



PRODUCT RESPONSIBILITY POLICY

McBride plc is committed to minimising the environmental impact of our operations and achieving a long-term and sustainable business in line with our vision of becoming the most successful private label company in the world.

Our vision for Sustainable Development is to manage our operations and develop and sell products which enable all people throughout the world to satisfy their basic needs and to enjoy a better quality of life, without compromising the quality of life for future generations.

McBride plc is committed to the highest standards of product safety. Every product will be developed, manufactured and supplied to meet all legal standards and be safe for its intended use and for circumstances of reasonably foreseeable misuse.

This commitment is achieved by;

- Evaluation of the human and environmental safety of formulations before manufacture through assessments of hazards associated with the raw materials, their interaction in products and the potential exposure of consumers to the product. Evaluations will be made without resorting to animal tests, but will use published and historical data, human volunteer and in vitro testing where appropriate. Our animal testing policy is published on the company web site – www.mcbride.co.uk
- Ensuring that products are correctly packaged to combine product integrity and consumer safety with environmental considerations.
- Ensuring that products are correctly labelled with all information required by legislation and industry codes of practice
- Monitoring, identifying and implementing changes to legislative requirements affecting products.
- Representing the company on industry and government committees and working groups to help guide and influence opinion formers on future policies affecting the industry.
- Providing a centre of expertise and advice on all matters relating to the health and safety of McBride products and raw materials, for both consumers and employees
- Understanding the expectations of consumers via market research and analysis of consumer complaints in order to minimise opportunities for misuse and providing information and guidance to consumers as needed.
- Informing customers of safety and regulatory issues and providing product and raw material information as needed
- Increasing the level of awareness of product safety issues amongst development and marketing staff through regular information update.

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- Having plans in place for responding to adverse reactions or product safety problems should they arise
- Providing a learning environment where product safety staff can acquire the necessary skills and knowledge to provide the company with a well qualified and experienced product safety group

RESPONSIBILITIES & REVIEW

The Group Chief Executive is accountable for ensuring that the Group operates in accordance with the policy. The policy, along with other related policies, sits within the remit of group Business Sustainability Policy, all of which are published on the Company web site (www.mcbride.co.uk).

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