



CEPE position paper on “MIT free” claim for Decorative Coatings.

The issue

The media pressure on methylisothiazolinone in some EU Member States is such that some Decorative paint manufacturers may find it interesting to market consumer paint with a ‘MIT free’ claim.

Discussion

Since the classification of the 3:1 mixture CMIT/MIT 10 years ago the industry standard that replaced it is the combination MIT/BIT 1:1, hence MIT is found in most water based products. This means that even if a paint manufacturer does not intentionally add MIT this substance can still be present from the raw materials used. The only way to ascertain its absence is by analyzing each production batch with an analytical method with a sufficiently low level of quantification, which is costly and hence such measure is not expected to be present.

Because it is unclear if people already sensitized to MIT could react at very low doses, if the claim ‘MIT free’ would be made and such person would develop allergy, it would be very damaging to our Industry’s image. New cases of allergy would not be the only source for such negative press as it could also come from random sampling of paint claiming ‘MIT free’ present on the market and analysis of the presence of MIT.

Also, as a matter of principle when such ‘*anti substance claim*’ is made it enhances the adverse public perception against the substance. This has been observed in other industries such as the ‘paraben free’ claim in cosmetic, which now with the restrictions of use of MIT makes it difficult for that industry to revert to parabens. MIT is an excellent in-can preservative and we want it to remain available in the future.

Based on this, CEPE believes it better to avoid any potential challenge on “MIT free” claims, which may affect the reputation or credibility of the industry, or be misleading to the user of the product.

CEPE position

As “MIT free” claim can be seen as misleading, CEPE discourages its members to use such claim in their advertising and labeling of Decorative paints.