understanding and readability for the consumer were completed in the spring of 2016.

This voluntary standard defines the guidelines of the Japan Soap and Detergent Association concerning the use and application methods for the product safety icons, which were considered in the “Safety Labeling Working Group.”

In the future, the Japan Soap and Detergent Association will apply these product safety icons to product labels based on the voluntary standard defined in these guidelines, while conducting awareness-raising activities to deepen consumer understanding of these icons with the aim of preventing accidents related to the handling of products. In addition, the Association also desires to find domestic and overseas associations that agree with this standard to widen the network of cooperation and collaboration.

December 16, 2016

Yasuyuki Hattori
Leader of the Safety Labeling Working Group
Japan Soap and Detergent Association

Table of Contents

1	Purpose	2
2	Applicable Products.....	2
3	Use of Icons.....	3
3.1	Basic Principles Concerning Labeling.....	3
3.2	Labeling Method and Points to be Noted	3
3.3	Permission for Use and Limitations.....	4
4	Operation.....	5
Annex 1	Product Safety Icons and Precautionary Statements	6
Annex 2	Product Safety Icons Related to Anticipated Accidents and Their Prevention Effect.....	7

1 Purpose

The purpose of the “Voluntary Standard for Product Safety Icons” (hereinafter referred to as “this Voluntary Standard”) is to define the rules for the product safety icons (hereinafter referred to as “icons”) applied to products such as soaps, synthetic detergents and cleaning agents and how they are labeled, so that each business operator can choose the most appropriate icons.

2 Applicable Products

This Voluntary Standard is applied to products such as soaps, synthetic detergents and cleaning agents listed in Table 1, which are handled by the Japan Soap and Detergent Association (JSDA).

Table 1 Products subjects to this Voluntary Standard

Category	Product
Soaps/synthetic detergents	<ul style="list-style-type: none">● Soaps for laundry/kitchen● Synthetic detergents for clothing (home laundering)● Synthetic detergents for kitchen● Synthetic detergents for household use/furniture
Hard surface cleaners/bleach	<ul style="list-style-type: none">● Cleaning agents for household use/furniture (acidic/alkaline detergents)● Bleaching agents for clothing/kitchen/household use (oxygen-based/chlorine-based bleaching agents)
Other	<ul style="list-style-type: none">● Fabric softeners● Finishing agents for laundry (laundry starch, etc.)● Cleansers

Concerning the products subject to the “Voluntary Standard of the Japan Detergent and Bleach Safety Advisory Council” listed in Table 2, the Voluntary Standard of the Japan Detergent and Bleach Safety Advisory Council must be observed.

Table 2 Products subject to the “Voluntary Standard of the Council for the Safety of Cleaning and Bleaching Agents”

<ol style="list-style-type: none">1. Household cleaning agents containing ingredients specified in the “Act on Control of Household Products Containing Harmful Substances”2. The following products specified in the “Household Goods Quality Labeling Act”<ol style="list-style-type: none">(1) Acidic cleaning agents, alkaline cleaning agents, and chlorine-based cleaning agents However, those not requiring the special precaution “DANGER: Do not mix” are excluded.(2) Chlorine-based bleaching agents
--

3 Use of Icons

3.1 Basic Principles Concerning Labeling

The basic principles concerning the selection of and labeling with the icons are as follows.

(1) Labeling based on the risks

The purpose of the icons is to draw consumer attention to the precautions for use related to safety and to prevent accidents. Therefore, as a basic principle, the products on which the icons are used should be limited to those with a high risk (from the combination of hazard and exposure) with regard to causing a serious accident or health damage to consumers.

(2) Risk assessment

When performing risk assessment, it is desirable to refer to the GHS classification and severities of past accidents concerning toxicity, and the product types and situations of use, and the number of accidents concerning exposure.

(3) Selection of and labeling with the icons

Appropriate icons must be selected according to the risk. When there are multiple risks, it is best to select all the icons corresponding to the risks.

(4) Existing icons

In cases where the same or similar icons are already placed on labels, it is desirable to replace the icon with these safety icons to avoid confusing consumers.

(5) Person in charge of selection and labeling

The manufacturer or distributor of the relevant product is responsible for the risk assessment and selection of icons.

(6) Disclaimer

The JSDA holds the copyright (trademark rights) on these icons. However, it assumes no responsibility for any accidents related to the misuse of these icons or the use of products on which these icons are placed on labels.

3.2 Labeling Method and Points to be Noted

The method for labeling with these icons and the points to be noted when labeling with these icons are as follows.

Labeling method

- (1) When labeling with the icons, legal provisions concerning product labeling must be observed.
- (2) The icons should be placed on labels in positions where they are visible to consumers (locations such as the bottom surface is not allowed).
- (3) A precautionary statement showing the meaning of the relevant icon should be described with each icon (see Annex 1).

- (4) It is desirable that the precautionary statement be described in a position as close as possible to the icon (for example, directly below or directly next to the icon). However, when a section for precautionary statements is separately provided on the label, the precautionary statement can be described there.
- (5) The icons and precautionary statements should be described in a size that is easily visible to consumers. When using an icon alone, the icon should have a diameter of 8.5 mm or more.
- (6) When multiple icons are used, consideration should be given to make them visible to consumers, such as by placing them on a label them in one location.
- (7) The icons should be placed on labels in the colors specified for each icon (red, white, black, and blue). However, in cases where it is unavoidable, such as when the usage instructions or precautionary statements are displayed in a single color, the icons may be placed on a label in a single color.
- (8) When multiple icons are used, arrange them in order of importance (level of risk).

3.3 Permission for Use and Limitations

The icons provided in this Voluntary Standard (icons 1 through 9 in Annex 1) are registered trademarks owned by the JSDA. However, it is important for the icons to be easily recognized by consumers and standardized to the extent possible because of their very nature; therefore, the use of the icons shall be allowed as long as they are used for the following purposes.

When the user is not a member of the JSDA, the user is required to obtain the approval of the JSDA Secretariat to use the icons. However, it is not necessary to pay royalties or include a copyright notice in principle.

- (1) Safety labeling on products
- (2) Labeling on advertisements of products on which the icons are used, such as websites
- (3) Labeling on stickers or signboards posted in places where the products are stored or used

Prohibitions

In the following cases, the use of the icons is not approved. In addition, if a usage to which any of the following cases applies is discovered, the JSDA may request the suspension of such use.

- (1) Use in which the icons are placed on labels as if they are the trademarks or brands of the manufacturer.
- (2) Use in which the icons are associated with the value of the product
- (3) Use for commercial purposes
- (4) Use in which the icons are modified or processed

- (5) Use in which misrecognition of the icons may occur
- (6) Use in which the image of the icons may be negatively affected or in which the intent to defame or slander is recognized
- (7) Use that is recognized as or could lead to criminal activity
- (8) Use that is recognized as or could lead to an act that violates public order and morals
- (9) Other cases in which the use of the icons is determined to be inappropriate

4 Operation

- (1) Companies that are members of the JSDA shall observe this Voluntary Standard.
- (2) This Voluntary Standard may be revised as necessary.

Supplementary Provision:

Application of this Voluntary Standard shall start with products that shipped on or after January 1, 2018. Every company that is a member of the JSDA should apply this Voluntary Standard within two years of the start of implementation.

Annex 1 Product Safety Icons and Precautionary Statements

	Precautionary statement example	Icon	Other examples of precautionary statements
1	Keep away from children		<ul style="list-style-type: none"> ● Keep out of reach of children ● Store the product out of reach of children
2	Keep away from eyes		<ul style="list-style-type: none"> ● Keep out of eyes ● Avoid contact with eyes
3	Do not ingest		<ul style="list-style-type: none"> ● Do not drink ● DANGER: Do not ingest ● This is NOT a drink
4	Do not change container to store contents		<ul style="list-style-type: none"> ● Keep only in original container ● Do not put in different container from original container
5	Do not mix with other products		<ul style="list-style-type: none"> ● DANGER: Do not mix ● Cannot be used with (describe the type of product that causes a toxic gas when mixed, e.g., types of acids)
6	Wear protective gloves		<ul style="list-style-type: none"> ● Use (or Wear) gloves ● Use (or Wear) kitchen gloves
7	Wear protective gloves and a mask		<ul style="list-style-type: none"> ● Use (or Wear) gloves and a mask ● Use (or Wear) protective gears
8	Rinse hands after use		<ul style="list-style-type: none"> ● Wash hands after use ● Rinse hands well after use
9	Rinse eyes thoroughly with water		<ul style="list-style-type: none"> ● If in eyes, rinse thoroughly with water. ● If in eyes, rinse your eyes immediately.
10	Use only in a well-ventilated area		<ul style="list-style-type: none"> ● Always ventilate when using the product. ● Keep ventilating while using ● Turn on ventilation fan to keep the room well vented. ● Open window or door when using the product.

Note: The above precautionary statements are recommended examples. The manufacturer and/or distributor of the relevant product may slightly modify the statements as long as they hold the same meaning.

Annex 2 Product Safety Icons Related to Anticipated Accidents and Their Prevention Effect

As stated in 3.1 of the main text, the purpose of the product safety icons is to draw consumer attention to the precautions for use related to safety and prevent accidents. Therefore, in principle, the icons should only be used on products with a high risk (toxicity and exposure) of a serious accident or health damage to consumers.

Annex 2 describes anticipated accidents, the icons corresponding to the accidents, and the effect of preventing the accidents expected by labeling with the icons, as a reference for manufactures and distributors to aid in selecting the most appropriate icons. However, the final decision for labeling shall be made under the responsibility of the manufacturer or distributor of the relevant products by considering the number of past accidents and the severity of those accidents, rather than simply basing the decision on this Annex.

Anticipated accident	Applicable icon	Expected accident prevention effect
Accidental ingestion by children, exposure to the skin and/or eyes		<ul style="list-style-type: none"> ● Prevents accidental ingestion or contact by children by alerting the consumers to keep the product out of the reach of children.
Damage to the eyes or cornea caused by the product getting into the eyes (irritation of the eye, inflammation of the eyes, corneal injury, etc.)		<ul style="list-style-type: none"> ● Prevents accidents that are caused by accidental contact with the eyes by alerting the consumers to the risk of eye irritation or damage that may occur if the product gets into the eyes.
		<ul style="list-style-type: none"> ● Prevents accidents that damage the eyes by alerting the consumers to rinse the product off of their eyes when the product gets into the eyes. (Since some products do not cause irritation when they get into the eyes, consumers may leave them in their eyes, which may result in serious damage to their eyes.)
Health damage caused by accidental ingestion (nausea, vomiting, damage to digestive systems, aspiration, diarrhea, etc.)		<ul style="list-style-type: none"> ● Prevents accidental ingestion by alerting the consumers of the risk of health damage caused by accidental ingestion. ● Prevents the product from being mistaken for a drink.
Accidents caused by using the product with other products or mixing the product with other products (gas generation, heat generation, etc.)		<ul style="list-style-type: none"> ● Prevents the generation of toxic gases such as chlorine gas that occurs when the product is mixed with other products due to simultaneous use.

<p>Accidents caused by moving the product to a different container (accidental ingestion, leakage, gas generation caused by corrosion of metals, loss of product labeling, etc.)</p>		<ul style="list-style-type: none"> ● Prevents accidents caused by transferring the product into containers without the proper labeling, such as plastic beverage bottles (cases in which such transfer becomes an indirect cause of accidents such as accidental ingestion of the product or direct contact with the product). ● Prevents accidents caused by container incompatibility, such as leakage or gas generation.
<p>Damage to the skin that occurs when the product comes into contact with the skin (irritation of the skin, rough skin on the hands, chemical burns, etc.)</p>		<ul style="list-style-type: none"> ● Prevents skin problems caused by letting the product get on the hands, such as rough skin.
		<ul style="list-style-type: none"> ● Prevents skin problems such as rough skin caused by letting the product get on the hands and respiratory system problems caused by inhaling the fumes or spray of the product.
		<ul style="list-style-type: none"> ● Prevents skin problems such as rough skin that occurs when the product is left on the skin after use.
<p>Health damage caused by inhalation of the product (nausea, dizziness, irritation or damage to the respiratory system, etc.)</p>		<ul style="list-style-type: none"> ● Prevents skin problems such as rough skin caused by letting the product get on the hand and respiratory system problems caused by inhaling the fumes or spray of the product.
		<ul style="list-style-type: none"> ● Prevents accidents caused by the product or gases generated by mixing the product with other products in a closed environment such as a bathroom.

Committee for Voluntary Standard for Product Safety Icons Member List

	Name	Organization
(Leader)	Yasuyuki Hattori	Kao Corporation
(Assistant Leader)	Yoshiharu Kumagai	Procter & Gamble Japan K.K.
	Keita Someya	Lion Corporation
(Member)	Mariko Yamaguchi	NS FaFa Japan Co., Ltd.
	Yutaka Kasai	Kao Corporation
	Hirokazu Uenaka	Kao Corporation
	Mitsuo Hanada	Kao Corporation
	Kazuko Oikawa	Kao Corporation
	Rika Hatano	NOF CORPORATION
	Fuyuko Noboriguchi	Unilever Japan K.K.
	Tadashi Iihara	Lion Corporation
	Masako Ohtake	Japan Detergent and Bleach Safety Advisory Council
(Secretariat)	Tsutomu Katagiri	Japan Soap and Detergent Association
	Masakazu Toda	Japan Soap and Detergent Association