



InSites Consulting

## EXECUTIVE SUMMARY

**Consumer research on regulatory label and pictograms understanding - *Better regulation & safe use***

July 10, 2017

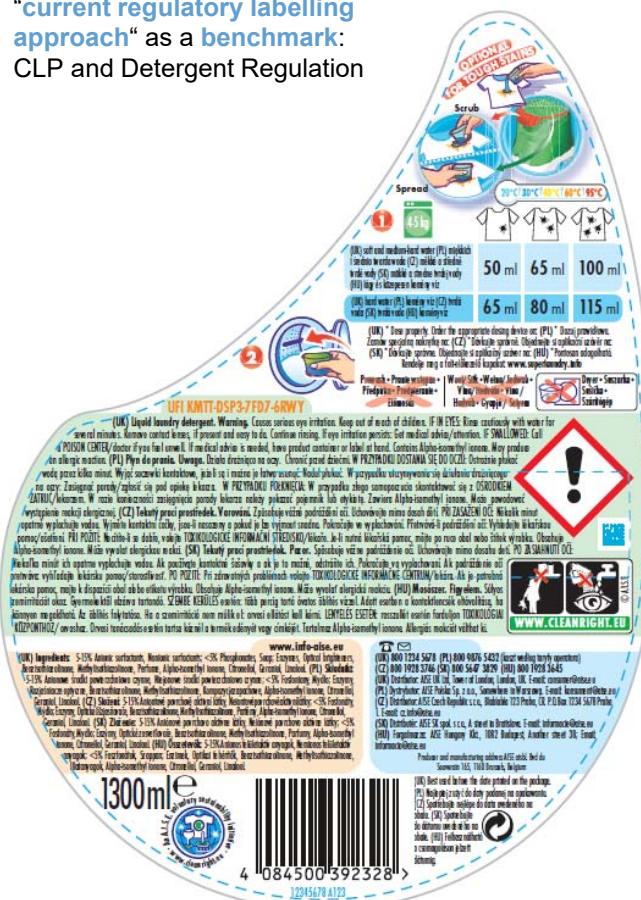
# *Methodology*

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- On-line consumer research, 1800 respondents in 4 European countries (Poland, Sweden, France, Spain)  
Field work period: 08/03/2017 – 13/03/2017
- Monadic study on the effectiveness of three label design options (current, and two simplified more graphical alternatives). Open-ended as well as ‘rating’ questions (agree → disagree) to assess how well respondents notice and memorise label elements, and how the label drives behaviour in case of an accident scenario. Separate assessment for allergen information with a subgroup of the target audience.
- Assessment of label preference between the three executions.
- GHS-compliant assessment (very strict approach, using open ended questions) of A.I.S.E. safe-use icon understanding, as well as three CLP pictograms.
- Overall assessment of label reading habits by means of ‘rating’ questions

# Tested Label Design Options

“current regulatory labelling approach” as a benchmark:  
CLP and Detergent Regulation



## “Alternative 1”:

- stretched interpretation of CLP requirements, by replacing P-phrases with icons where possible;
- international (INCI) ingredient list (cf. cosmetics) instead of Detergent Regulation ingredient list



## “Alternative 2”:

- independent of current regulatory framework, aiming to most effectively convey the safe use messages (with icons) that industry believes to be most relevant.



# 1

## Back labels were not read in detail

- Even when respondents were invited to focus their attention to the labels, in practice, they spent insufficient time studying the labels to be able to read all the content, especially for the Current label and Alternative 1 label.
- Nevertheless, most respondents claimed to read and understand the safety information on the labels when they buy or use a product for the first time. These claims need to be interpreted with caution, as was also confirmed in the findings of A.I.S.E.'s earlier qualitative study.



Current Alternative 1 Alternative 2

Average time looked at back label of product  
(In seconds)



# 2

## Safe use behaviour was not influenced by the back label execution

- ‘Stickiness’ of specific safety instructions on the label was quite poor for all three tested label designs.
- For all label designs, without looking at the label again to find specific information, a large majority of the respondents replied with the correct action in case of eye exposure (i.e. rinse with water). Nearly none would consult the label in case of an accident.
- A large majority knew that the product has to be stored away from children.

### **Stickiness (what is on the label ?):**

Storage out of reach of children: >50%

Irritation hazard: 30%

Ingestion hazard: 20-26%

### **Accident (what would you do ?):**

Rinse eyes with water: 80%

### **Storage:**

90% agree: away from children

# 3

## Ingredient and allergen information was not very useful

- Ingredients information was not well understood nor remembered from any of the three design executions.
- Only half of the people with concerns related to allergy or sensitive skin found the allergen information useful, independent of the label.

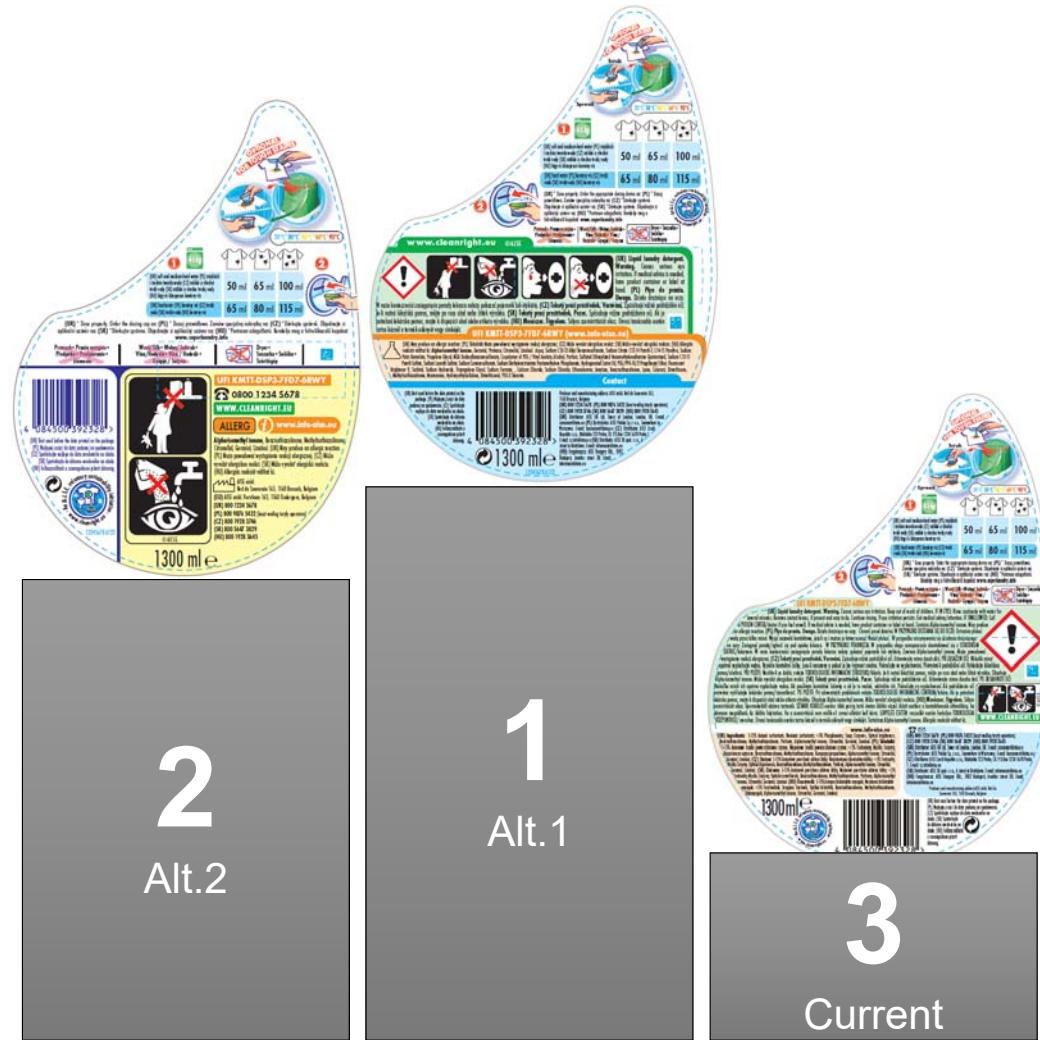
**Ingredients ?**  
“no idea”: 83% - 89%

*Note that these people had indicated a general concern, not necessarily related to specific allergies due to using a detergent.*

4

**Respondents preferred the simpler and more graphical alternative labels versus the current CLP label**

- Respondents mostly preferred the Alternative label 1 with multiple safety icons, arguing that this provided a lot of information while being easy to understand. The current CLP label was least preferred.
  - It should be noted that respondents had the most severe hazard perception for Alternative label 1, overestimating the actual hazard. This was also apparent from the more frequent mentioning of the need for urgent medical help in case of an accident.

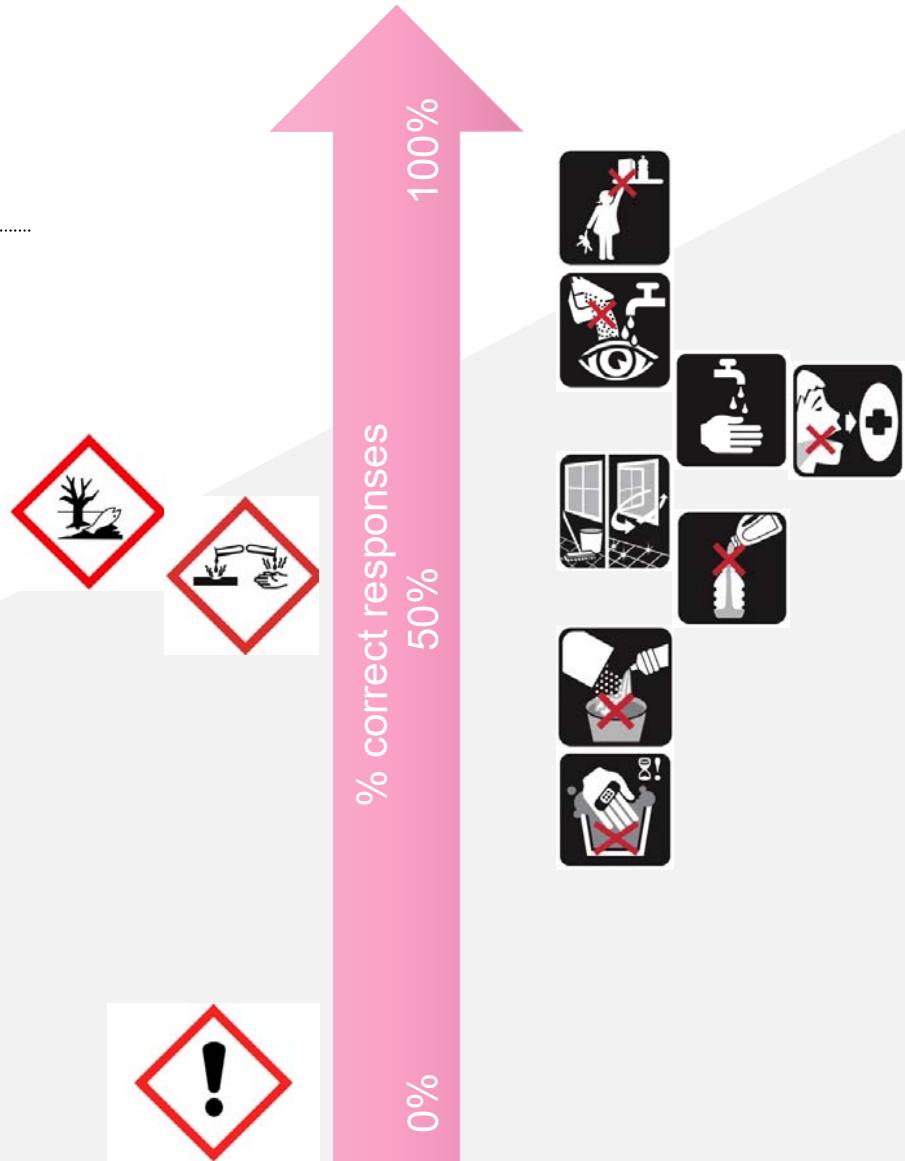


# 5

## A.I.S.E. safe use icon “Keep away from children” was very well understood

- On average, the understanding of the A.I.S.E safe use icons was better than the tested CLP pictograms. In particular, the A.I.S.E. safe use icon “keep away from children” was very well understood.

*This is despite the fact that the strict GHS methodology (based on open questions) was applied in this research.*



# 6

## CLP pictograms do not adequately convey eye hazard

- Of the CLP pictograms evaluated in the study, the environmental and corrosive pictograms were relatively well understood, while the exclamation mark was almost not understood. Most respondents correctly judged the hazard level of corrosive to be higher than the exclamation mark.
- Importantly, eye hazard was not recognized from the corrosive pictogram - while this is by far the primary reason for use of this pictogram on household detergent products. Eye hazard was also not at all recognized from the exclamation mark pictogram. As a consequence, the CLP pictograms used for eye hazard were found to be ineffective at conveying this message.

