

P Product responsibility

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D

Disclosures on management approach

➤ *Customer health and safety*

Customer safety is an absolute priority for L'Oréal: the Group considers that as a responsible corporate citizen, its duty is to provide consumers across the globe with safe cosmetic products. This commitment also meets regulatory requirements in most parts of the world. The safety of cosmetic products destined for consumers is a sensitive issue with a strong media impact and is an important part of the company's corporate image.

Safety assessment is therefore at the centre of development of new products and a prerequisite before any product is launched on the market.

For this purpose, the Group has set up an International Product Safety Assessment Department within its International Research and Innovation Division, consisting of a team of nearly 100 employees across three continents.

The L'Oréal Group has introduced a process assessing safety at each stage, from design to market launch. This process seeks to ensure that all products developed, whatever the geographical location of the laboratory in charge of the project, are subject to a rigorous safety evaluation. This approach also enables L'Oréal to meet the safety requirements of the national regulations of all the countries in which the Group's products are put on sale.

L'Oréal's added value in terms of the safety assessment of its ingredients and finished products lies in its investment for over 20 years in the development of predictive methods and tissue engineering. For many years, L'Oréal has thus been investing in science and technology to create new evaluation tools which are used every day by safety assessors.

L'Oréal also works with all the international stakeholders involved in relevant industries on developing alternative multidisciplinary solutions in the field of safety assessment.

Thanks to this longstanding commitment, the Group was able to comply with the latest regulatory requirements which prohibit the offering for sale on the European market of cosmetic products containing any ingredient that has been tested on animals after March 11, 2013.

The safety assessor must issue its approval before any new products can be manufactured. The raw materials used in the manufacture of cosmetic products have to meet strict specifications defined in conjunction with safety assessors. The quality of the raw materials has to meet the requirements defined by the safety assessor in order to guarantee the safety of the manufactured product, as well as existing safety regulations. If deemed necessary, the safety assessor may require specific conditions of use and/or warnings to be displayed. Such information must be easily available to the consumer and appear on the packaging.

L'Oréal has set up customer service departments to handle any product-specific issues that arise when the products are sold. Any incidents are thus identified and promptly resolved. Internal procedures exist for identifying and resolving quality incidents so that the appropriate measures can be taken to ensure that products continue to be safe for consumers. In the event that one of the Group's products is found to have an impact on consumer's health, the customer service department calls on the cosmetic surveillance, or 'cosmeto-vigilance' network which takes charge of the case in order to identify the nature of the problem. The data compiled is analysed so that the appropriate measures can be put in place where needed. Finally, all of the information relating to such incidents is used to enhance the Group's knowledge about products and ingredients with a view to improving products and/or processes.

Furthermore, L'Oréal's ethics principles, rooted in both scientific rigour and responsiveness to societal concerns, lead to a pre-emptive approach whereby formulations can be altered by removing and/or replacing the substances that are the subject of concern.

All in all, L'Oréal's products continually evolve in step with technological innovations, but constantly aim to guarantee the highest level of safety for both consumers and professionals.

Product and service labelling

L'Oréal has set up a Worldwide Regulatory Affairs Division (DIAR) responsible for ensuring that products are compliant with regulations across the globe. This organisation meets a two-fold objective. On the one hand, the growing complexity of international regulatory issues requires better management and greater anticipation as part of a coherent, structured approach. On the other hand, the increasing international dimension of research means that functional research units at corporate level need to be more transparent and efficient.

The responsibilities of DIAR teams include verifying that ingredients, raw materials and finished products comply with local regulations. Furthermore, teams based in countries where L'Oréal has research centres monitor products as from the design stage. L'Oréal therefore complies with national regulations in every country in which its products are sold.

To help launch products on the market that are compliant with the different regulations in force, the Group has developed in-house expert systems concerning cosmetic ingredients which are updated to reflect the latest regulatory developments across the globe. These systems are accessible at the level of the formulation laboratories and are used as from the new product design stage in order to ensure that the products being developed comply with the regulations in the countries in which they are intended to be sold.

By incorporating regulatory issues into the very first stages of product development projects, the L'Oréal Group is able to ensure that the products to be placed on the market will be compliant with regulations, including in terms of labelling. Compliance is verified in each country before the product begins to be marketed and sold by local regulatory specialists based in over 50 countries.

Marketing communications

L'Oréal recognises the essential importance of responsible advertising and marketing communications in informing consumers about the characteristics and properties of cosmetic products.

Around 10 years ago, L'Oréal set up a department responsible for pre-approving advertising and marketing communications for all products marketed and sold by the Group around the world. This central department is staffed with teams of experts boasting extremely precise knowledge both of L'Oréal's product performance and of advertising regulations. These expert teams carry out an upstream analysis of the advertising and marketing communications submitted to them by the Group's various marketing entities in light of their knowledge of regulations, legislation and self-regulation practices. This organisation is rolled down worldwide in the Group's subsidiaries which have a scientific department and, in some cases, specialists in advertising claims who are responsible for ensuring that advertisements and marketing communications in their country are compliant with the local laws. This acts as a guarantee to consumers, not only that the Group systematically makes true and fair claims but also that those claims are compliant with local rules on self-regulation.

As a member of Cosmetics Europe, L'Oréal signed the Charter on responsible advertising and marketing communications in 2012.

The purpose of this Charter is to set the cosmetics industry common ground towards responsible cosmetics advertising and marketing communications in Europe. This Charter was endorsed by Cosmetics Europe members, on the basis that it is a fair and honest representation of their commitment. Cosmetics Europe members encourage the respect of its principles. This Charter is completed by a framework including the European Commission list of common criteria and the Cosmetics Europe self-regulation guiding principles on responsible advertising and marketing communications.

This charter makes it possible to ensure that advertising and marketing communications:

- are in compliance with the relevant European and national regulations and the applicable self-regulatory framework;
- are sincere, truthful and not misleading advertising;
- enable consumers to make informed choices;
- are socially responsible.

L'Oréal is also a member of the French Union of Advertisers (*Union Des Annonceurs* or "UDA") and contributed to preparation of the Charter on responsible communication. The Group reports on its actions in this field every year. Since 2012, L'Oréal has set up a training programme for employees in marketing to raise their awareness to good communication practices. At the end of 2013, 750 employees had received this training.

▶ *Customer privacy*

The development of innovative products and their adaptation to market needs is an ongoing priority for the Group.

If the Group fail to anticipate and interpret the changing expectations of consumers and new trends, sales could be affected.

The development of digital communications and e-commerce creates a strengthened cooperation between L'Oréal and its consumers, thanks to the establishment of support services to the decision to purchase the products and use.

▶ *Compliance*

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By incorporating regulatory issues into the very first stages of product development projects, the L'Oréal Group is able to ensure that the products to be placed on the market will be compliant with regulations, including in terms of labelling. Compliance is verified in each country before the product begins to be marketed and sold by local regulatory specialists based in over 50 countries.

Customer health and safety

PR₁

Percentage of significant product and service categories for which health and safety impacts are assessed for improvement

The L'Oréal Group is wholly committed to meeting the international regulations with regard to assessment of the safety of cosmetic products and their ingredients. For example, at European level, it complies with the requirements of Regulation (EC) No. 1223/2009 and the European REACH regulation (Regulation (EC) No. 1907/2006). Beyond these regulatory requirements, the Group has had a procedure for systematically assessing all products placed on the market worldwide for more than a decade, including in regions where regulations are light or even non-existent.

1. ASSESSING SAFETY IS AT THE CENTRE OF THE NEW PRODUCT DEVELOPMENT PROCESS

Safety assessment of products destined for consumers is a prerequisite before any product is launched on the market by the L'Oréal Group.

Assessments are not made only on a single occasion but are carried out throughout the product's development - from the design stage to its life on the market - to evaluate the safety of product ingredients and of the finished product.

Assessing the safety of product ingredients from design to market

Safety assessors have a say in the decision of whether to introduce new raw materials in the manufacture of cosmetic products. They can impose quality standards - for example in terms of unavoidable trace levels - which will then be applied at the factories when sourcing the raw materials concerned.

Each substance introduced in a cosmetic product (all substances) is assessed in terms of safety.

As a first step, the safety assessor analyses all of the information available about this substance (physico-chemical properties, bibliographic and experimental data), in order to determine its toxicological profile. If necessary, the toxicologist decides to generate new data in order to supplement the existing file (see the section discussing L'Oréal's commitment to predictive methods).

The safety assessor takes into account consumers' potential exposure. This exposure is related to the percentage content of the ingredient in the cosmetic product and to the type of cosmetic product concerned (this will determine inputs such as exposed surface area, the length of time the product is in contact with the skin, sun exposure, etc.).

The same ingredient is assessed for safety each time it is put to specific use in a finished product. For example, the use of an ingredient, at the same concentration, in a mascara and in a sunscreen product results in very different human exposure. Safety assessment teams also consider other aspects in the product's life cycle, such as the time during which the ingredient stays on the skin, its exposure to the sun, the risk of an allergic reaction, possible misuse and so on.

This information makes it possible to determine at what concentration the given substance can be used safely. This concentration corresponds to a level of use of the ingredient which is generally at least 100 times lower than that considered safe in experimental conditions, taking into account the toxicological profile and exposure to the substance. All of this data forms an essential part of the product information file prepared for regulatory purposes.

This assessment process accompanies the development of all new products. Safety assessments begin as soon as the Company considers using the ingredient in a future product. At this stage, the formulator (i.e., the person making these future cosmetic products) asks his or her safety assessor if the substance is safe to be introduced in the product for the end consumer. The same checks are made at each stage of development and may lead to modifications in product formulas.

Assessing the safety of finished cosmetic products ahead of their market launch

Safety assessors also evaluate tolerance of the finished cosmetic product for the consumer. This assessment is made as soon as the product formulation is established. Safety assessors have the necessary expertise to identify any interaction or potentiation between substances as soon as the formula has been defined on paper.

This evaluation is based on existing bibliographic and experimental data and may call for new studies to be carried out where necessary. These new studies can be *in vitro* tests or clinical trials involving volunteers. Clinical trials involving volunteers are only carried out when there is sufficient evidence to demonstrate adequate product safety for the volunteers, since the trials are aimed at ensuring the products are well tolerated by the target population before being placed on the market.

A safety certificate signed by a safety assessor is issued for each product launched on the market. Since July 11, 2013, the date when European Regulation (EC) No. 1223/2009 came into full application, this safety certificate has been replaced by a very detailed cosmetic product safety report containing all the necessary information and documenting the procedures that have been implemented to ensure the safety of the products launched, which is signed by a safety assessor.

Cosmeto-vigilance and impact on safety assessment

After launching the product on the market, L'Oréal continues to assess the use and tolerance of its products sold across the globe through the international cosmeto-vigilance network. This network compiles, validates and analyses any adverse effects related to use of the product based on rigorous, proven methodologies.

This tool helps to identify any exceptionally 'abnormal' reactions to the product on the market. In such cases, additional investigations can be proposed to the consumers affected. The product information file is then re-examined in order to identify the cause of the reaction and to take any measures that may be needed such as printing new labels if the previous label was not appropriate, affixing warning labels or possibly altering the composition of the formula.

This information is used to update the product files with details of the substances concerned (if any) and the cosmetic products to which they relate.



FOR FURTHER INFORMATION CONCERNING COSMETO-VIGILANCE AT L'ORÉAL, SEE CHAPTER PR2 OF THIS FACT SHEET.

2. L'OREAL'S COMMITMENT IN THE FIELD OF PREDICTIVE EVALUATION

For over 20 years, the L'Oréal Group has invested in the development of new approaches to assess the safety of ingredients and cosmetic products without using animal testing. These so-called 'predictive methods' are used very early on to help select new cosmetic ingredients which are initially chosen because they do not pose a risk to humans or the environment.

Predictive methods use a combination of data and tools to predict the safety of ingredients and formulas.

L'Oréal's added value in terms of evaluating the safety of its ingredients and finished products lies in its investment in tissue engineering, combined with a range of predictive methods that include statistical and mathematical models, *in silico* methods and QSAR (quantitative structure-activity relationship) models, developed in-house or as part of external initiatives. These are used in combination with one another to optimise the predictive capacity.

Thanks to this long-standing commitment, the Group was able to comply with the latest regulatory requirements which prohibit the offering for sale on the European market of cosmetic products containing any ingredient that has been tested on animals after March 11, 2013.

Key milestones in the development of L'Oréal's expertise in safety assessment using predictive methods:

- **1995:** ECVAM/COLIPA in vitro phototoxicity validation study. Amathée prize for alternative methods (OPAL).
- **1997:** Acquisition of EpiSkin SNC, industrial centre for cutaneous engineering. Introduction of Langerhans cells in reconstructed skin (EU 4th Framework Programme).
- **1998:** EpiSkin model validated to assess skin corrosion.
- **2005:** Participation in SENS-IT-IV assessment of alternatives for allergens (EU 6th Framework Programme). Founding member of the EPAA (European Partnership for Alternative Approaches to Animal Testing).
- **2006:** SkinEthic RHE model validated to assess skin corrosion.
- **2006:** Acquisition of SkinEthic, leader in the production and sale of reconstructed skin.
- **2007:** EpiSkin model validated for skin irritation.
- **2008:** SkinEthic RHE model validated for skin irritation.
- **2010:** SkinEthic RHE and EpiSkin models for skin irritation are implemented in the new OECD TG 439 guideline.
- **2011:** 130,000 units of reconstructed biological tissue (skin and cornea epithelia) produced at Gerland.
- **2012:** 150,000 units of reconstructed biological tissue (skin and cornea epithelia) produced at Gerland.
- **2013:** 140,000 units of reconstructed biological tissue (skin and cornea epithelia) produced at Gerland.



FOR FURTHER INFORMATION CONCERNING PREDICTIVE EVALUATION AT L'ORÉAL, VISIT: [HTTP://WWW.LOREAL.COM/ARTICLE.ASPX?TOPCODE=CORPTOPIC_RI_SECURITY_PREDICTIVEASSESSMENT&](http://www.loreal.com/article.aspx?topcode=corptopic RI_SECURITY_PREDICTIVEASSESSMENT&)

The predictive capacity of these methods is enhanced by new technologies arising from tissue engineering, modern biology, mathematical modelling, computing power and the use of the safety databank.

The Group now plans to devise an integrated safety assessment strategy and be a part of 21st century toxicology by continuing to develop and improve these tools.

In 2013, L'Oréal presented its evaluation strategy along with the associated tools and methods at various congresses including those held by the Chinese Society of Toxicology (Gangzhou), the San Antonio SOT and the 2nd Skin Metabolism in France. Its strategy was also presented in five articles published by the Group (sometimes in conjunction with Cosmetics Europe) in international reviews (Toxicology in vitro, Contact Dermatitis, Mutation Research, Toxicological Sciences).

Reconstructed tissue

L'Oréal's research teams have been conducting research into cellular biology and tissue engineering for many years now, with a view to reconstructing various models of human skin and tissue.

The different models have four main aims:

- developing knowledge about skin without having to perform invasive clinical trials;
- developing predictive methods and evaluating the effectiveness of new active substances (e.g., sun screens, photo-protection);
- helping to assess the safety of raw materials and finished products;
- creating, validating and standardising new alternative predictive tests for assessing product safety.

In 2013, the sale of reconstructed tissue models for use to assess the safety of ingredients and formulas continued.

Assessing skin irritation

R&I teams have developed four proven methods to assess skin irritation and corrosion, developed with skin models (EpiSkin and SkinEthic-RHE). These methods form part of the existing assessment system architecture and help expand the knowledge of ingredients and enrich the databanks as well as the relevant regulatory product information files.

Assessing eye irritation

The SkinEthic reconstructed HCE cornea model is currently going through scientific approval procedures. In 2010, a published study demonstrated the reliability of the protocol developed by L'Oréal which has been tested on over 400 ingredients. New ingredients are tested whenever necessary using a combination of complementary *in vitro/in silico* models.

PR₂

Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes

The Group has not learnt of any incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of its products.

In August 2013, the L'Oréal Group voluntarily choose to stop distributing INOA Ultra Blond and to recall the product from the market. INOA Ultra Blond is a blonde hair colour and lightening care kit produced for hair salons and was launched on the market in the spring of 2013. The recall decision was taken after the product was found to cause hair breakage with no risk for human health. The INOA Ultra Blond product information file was examined by the French authorities and no cases of non-compliance with Regulation (EC) No. 1223/2009 were identified. As is usual in such circumstances, the French authorities submitted an Article 11 RAPEX notification which was published on the European Commission website.

L'Oréal has a cosmeto-vigilance network with teams based in most of its markets, including in those with no cosmeto-vigilance requirements. This network is designed to compile information on and analyse all adverse effects linked to the use of products placed by the Group on the market.

In 2013, no cases of non-compliance with regulations governing product safety and consumer health were identified by the network.

The L'Oréal Group set up the cosmeto-vigilance network more than 25 years ago and it now forms an integral part of the Group's policy. This strategic activity is carried out by dedicated teams, the international post-marketing surveillance department at Group level and local international multi-disciplinary networks. In total, cosmeto-vigilance teams comprise around 80 people (including around 20 doctors) spanning 85 countries.

The aim of this organisation is to analyse and use post-marketing surveillance data for all L'Oréal products placed on the market in order to optimise their safety profile and correct use, both for the long-term benefit of consumers and for the purposes of compliance with applicable regulations.

As well as working closely with both national and international consumer relations departments, the main responsibilities of the post-marketing surveillance network is to compile and analyse any adverse effects spontaneously reported by consumers, to evaluate each case reported and to determine the causal link to the product involved. Analysing post-marketing surveillance data helps flag up areas of concern and enables risks to be anticipated and prevented. It also provides guidance for teams in charge of pre-marketing safety.

P Product and service labeling

PR₃

Type of product and service information required by the organisation's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements

Information that appears on the labels of cosmetic products sold by the L'Oréal Group is compliant with regulatory requirements. This information includes a list of the product's ingredients, the contents, the instructions for using the product correctly (particularly precautions for use, etc.), the type of packaging material used, and so on.

In some countries, packaging also displays the green dot symbol indicating that L'Oréal pays a contribution to environmental organisations that finance the collection of household packaging, in accordance with the Extended Producer Responsibility principle.

All products placed by the L'Oréal Group on the market have informative labelling meeting the relevant local regulatory requirements in countries across the globe (see above). Precautions for use only feature on product labels when appropriate.

L'Oréal seeks to meet the expectations of the highest possible number of consumers and therefore develops specific products with much sought-after properties which it displays on the product packaging. On some of its products, L'Oréal may therefore indicate that they do not contain certain substances such as parabens and sulphates, or that the product has been certified by an independent body (e.g. Ecocert for organic products developed by Mixa Bio, Sanoflore, Ushuaia Bio, etc.)

L'Oréal may also highlight some products' eco-design credentials.

Garnier indicates on virtually all of its cardboard packaging that the cardboard has been certified by the Forest Stewardship Council (FSC), and includes an explanation to help consumers understand what the FSC does.

Other brands such as Kiehl's, Fructis in the USA and Lancôme Arôme Blue indicate on their packaging that it was made wholly or partly from recycled materials.

Lastly, some brands such as Fructis in France and Ushuaia encourage consumers to go through their personal care products so that recyclable packaging can be sorted and then re-used.

L'Oréal Group brands also have websites where consumers can find additional information on product properties and quality.

In 2012, L'Oréal took part in the eco-labelling initiative as part of the Grenelle environmental law in France. Garnier assessed the environmental impact of 12 of its Ultra-Doux shampoos based on three impact indicators: CO₂ emissions, water consumption and aquatic pollution. The conditions of this experiment required that the relevant data would be made available to consumers. The information was therefore published on Garnier's website, and for six of the shampoos, also on Carrefour's website.

FOR ADDITIONAL INFORMATION CONCERNING GARNIER'S ECO-LABELLING EXPERIMENT, VISIT:
[HTTP://WWW.GARNIER.FR/_FR/_FR/ENGAGEMENTS-GARNIER/](http://www.garnier.fr/_FR/_FR/ENGAGEMENTS-GARNIER/)

P

Product
and service labelling

PR

4 *Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes*

Authorities in several countries (India, Taiwan, Indonesia, Germany, Italy, Sweden, Bulgaria, Switzerland, Poland, Ukraine, etc.) have asked questions about the information made available to consumers on labels. These questions concerned for example the size of font on the label, the consistency of the information shown on primary and secondary packaging, the language used, the dates shown on the packaging, and the absence of regulatory information. All questions were systematically answered by local regulatory teams.

In nine cases, the related incidents were punished by fines. In Indonesia, the authorities issued warnings in respect of 13 products.

In France, the Group was obliged to modify its packaging when a distributor informed it of a case of non-compliance.

L'Oréal was also informed of an issue raised by a self-regulation body which asked the Company to change its packaging.

M

Marketing communications

PR

6 *Sale of banned or disputed products*

L'Oréal does not sell any banned products on the market and never breaks the law in the countries in which its products are sold.

L'Oréal's products may sometimes be the subject of disputes with stakeholders. This is described in the responses to PR1, PR2 and PR3.

Regarding customer claims, each of the Group's products displays a dedicated consumer hotline number on its packaging. By calling his hotline, the customer can obtain answers to questions as well as any assistance that may be needed.

PR

7 *Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes*

In 2013, following the review of 112 product information files by both legal and self-disciplinary advertising oversight authorities, L'Oréal was obliged to make changes to or to withdraw adverts for which it received 47 claims, representing less than 0.5% of the marketing communications recorded in the database kept by our internal advertising oversight teams in 2013.

C

ustomer privacy

PR₈ *Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data*

To the best of its knowledge, the Group was not the subject of any such complaints or incidents.

C

ompliance

PR₉ *Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services*

L'Oréal does not sell any banned products on the market and never breaks the law in the countries in which its products are sold.

L'Oréal's products may sometimes be the subject of disputes with stakeholders (safety of products and ingredients, advertising claims, etc.). This is described in more detail in the responses to PR1, PR2 and PR3.

Regarding customer claims, each of the Group's products displays a dedicated consumer hotline number on its packaging. By calling this hotline, the customer can obtain answers to questions as well as any assistance that may be needed.

The Group is not aware of any incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of its products.