

Media's Use of Consumer Product Standards

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ANSI Conference on U.S. Leadership in IEC and ISO
Chicago, IL
May 24, 2007



GHRI History

Founded in 1900 for the purpose of consumer education and product evaluation.



The Good Housekeeping Seal

What is it?



“The U.N. still represents the closest thing we have to a global Good Housekeeping seal of approval for any international action.”

- Thomas L. Friedman of *The New York Times*



Seal History

Since 1909, the Seal has been a highly recognized statement of the magazine's renowned Consumers' Policy.



1910



1941



1962



1990



Today



Red Flags

For Product Safety and Efficacy



- Exaggerated or suspect claims
- Depictions of misuse
- Bad imitations of good products
- Consumer complaints or adverse events
- Non-compliance with mandatory or voluntary standards
- Poor performance for primary function
- Lack of Standards

Safety Concerns from Good Housekeeping Research Institute

- Food Appliances: Temperature Management and Operational Hazards
- Water Safety: Pool Toys, Protective Equipment and Inflatable Pools
- Motorized Toys: Scooters, Skateboards & Mini-Bikes
- Food: Contamination, Portion Sizes and Ingredient Accuracy
- Dietary Supplements & Cosmetics: Safety, Efficacy & Truth in Labeling
- Fire Safety: Automatic Shutoff & Electrical Operational Hazards
- Tipover: TV Stands, Dressers & Bookcases
- Lead Exposure: Drinking Water and Consumer Products
- Medical Devices: Home Health Monitoring Kits

Safety Concerns from Good Housekeeping Research Institute

- **Choking, Laceration & Puncture Hazards: Direct and Indirect Exposure**
- **Household Cleaning Products: Packaging and Labeling**
- **Textile Flammability: Blankets, Sleepwear & Costumes**
- **Candles: Flame Propagation, Surface Temperatures & Accessories**
- **Household Falls: Children and Adults**
- **Website Integrity: Identity Theft, E-commerce & Privacy**
- **Air “Purification” - Ionizers, Germicidal Lights & Ozone Generation**
- **Backyard Play Sets: Installation, Use & Maintenance**
- **Sports & Active Recreation Equipment: Protective Gear & “Toys”**
- **Counterfeit Products: Electrical and Accessory Goods**









24 x 8 ft



And Remember...

While packaging, labeling, and instruction books are important, they do not replace proper product design and parental supervision!

