

CONSUMERS HAVE A RIGHT TO ACCURATE, COMMONSENSE PRODUCT LABELS

A GROWING PROBLEM: INACCURATE LABELS ON THE RISE

Since 2017, 62 proposals in 17 different states required warning labels or ingredient listings that go beyond national standards related to a variety of common consumer products.



New York, San Francisco and Baltimore have proposed warning labels on all beverages with added sugar even though the FDA says added sugars “can be a part of a healthy dietary pattern...”



Several states and cities, such as Hawaii, have required or proposed warning labels on cell phones despite the weight of scientific evidence that cell phone use is safe.



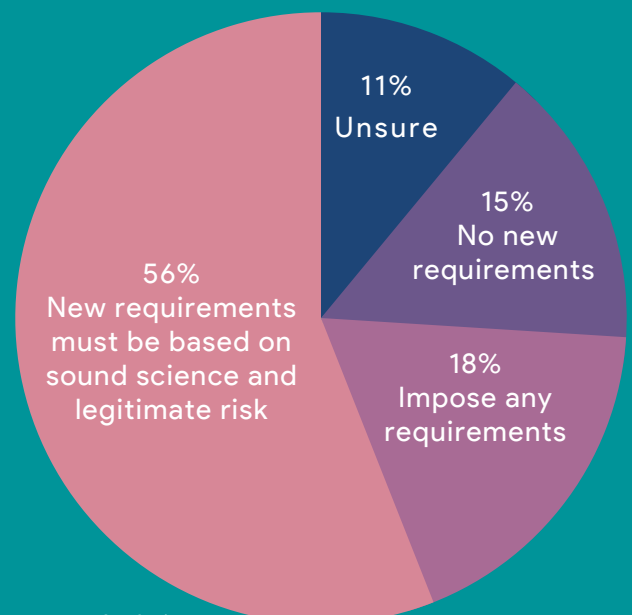
California requires warning labels on products, including french fries and coffee, that contain one of nearly 900 substances, and it often relies on questionable science and unrealistic exposure levels.

BY THE NUMBERS: AMERICAN BELIEFS ABOUT STATE AND CITY LABELING MANDATES

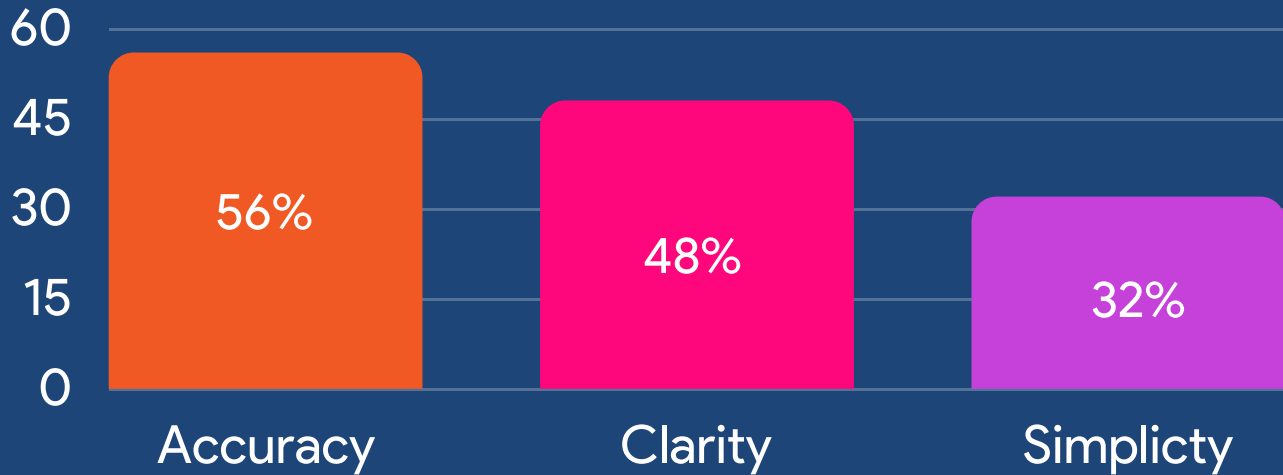


More than eight in 10 Americans (83 percent) support using “smart labels” to provide customers with accurate information about products on websites or through smartphone apps to get more information than could fit on product packaging.

- More than half of Americans (56 percent) believe that additional labeling mandates must be based on sound science and legitimate risk.
- Fewer than one out of five people (18 percent) believe that states or cities should be able to impose whatever requirements they want.
- A smaller percentage (15 percent) do not think states or localities should be able to impose new requirements at all.



American consumers believe by wide margins that Accuracy, Clarity and Simplicity are most important when it comes to product information.



CONGRESS SHOULD PASS LEGISLATION TO:

- Establish science-based criteria for all additional state labeling requirements. States should be required to “show their work” by documenting the science behind their proposed labeling mandates.
- Allow state-mandated product information to be provided through smartphone-enabled “smart labels” and on websites. The SmartLabel™ transparency initiative puts detailed information at the fingertips of consumers who can scan a barcode with their phone or visit a website to find up-to-date, relevant ingredients and warnings
- Clarify that trace amounts of substances do not have to be listed as ingredients. In many cases, minute amounts of substances are present unintentionally due to packaging, transport or display.

THE BOTTOM LINE:

American consumers have a right to accurate and meaningful information about products they buy. Congress must act to protect that right and improve consumer protection by requiring consistent and credible information on product labels.
