

# *Media's Use of Consumer Product Standards*

John P. Kupsch, P.E.  
Good Housekeeping Research Institute  
New York, NY  
Tel: (212) 649-2390  
Email: JKupsch@hearst.com

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













## And Remember...

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

