



Stockholm, January 23, 2019

Object: Naty comments on the Avis from Anses 23 Jan 2019

First of all, Naty AB strongly supports the demarche and recommendations of Anses in order to have better and safer baby diapers available on the market. Our belief since the birth of Naty in 1994 has always been that the current regulation (REACH) is not strict enough, and we have been working hard to create a better product with a special focus on the chemical and environmental aspects. There are two parts that are important for the end consumer; the chemical part and the eco aspect.

Naty has constantly been investing in the research and development of ecological baby care products. During our long journey, we have accumulated in-depth knowledge and are today one of the leading brands within the area of ecological baby care products. While there is a lack of clear definition on “ecological products”, we have chosen to provide ecological baby products through adapting as much renewable materials as possible in our baby diapers, something we firmly believe is a better and more sustainable choice for both the environment and babies, especially compared to using materials made of fossil raw material. We are the first brand globally that has been certified by Vincotte to ensure they contain renewable and bio-based material.

Since the start off the company we have used the toughest third part regulations as products used by babies needs third party regulations.

Our new diaper is a break through new innovating technology. We have been working with the R&D over the last three years to complete in total seven raw materials from oil based too bio based and renewable materials. It is the first diaper globally with only bio or natural based certified material against the baby’s skin.

We test our diaper twice. In addition to certifying our products, we screen each ingredient for over 200 chemicals at an independent laboratory in France. We have been appointing environmental chemistry engineer experts to secure a chemical analyze off the new material we use in our new technology. We are proud that our diaper in the recent chemical analyses in 60 million where declared to not contain any harmful chemicals.

To ensure transparency have we applied and been certified for by OEKO-TEX®. OEKO-TEX® are total independence from manufacturers and public agencies, OEKO-TEX® has scrupulously inspected all the materials in Eco by Naty diapers to detect any undesirable substances. Eco by Naty has tested, verified and certified The STANDARD 100 from OEKO-TEX®. We have been certified by appointing a third-party certified and rigorously tested for harmful substances and chemicals in our ingredients and materials.

You can find our products and all independent certifications on Naty.com.

Sincerely,

Marlene Sandberg
CEO and Founder