

Baltic info campaign on hazardous substances (BaltInfoHaz) - the first international LIFE+ Information and Campaign project in the Baltic States

“Think before you buy” started in 2011 with the main aim to initiate a stronger demand for products free of hazardous substances in the three Baltic States and to communicate these demands to decision / policy makers on a national and international level.

The term **“hazardous chemicals”** refers to substances which could cause harm to human health and environment. They may cause acute hazards to humans (e.g. be toxic, cause allergies or irritate the skin) or have negative impact in the long run (e.g. development of cancer, fertility problems, damaging immune system).

In our campaign we especially focused on toxic, persistent and bioaccumulative substances which are of very high concern because they may damage humans and the environment, e.g., some polibrominated flame-retardants, polyfluorinated substances used to provide stain resistance of anti-stick properties, such preservatives as parabens.

Our campaigns were targeted to:

- general public (especially young mothers, families),
- hairdressers, educational institutions (future teachers and active teachers),
- retail stores (K-rauta) and
- car repair facilities.

General public

- nearly 100 events with more than 3700 participants
- information materials – pocket guides
- more than 500 news in different types of media
- street posters in bigger cities of Estonia, Latvia and Lithuania.

Hairdressers

- handbook about hazardous substances in hair care products
- information leaflet to clients – 10 tips to know about hair care
- over 150 students attended information days
- master classes on practical principles of hair dying with natural hair dyes

Education for future teachers

- special handbook about hazardous substances with theoretical, practical and methodological part – available in Estonian, Latvian and English
- more than 300 participants informed about handbook in info seminars and trainings
- lessons about hazardous substances in 54 schools in Estonia and Latvia

Retail stores

- label „Safer choice” for indoor paints, varnishes and adhesives in K-rauta stores in Estonia and Latvia
- trainings for shop assistants to help customers to make safer choice
- client information leaflets in stores and in regular mailings

Car repair facilities

- information days for car repair facilities and vocational schools
- information material about hazardous substances in car care products
- leaflet for clients with tips for safer car care

Supporting materials

- 20 short video clips
- 3 longer educational and provocative films

To prove that hazardous substances are in products and also in our blood **complex of testing's** were done in Baltic countries. Tests included:

- products – toys, perfumes, renovation materials, soft-plastic and wooden-based items
- indoor air and dust
- blood of volunteers

Some of the tested products contained hazardous substances more than allowed by the regulations (limit values exist). Our tests also proved that we can find hazardous substances in our blood as well if not ventilating and cleaning properly in indoor air and dust at homes (no limit values). All test results can be found on our homepage – www.thinkbefore.eu.

Use wallet cards to help you read labels!

There are thousands of chemicals in products that we use. Some of them are hazardous.

In this box you can find 6 small and durable cards that will help you to start choosing products with less hazardous substances.

In each card substances that should be avoided are listed and one wallet card features the most common eco labels that will help you to recognise safer products.

Put these cards into your wallet and next time when standing in front of the shelf look at the product label and check if one or the other component is listed. If yes, consider choosing safer product.

Think before you buy!



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Cosmetics

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- 4-Aminobenzoic Acid (PABA)
- 2-Bromo-2-Nitropropane-1,3-Diol
- 5-Bromo-5-Nitro-1,3-Dioxane
- 4-Methylbenzylidene Camphor (4-MBC)
- Benzophenone-3 (Oxybenzone)
- Benzyl hemiformal
- Butylparaben
- Diazolidinyl Urea
- DMDM Hydantoin
- Imidazolidinyl Urea
- Methylisothiazolinone
- Mineral Oil
- Octyl dimethyl para-aminobenzoic acid (OD-PABA)
- Octoxynol
- Paraffinum Liquidum
- Parfum, Perfume, Fragrance
- PEG-compounds
- Propylparaben
- Quaternium-15
- Sodium Laureth Sulfate (SLES)

Household chemicals

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- 1,4-Dichlorobenzene
- 2-Bromo-2-Nitropropane-1,3 Diol
- 2-Ethoxyethanol
- 2-Ethoxyethyl Acetate
- 2-Methoxyethanol
- 5-Bromo-5-Nitro-1,3-Dioxane
- Benzyl hemiformal
- Diazolidinyl Urea
- DMDM Hydantoin
- Galaxolide
- Imidazolidinyl Urea
- Musk Ketone
- Musk Xylene
- Octamethylcyclotetrasiloxane
- Perchloroethylene
- Quaternium-15
- Tetrachloroethylene
- Tonalide
- Traseolide
- Triclosan

Renovation materials

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- 2-bromo-2-nitropropane-1,3-diol
- 5-bromo-5-nitro-1,3-dioxane
- Benzylhemiformal
- Biocides (diuron, 5-chloro-2-methyl-4-isothiazolin-3-one)
- Bisphenol A
- Brominated flame retardants
- Cobalt bis (2-ethylhexanoate), ethylmethylketoxime, 2-butanone oxime, zinc phosphate
- Diazolidinyl urea
- Formaldehyde
- Imidazolidinyl urea
- Isocyanates
- Nonylphenol (ethoxylates)
- Organic solvents (Xylene, benzene (turpentine), n-hexane, hydro-treated heavy naphtha, ligroin, naphtha (petroleum), hydro-desulfurized heavy)
- Polyvinylchloride (PVC)
- Quaternium-15, DMDM Hydantoin

Car care products

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- Formaldehyde
- Isocyanates
- Methanol
- Methylene chloride
- Naphthalene
- Nitro Musks
- Nonylphenol/nonylphenol ethoxylate
- Octamethylcyclotetrasiloxane
- Perchloroethylene
- Toluene
- Trichloroethylene

Hair care products

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- 1-naphtol
- 2,6-diaminopyridine
- 2-methylresorcinol
- 4-amino-2-hydroxytoluene
- Ammonia/ammonium chloride/
ammonium hydroxide
- Benzyl alcohol
- BHA (butylated hydroxyanisole)
- Cyclohexasiloxane

- Dimethicone
- Ethanolamine
- Hexyl cinnamal
- m-Aminophenol
- Phenylenediamine
- Resorcinol
- Toluene-2,5-diamine
- Triethanolamine

Eco labels

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