

CHILD SAFETY BLOG

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Dry Your Tears Over Baby Shampoo

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Last week, Johnson & Johnson surrendered. After sustained pressure from consumer watchdog groups, the manufacturer has decided to eliminate from its baby products any preservatives that might release even trace amounts of formaldehyde.

In a **letter** to the Campaign for Safe Cosmetics, the company's vice president for product stewardship & toxicology reiterated the safety of all of its products, and called the reformulation a response to consumers. Two weeks before the company's announcement, the Campaign had called for a boycott of Johnson & Johnson baby shampoo.

The removal of the offending ingredients—quaternium-15 and 1,4-dioxane—from all products worldwide will take about two years, but the baby shampoo will be reformulated first. Quaternium kills bacteria, but releases formaldehyde, a known human carcinogen. Dioxane is a suspected carcinogen.

In addition to the Campaign for Safe Cosmetics, the Breast Cancer Fund and the Environmental Working Group lobbied Johnson & Johnson to make the switch.

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