

A.I.S.E. SAFE USE ICONS GUIDELINES FOR ON-PACK USE

December 2021

Version 8

SAFE USE ICONS

			
Keep away from children.	Rinse hands after use.	Do not ingest. If product is ingested then seek medical advice.	Do not mix with other products.
			
Keep away from eyes. If product gets into eyes rinse thoroughly with water.	People with sensitive or damaged skin should avoid prolonged contact with the product.	Do not change container to store contents.	Ventilate the room after use.
Transfer refill content in the original container only.			
			
Use with dry hands.	Close the bag properly.	Close the lid properly.	Do not pierce, break or cut.
			
Do not tear apart stuck capsules.			
www.cleanright.eu			© A.I.S.E.

GUIDANCE ON APPLICATION OF A.I.S.E. SAFE USE ICONS

Version 8 – December 2021

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1. INTRODUCTION

The provision of appropriate information on how to use products can help guide consumers to get the best performance from products and secure safe use of products.

Whilst safe use guidance is foreseen in the EU regulatory environment for specific products (cf section 3), A.I.S.E. developed proactively in 2004 a set of safe use icons in order to improve and further develop clear messages for consumers on how to use A.I.S.E. consumer products. These messages have been communicated via on-pack labelling and other communication tools since then by a great majority of the industry.

In 2010-2011, A.I.S.E. conducted some market research on the understanding of these icons by consumers. This has confirmed the relative good understanding of most of the icons but recommended the improvement of two¹ out of the eight icons. These ones have been subject to redesigning and testing. This has led to the update in 2011 of the A.I.S.E. safe use icons.

In parallel, A.I.S.E. launched in 2008 the consumer web portal www.cleanright.eu which is the main reference portal for information common to the whole detergents and maintenance products industry in Europe. With the above update, it was therefore agreed that linking to this portal should be sought in order to provide further information on best and safe use of products.

Moreover, the A.I.S.E. Charter for Sustainable Cleaning² has, as one of its key components, the provision of appropriate information to consumers through the use of these icons so that they understand how to use products in a sensible, safe manner and achieve the best results.

In October 2012, those guidelines were updated to add 4 new icons that are especially well suited for gel capsules (eg laundry/autodish detergents, laundry additives), to secure consistent communication across the industry and safe use of those products.

In January 2014, the Safe Use Icon “Do not Ingest” has been modified for legal reasons (see page 6). This same icon was even further improved after additional consumer research organized in 2019, hence the update of these guidelines in July 2019. In the course of 2017 extensive market research³ was carried out on the consumer understating of the most used safe use icon; their very good level of recognition by the general public was once more confirmed.

Following various meetings at United Nations under the GHS Sub-committee (Globally Harmonized System of classification and labelling of Chemicals), the “Keep Away from children” safe use icon was included in the 8th revised edition of GHS⁴.

In July 2021, A.I.S.E. decided to introduce a new icon related to the safe use of capsules; it aims at preventing consumers from tearing apart capsules possibly stuck together. This was slightly updated in December 2021 for better consumer understanding.

This guidance document sets out both the rules for use of icons and provides guidance on how to select the most relevant set of icons for soaps, detergents and maintenance products sold in the EU. The icons and associated guidelines can be downloaded from:

<https://www.aise.eu/library/artwork>

¹ 2 icons revised are: “Rinse (and dry) hands after use” and “People with sensitive or damaged skin should avoid prolonged contact with the skin”.

² <https://www.sustainable-cleaning.com/>

³ <https://www.aise.eu/our-activities/regulatory-context/classification-labelling/better-regulation-safe-use.aspx>

⁴ https://www.unece.org/trans/danger/publi/ghs/ghs_welcome_e.html

2. CONDITIONS FOR USE OF ICONS (legal considerations)

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products developed a coherent set of icons and related sensible advice text in 2004, and updated it in 2011 and 2012. This material is referred to in this document as “*Safe use icons*”, and can be used according to the following conditions:

All *Safe use icons* (except the n°1 “Keep away from children” in any use of it in the framework of the activities covered by GHS - see Annex 2 for full details) shall make a reference to the ownership of these *Safe use icons* by A.I.S.E. by clearly marking beside the *Safe use icons* in the panel with the following: “© A.I.S.E.”; in addition, the associated web portal address: www.cleanright.eu should be featured with the icons.

- When used on packaging, the *Safe use icons* should preferably be accompanied by their respective text as shown in this manual. Where no icon is available e.g. advice number 9 (‘Transfer refill content in original container only’), the text indicated should be used alone.
 - If space is limited, a silent version of the first 8 icons only (see next pages) may be displayed as long as they are accompanied by the www.cleanright.eu URL.
 - When used in commercial communications other than packaging, the *Safe use icons* must be in their full format with full text as set out in this manual. The individual items of the panel may not be used separately in any commercial communication unless previously approved or recommended by A.I.S.E.
 - The *Safe use icons* may be used in point-of-sale and direct-to-customer commercial communications for the sole purpose of giving guidance on safe behaviour but shall not be used in mass media communications, i.e. television, radio, print, cinema, posters, etc.
- B. The *Safe use icons* may be used on company websites for the sole purpose of giving guidance on safe behaviour to consumers and other stakeholders when using soap, detergents and maintenance products and should be accompanied with a reference link to the www.cleanright.eu website⁵.
- C. The *Safe use icons* must not be presented as if they were the trademark or branding of an individual manufacturer’s product.
- D. The *Safe use icons* shall not be used in relation to any claim made for any product.
- E. The *Safe use icons* shall not be used in any way which is misleading, deceptive or confusing, or which abuses them or may bring them into disrepute.
- F. A.I.S.E. reserves the right on due notice to withdraw the right of any person or company to use the *Safe use icons* in the event of non-compliance with these conditions.

A.I.S.E. retains copyright of the safe use icons/sentences but does not accept liability for any misuse of this material, nor for any accident related to the use of a product bearing the A.I.S.E. Safe Use Icons.

⁵ As at July 2021, the www.cleanright.eu website is available for safe use information in the following languages: Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian Spanish, Swedish.

3. RULES FOR ICON USAGE

Legal requirements always apply first, in particular with respect to classification and labelling requirements according to *Regulation (EC) No. 1272/2008 on the Classification, Labelling and Packaging of Substances and Mixtures (CLP)*.

The A.I.S.E. icons/messages should never replace any CLP hazard labelling.

In addition to proceeding through the steps outlined in the section “How to Select Your Icons”; the following rules must be observed:

- **On products not classified as hazardous according to CLP**, icon and text must preferably be used together and cannot be altered in any way (except for message 9, which is without an icon).
- **On products classified as hazardous according to CLP**, a company might wish to complete the semantic information provided by the CLP precautionary statement with the most appropriate A.I.S.E. icon, placed in the A.I.S.E. advice panel in this case without text but with the URL www.cleanright.eu. (See Annex I for phrases)
- **Choice of icons:** You must use icons relevant for your product (see Annex 3 for Guide).
- **Positioning of the A.I.S.E. safe use advice panel on the packaging:** the sensible use advice panel must be on a visible panel of the pack (i.e., not on the bottom panel):
 - left panel of the pack for solid products (powders, tablets);
 - in other cases on visible place preferably next to the dosage instructions
 - in case of a product classified as hazardous, the A.I.S.E. panel should be placed below the CLP hazard label (see under examples)
- **Additional advice:** ‘Advice’ related to safe use that is additional to the A.I.S.E. set or to the CLP (but not covered by the A.I.S.E. set) can be included in the panel but only as text (no other icons). Any other type of advice/icons, not related to safety, must be positioned outside the A.I.S.E. panel.
- **Colour and size** must follow guidance:
 - if necessary a dark colour for the icons may replace black. However red for the cross must always be used.
 - colour of the text accompanying the icons should preferably be also black (or dark colour consistently with the icons).
 - size: ideal icons size is 1.5 cm x 1.5 cm with text 7 pt, can be reduced to a minimum of 1 cm x 1 cm for the icons (text must remain 7 pt) with space constraints.
- **Text translations:** only text translations supplied by A.I.S.E. (see www.aise.eu/safe_use_icons) can be used (a PDF file of these is included for printing) unless local legislation/formal industry agreement sets an alternative.

- **Order of the icons:** on-pack, the icons must be preferably placed in order from 1 to 9 (i.e. if you need to use icons 1,2,8 - the order must be 1,2,8)
- **Icon/text relationship:** both icon and text must always be used next to each other as shown and cannot be altered.
- **URL:** Use of the safe use icons must always make reference to www.cleanright.eu particularly when they are used without text. However, it is also strongly encouraged to use the URL when the icons are used with text.
- **The © A.I.S.E copyright** must always be featured beside the icons.



4. HOW TO SELECT YOUR ICONS

Even though A.I.S.E. products are safe for their intended use, we know that they can be misused by our consumers. Prominent display of icons relevant to the specific product on-pack should help to minimise incidents of consumer misuse.

The icons have been developed to be applicable to a wide range of product categories, however, in reality, space limitations on some pack formats mean that it will not be possible to apply all icons to every pack.

This means that a selection has to be made. Below we provide guidance on how to choose the most appropriate icons for your product and take you through a step-wise process in which icons, size and layout of the icon panel can be decided for each product label, taking limitations into consideration.

A. Selecting the ideal icon advice panel

For all products, we recommend displaying icons 1 and 2.

Please refer to the table in Annex 2 to identify the additional icons recommended for the product in question.

Where your product does not fit into any of the categories, or where the category is too broad to offer advice for the specific product, consider product formulation, packaging, in-use risk and known consumer habits to identify the relevant icons to add to 1 and 2.

Note: For products classified as dangerous/hazardous, icons should be selected based on the risk and/or Regulation for Classification, Labelling and Packaging of Substances and Mixtures (CLP) hazard and/or precautionary-statements already included on the label. This applies also to phrases stemming from an industry agreement. No additional A.I.S.E. icons should be added. The text is not duplicated; icons will be used without the corresponding A.I.S.E. text but with the URL www.cleanright.eu

B. Understanding label limitations

Construct the ideal A.I.S.E. advice panel identified in Step 1, according to the following parameters:

- Number of languages on label
- Ideal size of the icons of 1.5 cm x 1.5 cm with 7pt text

Once this panel has been constructed, it should be compared to the available space on the label. This will highlight any space constraints, and lead to 4.3.

Note: Icons should not be bigger than the hazard symbol, if the latter is required.



C. Pragmatic decision-making

Clearly, for many product labels, there will be constraints regarding space. For this, we recommend a pragmatic decision is taken – prioritising legibility over total number of icons.

Where the size of the A.I.S.E. advice panel must be reduced for space reasons, there are three choices (all approaches can be applied in parallel):

- **Reduce size** of the icons to the minimum of 1 cm x 1 cm
- **Prioritising icons.** This step might lead to a situation where icons other than 1 and 2 are displayed on the pack, if judged more relevant for the product in question. Where it is not immediately clear which are the most consumer-relevant icons for the product, please carefully consider product formulation, packaging, in-use risk and known consumer habits.
- **Featuring the ‘silent’** version of the safe use icons (i.e. with no text, icons only and the Cleanright URL) – except for the 2012 series of icons (i.e. number 10, 11, 12, 13)

The final decision on which icons to include in the advice panel should offer a maximum improvement to the safe use of the product in question, based on documented consumer feed-back

D. Exemptions

- Where a pack label is monochrome, the icons cannot be used because of the need to have the cross in red – established as essential to comprehension during icon market research.
- Where the container is 750ml or smaller, all efforts should be made to include at least the two priority icons, however, where label size provides limited space, this may not be possible. All packs larger than 750 ml should carry an advice panel.



5. TECHNICAL SPECIFICATIONS

Positioning of the A.I.S.E. Safe Use advice panel on the packaging:

The safe use advice panel must be on a visible panel of the pack (i.e. not on the bottom panel):

- Left panel of the pack for solid products (powders, tablets);
- In other cases on visible place preferably next to the dosage instructions
- In case of a product classified as dangerous, the A.I.S.E. panel should be placed below the CLP classification label (see examples below)

Minimum Reproduction Size

The warnings must be in proportion to pack size.

Ideal icon size is 1.5 cm x 1.5 cm with text 7pt.

In cases of space constraints, icon can be reduced to a minimum of 1cm x 1 cm (text must remain 7pt) with space constraints



Keep away from eyes.
If product gets into
eyes rinse thoroughly
with water

Icon:
10mm

Text:7pt

Copyright

© A.I.S.E. – must always appear in safe use icons panel (minimum size 5.5pt)

URL: www.cleanright.eu

Must always accompany safe use icons panel without text and is strongly encouraged to be used with icons with text.

Icon/text relationship

Both icon and text must always be used and positioned next to each other as shown (except for sentence 9 (refill) where no icon is available), and cannot be altered.



Keep away from eyes. If product
gets into eyes rinse thoroughly
with water.



Keep away from eyes. If
product gets into eyes rinse
thoroughly with water.



NOT ALLOWED



Colour Reproduction on packaging:
When possible Black and Red should be used.

If necessary a dark colour may replace black.
However Red must always be used.

NEW COLOURS - Pantone		NEW COLOURS - Process	
			



FONT USED FOR TEXT
Futura Medium Condensed.



6. EXAMPLES: PREFERRED VERSIONS OF SAFE USE ICONS PANEL TO BE USED (WITH TEXT)

(panels without text may be used but A.I.S.E.'s guidance is to use text in the local languages as much as possible if space allows).



These can be reduced based on the number of safe use icons needed.



Bilingual execution

If more languages are needed; the text must be positioned next to icons.



If you wish to add extra 'advice' related to safe use into panel this must not interfere with the icons



7. ICONS FOR USE IN CONNECTION WITH LIQUID DETERGENT CAPSULES (e.g. laundry/autodish detergents, laundry additives)

A new set of 4 additional icons was made available to industry in October 2012. These icons are particularly targeted at liquid detergent capsules (applicable to either laundry detergents, automatic dishwashing detergents, laundry additives)- see product type pictured below.

Nota Bene: If companies judge that these icons may also be appropriate to other products, they may feel free to also use these icons on those other products categories.

A.I.S.E. strongly advises that those icons be systematically used for liquid detergent capsules of laundry detergents, dishwashing detergents, laundry additives:

- With the **relevant, adequately translated sentence** accompanying those, at least until further notice, when A.I.S.E. will have sufficient evidence of consumers' understanding of the new icons.
- That the positioning of these icons on the products/packaging is **prominent** so that it can be viewed by consumers.
- That – at least for the new introduction period of those products on the market – the **“NEW”** feature be mentioned near the icons/sentences.

NOTA BENE:

Since December 2012, various A.I.S.E. Product Stewardship Programmes (PSP) for Liquid Detergent Capsules have been made available for companies marketing these products in Europe. These PSP contain – among others - specific guidance for the use of a specific safe use patch to be placed on-pack.

Please consult the full PSP documentation for adequate compliance with its requirements.

More info: www.aise.eu/our-activities/product-stewardship-programmes/liquid-detergent-capsules-2430

SET OF ICONS/TIPS MADE AVAILABLE SINCE OCT 2012



Use with
dry hands



Close the
lid properly



Close the
bag properly



Do not pierce,
break or cut

ADDITIONAL ICON INTRODUCED IN JULY 2021 (UPDATED DEC 21)



Do not tear
apart stuck
capsules.

Advice is to add this icon on the back of pack of liquid detergent capsules on a voluntary basis to avoid incidents.

8. USE OF THE A.I.S.E. SAFE USE ICONS OUTSIDE OF A.I.S.E. PRODUCT PORTFOLIO OR OUTSIDE EU 27

- The A.I.S.E. Safe Use Icons have been developed primarily for the A.I.S.E. product portfolio (soaps, detergents, maintenance products) for the EU 27 geographical scope. Consequently, the safe use sentences associated with the icons are available in the languages of the EU 27. Specific guidance is provided in Annex 2 on the use of the “Keep Away From children” safe use icon following its insertion in the 8th revision of UN GHS.
-
- With a view to help promote the safe use of products, these icons/sentences may be used outside the EU 27 and outside the A.I.S.E. product portfolio provided they comply with the technical A.I.S.E. Guidance on application (see above) and the adequate local/sectoral legal requirements. No change should be made to the design/sentences.
-
- Where the icons are used outside the EU 27 and no translation is available from A.I.S.E., the company using the icon together with the associated sentences should secure adequate translation. A.I.S.E. accepts no liability for such translations.
-
- The reference to the copyright of A.I.S.E. must be made in all cases.
-
- If used outside of the A.I.S.E products portfolio and/or outside EU 27 (except Turkey), reference to www.cleanright.eu may be omitted. Recommendation to use the icons with their texts is strongly supported by A.I.S.E.. Should only “silent” version of these icons be possible, it is strongly advised that the reference to a web portal giving the relevant A.I.S.E. corresponding sentences (and referring to the source/copyright of A.I.S.E.) be made.
-
- A.I.S.E. retains copyright of the safe use icons/sentences but does not take liability for any misuse of this material, nor for any accident related to the use of a product bearing the A.I.S.E. Safe Use Icons.

Annex 1: Products classified as hazardous

The A.I.S.E. safe use icons/texts can in NO WAY replace legislative labelling requirements.

The voluntary icons can be used both on products classified as hazardous and not hazardous. In case a product is classified for human health according to the CLP Regulation, the company may wish to use the icon corresponding to the CLP Precautionary Statement on the pack. This Annex presents the closest correspondence between the Safe use icons/sentences and the precautionary statements used when a product is classified for certain toxicological endpoints.

	A.I.S.E. SENTENCE	A.I.S.E. ICONS		CLOSEST CLP PRECAUTIONARY STATEMENTS
1.	Keep away from children		P102	Keep out of reach of children
2.	Keep away from eyes. If product gets into eyes rinse thoroughly with water		P262	No equivalent – nearest is: Do not get in eyes, on skin, or on clothing
			P305 +P35 1+P3 38	IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. Plus P310 for Eye Cat 1 products Immediately call a POISON CENTRE or doctor Plus P337+P313 for Eye Cat 2 products If eye irritation persists: Get medical advice/attention
			P280	Wear eye/face protection



3.	<p>Rinse hands after use</p> <p>CLP</p> <p>P264 Wash ... thoroughly after handling <i>(manufacturer/supplier to specify parts of the body to be washed after handling)</i></p>			<p>CLP will depend on skin hazard category</p> <p>Skin Cat 1: P303+P361+P353 IF ON SKIN (or hair): Take off immediately all contaminated clothing. Rinse skin with water/shower.</p> <p>Skin Cat 2: P302+P352 IF ON SKIN: Wash with plenty of soap and water.</p>
4.	<p>People with sensitive or damaged skin should avoid prolonged contact with the product</p>		<p>P262</p>	<p>No equivalent – nearest is:</p> <p>Do not get in eyes, on skin, or on clothing</p>
			<p>P280</p>	<p>Wear protective gloves</p>
5.	<p>Do not ingest. If product is ingested then seek medical advice</p>			<p>CLP equivalent will depend on hazard class/category – either P301+P310 “IF SWALLOWED: Immediately call a POISON CENTRE or doctor” or P301+P312 “IF SWALLOWED: Call a POISON CENTRE or doctor if you feel unwell”</p> <p>Will also need to include P101 on consumer products – “If medical advice is needed, have product container or label at hand”</p>
6.	<p>Do not change container to store contents</p>		<p>P234</p>	<p>Keep only in original packaging</p>



7.	Do not mix with other products			No CLP equivalent
8.	Ventilate the room after use		P271	Use only outdoors or in a well-ventilated area.
9.	Transfer refill content in the original container only.	No icon available.		Not existing
10.	Use with dry hands			Not existing
11.	Close the lid properly		P233	Keep container tightly closed
12.	Close the bag properly			Not existing
13.	Do not pierce, break or cut			Not existing
14.	Do not tear apart stuck capsules			Not existing



Annex 2: Inclusion of A.I.S.E.'s KEEP AWAY FROM CHILDREN ICON in the 8th revised edition of GHS - specific conditions of use

Following various meetings at United Nations under the GHS Subcommittee (Globally Harmonized System of classification and labelling of Chemicals), the “Keep Away from children” safe use icon was included in the 8th revised edition of GHS⁶.

Therefore, any use of this icon in the framework of the activities covered by GHS is not subject to the conditions of use under Section 2 and 7 of this document, although they are recommended for an effective hazard communication.

The use of this icon for different purposes than GHS activities (such as commercial, website information etc.) remains subject to the conditions of use under Section 2 and 7 of this document.

⁶ https://www.unece.org/trans/danger/publi/ghs/ghs_welcome_e.html

Annex 3: Guide Table – Household product categories

The table below is an **indicative** list of how the A.I.S.E. advice could be applied

<u>Guide to be considered when products NOT classified as hazardous according to CLP⁷</u>			
Household Products Categories		Priority icons	Other icons of potential relevance for the specific product (to be used in addition to 1 and 2, or instead in case of space constraints)
1. SOAPS		1; 2	if hands exposure occurs (handwash use) 3; 4
2. FABRIC WASHING			
2.1.	Light and heavy duty detergents		
	• Powder/liquid	1; 2	5; if hand exposure occurs (handwash use) 3; 4
	• Unit doses (tablets and pouches)	1; 2	5 ; 10; 11; 12; 13 ; 14
2.2.	Fabric conditioners		
		1; 2	Handwash use not expected otherwise see above
2.3.	Laundry aids/Laundry care		
	• Pre-treatment	1; 2	For liquid or paste 3; 4; 5
	• In-wash treatment	1; 2	5; if hand exposure occurs (handwash use) 3; 4
	• Post-treatment	1; 2	For liquid or paste 3; 4; 5
	• Unit doses (gel capsules)	1; 2	5 ; 10; 11; 12; 13 ; 14
2.1 3. DISH CLEANING			
3.1.	Hand dish		1; 2 3; 4; 5
3.2.	Machine dish		
	• Powder, tablet, liquid, etc	1; 2	5
	• Unit doses (gel capsules)	1;2	5 ; 10; 11; 12; 13 ; 14
2.1 4. HARD SURFACE CLEANERS			
4.1.	General purpose: non abrasive cleaners		1; 2 5; if hand exposure occurs 3; 4
4.2.	Scourers: abrasive cleaners		1; 2 5; if hand exposure occurs 3; 4
4.3.	Special purpose		
	• Window cleaners	1; 2	5
	• Carpet cleaners	1; 2	5
	• Oven cleaners	1; 2	5; 8

⁷ If a product is classified as dangerous according to the DPD or classified as hazardous according to CLP, please refer to specific guidance in [Section 4.A](#)

Guide to be considered when products NOT classified as hazardous according to CLP⁷

Household Products Categories		Priority icons	Other icons of potential relevance for the specific product (to be used in addition to 1 and 2, or instead in case of space constraints)
4.4.	Lavatory	1; 2	
5. MAINTENANCE PRODUCTS			
5.1.	Wood, Leather, Floor, Household Metals	1; 2	5
5.2.	Insecticides		
	<i>Sprays, electric vaporisers, Solid (balls, strips)</i>	1; 2	5, 8
5.3.	Disinfectants	1; 2	5
5.4.	Room deodorisers, air fresheners	1	2, 3 depending on the product format
5.5.	Other specialities		
	• <i>Anti-limescale</i>	1; 2	5; 6; 7
	• <i>Drains</i>	1; 2	5; 6; 7
6. BLEACHES			
6.1	Chlorine bleach	1; 2	5; 6; 7; if hand exposure occurs 3; 4
6.2	Non chlorine bleach	1; 2	5; 6; 7; if hand exposure occurs 3; 4
7.	All other A.I.S.E. household products	1, 2	Other relevant icons (see 4.1)

Remark: sentence 9, “Transfer refill content in the original container only” - without icon should be used on refills.



Annex 4: Frequently Asked Questions

- **Why are we proposing to give safe use advice on products not classified as dangerous/hazardous according to the CLP?**
 We recognise that from a regulatory and toxicological standpoint, there is no need to add further safety advice to existing labels. However, as our aim is the best care and protection of consumers, highlighting some common-sense steps for better handling of our products will help these to become spontaneous for the general public.
- **What is a graphical symbol?**
 "A visually perceptible figure with a particular meaning used to transmit information independently of language"
- **Why graphical symbols?**
 Graphical symbols are more and more often used to address consumer needs. They can be found in technical product documentation, instructions for safe use of a wide range of products, domestic appliances etc. and are of particular value in addressing communication requirements involving multiple languages.
- **Which type of symbol?**
 Symbols might depict objects people etc. or have no obvious link with the meaning with which they are associated. A.I.S.E. chose to develop and design symbols that could be intuitively understood.
- **How did A.I.S.E. develop these graphical symbols?**
 A.I.S.E. first selected the most relevant areas where advice to consumers is appropriate to improve safe behaviour, scrutinizing existing company practice. Then A.I.S.E. developed a number of sentences addressing those areas. Finally it developed a number of graphical symbols for each sentence, that were tested according to ISO 9186 guidelines (Graphical symbols - Test methods for judged comprehensibility and for comprehension) in order to identify the ones with the highest levels of comprehension by the general public.
- **Why use text in addition to the icons in the initial phase?**
 In order to allow a learning phase for consumers, a transition period where both text and icons will appear on-pack is foreseen. Indeed, we would like to retest understanding at a later stage to check whether removal of text is appropriate. Indeed one must avoid that confusing symbols are ignored or that they convey an unintentional, different meaning.
- **Can the A.I.S.E. Safe Use Icons be used outside the A.I.S.E. products portfolio?**
 Yes - see conditions Section 8.

