



## **DTSC director spreads the message of Safer Consumer Products**

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DTSC Director Debbie Raphael is sharing the message of California's groundbreaking Safer Consumer Products regulation to one of the state's major trading partners – Japan.



Japan is the fourth- largest export market for California, with \$70 billion worth of goods in 2012, a 7 percent increase from 2011.

Japanese officials offered Raphael an opportunity to meet with representatives of the Japanese government and up to 300 businesses. This week, she is the keynote presenter at a workshop organized by the Japanese Ministry of the Environment.

“These back-to-back meetings aim to provide participants with the opportunity to further enhance their understanding of California's Safer Consumer Products regulations and its relationship with other regulatory programs found in the United States and internationally,” said Toshinobu Sato, Director-General of Japan's Environmental Health Department.

In addition to providing Japanese businesses with important information, could lead to Japan becoming an advocacy partner with DTSC on the need for more innovative product designs, and with compliance with the new green chemistry regulation.

California's proposed Safer Consumer Products Regulation creates a predictable process for reducing toxic ingredients in products. The regulation requires manufacturers of products with toxic ingredients to ask, “Is this ingredient necessary? Is there a safer alternative? Is that alternative ingredient feasible?”

The state has identified approximately 1,200 candidate chemicals and will pick up to five products that contain at least one of those chemicals. Manufacturers of those will be required to conduct an alternative analysis to search for a way to make the products safer.