

GMA

Representing the Makers of the World's Favorite Food, Beverage and Consumer Products



Industry's Product R&D Process, Alternatives Analysis! CONCLUDING REMARKS

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Overarching Policy Goal

California Department of Toxic Substances Control

AB1879 Green Chemistry objectives are to:

- SIGNIFICANTLY reduce adverse health and environmental impacts of chemicals used in commerce
- SIGNIFICANTLY reduce the overall costs of those impacts to the state's society
 - by encouraging the redesign of consumer **products**, manufacturing **processes**, and **approaches**



What you heard ...

- **AA is fundamental to product R&D process and design:**
 - Product R&D focuses on choices and opportunities, stimulating innovation
 - Product R&D is a “solutions-oriented” approach
 - Product R&D considers all risk reduction opportunities
 - Informed decision making: Avoid unintended consequences
 - Stewardship is part of our culture
- **Product safety is fundamental and is always a given**
- **Consumer preference drives innovation**
 - Our products must meet consumer need (accessibility to safe, quality and affordable products);
 - Our products improve quality of life
- **Product optimization process is iterative, complex, and done case-by-case.**
 - Cannot be a one-size-fits-all approach;
 - Adequate time is necessary to develop and implement new products in the marketplace

Lessons Learned

Key factors always considered in the product R&D/AA process that meet and exceed CA's 13 A-M Statutory Criteria:

- Consumer preference/acceptance
- Safety (health + environment)
- Product performance
- Lifecycle considerations
- Manufacturability (Availability, Capability, Compliance)

Product R&D Process – Continuous Improvement



Thank You!

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