

The Consumer World

Unit 2: Regulations and Consumer Guides

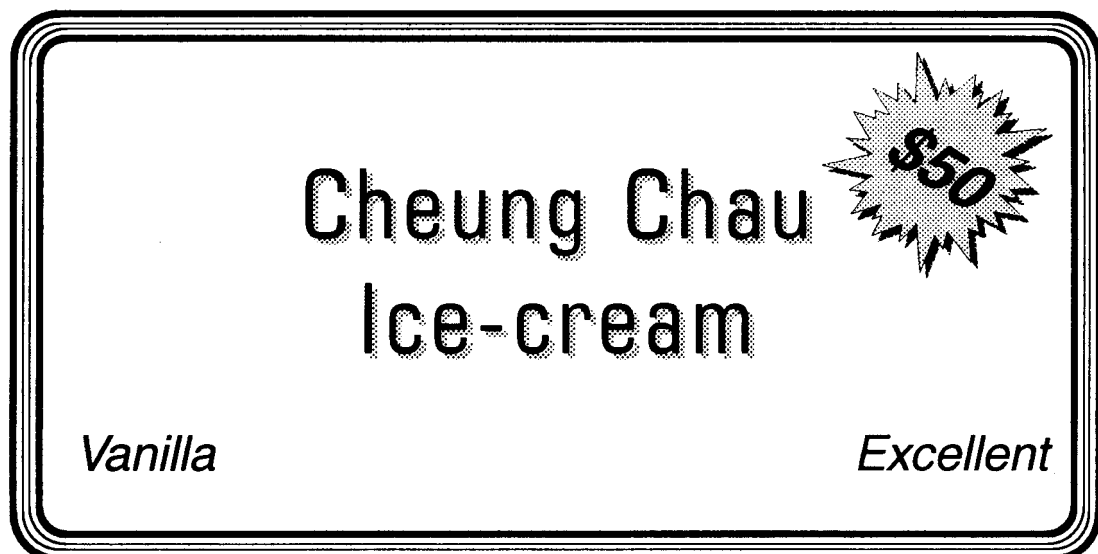
Student's File CW 2.1Ice-cream Warning**MEMO**

From : Matthew

To : Chris

A couple of days ago someone complained to us about a Mr Albert So of 38B High Street, in Cheung Chau. He's manufacturing & selling some sort of ice-cream, but it certainly isn't labelled properly.

There doesn't seem anything wrong really with the stuff, and it isn't really our problem, but let's be kind. Can you look through the regulations and tell him what he should be doing (don't forget to look at the Fourth Schedule - it sometimes alters things) - Give him a warning as well. Be nice, but firm. Otherwise we'll have to pass the case to the Regional Council.

Attached label

Student's File CW 2.2 Data File

FOOD AND DRUGS (COMPOSITION AND LABELLING) REGULATIONS

(Cap. 132, section 55)

4A. Labelling of pre-packaged food

- (1) Without prejudice to regulation 4 but subject to paragraph (2), pre-packaged food shall be marked and labelled in the manner prescribed in the Third Schedule.
- (2) The items listed in the Fourth Schedule shall be exempt from the requirements of this regulation to the extent specified in that Schedule.
- (3) The Authority may by notice in the Gazette amend the Fourth Schedule.

5. Offences and penalties

- (1) Any person who advertises for sale or manufactures for sale any food or drug which does not conform to the relevant requirements as to composition prescribed in the First Schedule or which is not marked and labelled in the manner prescribed in the Second Schedule or the Third Schedule commits an offence and is liable to a fine of \$25,000 and to imprisonment for 6 months (L.N. 22 of 1985; L.N. 330 of 1987)

FIRST SCHEDULE

PART II

COMPOSITION OF MILK AND MILK PRODUCTS

9. Milk and reconstituted milk shall contain not less than 3.25% of milk fat, and the quantity of milk solids, other than milk fat, present in milk and reconstituted milk shall not be less than 8.5%.
- 9A. A milk beverage shall contain not less than 0.1% of milk fat. (L.N. 217 of 1977)
10. Cream shall consist of that part of milk rich in fat which has been -
 - (a) in the case of clotted cream, produced and separated by scalding, cooling and skimming; and
 - (b) in every other case, separated by skimming or otherwise. (L.N. 217 of 1977)
11. (1) Subject to paragraphs (2) to (6), cream, howsoever described as cream, including such descriptions as single cream, pouring cream, coffee cream, fruit cream, or reconstituted cream, shall contain not less than 18% milk fat.
 - (2) Sterilised cream shall contain not less than 23% milk fat.
 - (3) Half cream and sterilised half cream shall contain not less than 1% milk fat.
 - (4) Whipping cream and whipped cream shall contain not less than 35% milk fat.
 - (5) Double cream and thick cream shall contain not less than 48% milk fat.
 - (6) Clotted cream shall contain not less than 55% milk fat. (L.N. 217 of 1977)
12. (1) No sterilised cream or ultra heat treated cream shall contain more than 0.2% of any one or, as the case may be, more than 0.2% of any combination of the following ingredients -
 - (a) calcium chloride;
 - (b) sodium or potassium salts of -
 - (i) carbonic acid;
 - (ii) citric acid;
 - (iii) orthophosphoric acid.
- (2) No cream which is sold or delivered to a manufacturer for the purpose of his manufacturing business or to a caterer for the purpose of his catering business shall contain more than 13% sugar.
- (3) No whipping cream which is sold or delivered to a manufacturer for the purpose of his manufacturing business or to a caterer for the purpose of his catering business, whipped cream and cream in an aerosol container shall contain -

Student's File CW 2.2 Data File (cont...)

- (a) more than 13% sugar; and
- (b) more than 0.3% of any one or, as the case may be, more than 0.3% of any combination of the following ingredients -
 - (i) sodium alginate or a mixture of sodium bicarbonate, tetrasodium pyrophosphate and alginic acid;
 - (ii) sodium carboxymethyl cellulose;
 - (iii) carrageenan;
 - (iv) gelatin.
- (4) Whipped cream and cream in an aerosol container may contain nitrous oxide.
- (5) No cream in an aerosol container shall contain more than 0.5% of glyceryl monostearate.
- (6) Clotted cream may contain nisin. (L.N. 217 of 1977)
- 13. The product known as "half and half" consisting of a mixture of milk and cream shall contain not less than 11.5% milk fat.
- 13A. The product known as recombined or reconstituted "half and half" consisting of recombined or reconstituted cream and recombined or reconstituted milk shall contain not less than 11.5% milk fat.
- 14. Sweetened condensed or evaporated milk shall be milk which has been condensed by the evaporation of a portion of its water content, and to which sugar has been added, and shall contain not less than 28% of total milk solids and not less than 8% of milk fat. It shall not contain any foreign substance except sugar.
- 15. Sweetened condensed skimmed or separated milk shall be skimmed or separated milk which has been condensed by evaporation of a portion of its water content, and to which sugar has been added, and shall contain not less than 24% of total milk solids including fat. It shall contain no foreign substance other than sugar. (G.N.A. 48 of 1961)
- 16. Unsweetened condensed or evaporated milk shall be milk which has been condensed by evaporation of a portion of its water content, and heat-treated, and shall contain not less than 25.5% of total milk solids and not less than 7.8% of milk fat. It shall contain no foreign substance.
- 17. Unsweetened condensed or evaporated skimmed or separated milk shall be skimmed or separated milk which has been condensed by the evaporation of its water content, and heat-treated, and shall contain not less than 20% of total milk solids including fat. (G.N.A. 48 of 1961)
- 18. Butter shall be the clean, non-rancid fatty substance obtained by churning milk or cream. It shall contain not less than 80% of milk fat, not more than 16% water and not more than 4% of salt (sodium chloride). It shall not be mixed with any foreign fat or oil, and it shall not contain any foreign substance except salt (sodium chloride) and permitted colouring matter.
- 19. Cheese shall be the solid or semi-solid product obtained by coagulating milk with rennet or acid, with or without the addition of ripening ferments, seasonings, salt (sodium chloride) and permitted colouring matter. It shall contain not less than 30% of milk fat in its water-free substance, and it shall not contain any foreign fat.
- 20. Cream cheese shall be cheese made from milk and cream. It shall contain not less than 60% of milk fat in its water-free substance.
- 21. Whole-milk cheese shall be cheese made from milk. It shall contain not less than 50% of milk fat in its water-free substance.
- 22. Skim-milk cheese shall be cheeses made from milk from which part of the fat has been removed. It shall contain not less than 10% of milk fat in its water-free substance.
- 23. Ghee shall be made from milk (including buffalo milk) and shall contain no fat other than that derived from such milk.
- 24. Ice-cream shall contain not less than 5% fat, 10% sugar and 7% milk solids other than fat:
Provided that ice-cream containing any fruit, fruit pulp or fruit puree shall either conform to the aforesaid standard or, alternatively, the total content of fat, sugar and milk solids other than fat shall not be less than 25% of the ice-cream including the fruit, fruit pulp or fruit puree, as the case may be, and such total content of fat, sugar and milk solids other than fat shall include not less than 7% fat, 10% sugar and 2% milk solids other than fat.
For the purpose of the aforesaid standards relating to ice-cream, "sugar" means sucrose, sugar or the solids of any sweetening material derived from starch, provided that no ice-cream shall contain less than 7% sucrose.

Student's File CW 2.2 Data File (cont...)

SECOND SCHEDULE

MARKING AND LABELLING OF FOOD AND DRUGS

4. Milk.

Every container containing milk shall be clearly and legibly marked -

(a) in English lettering, with the name and address of the person by whom the contents were processed; and

(b) in English lettering, with a declaration of the method of heat-treatment by which the contents were processed.

5. Beverages containing milk or reconstituted milk.

(1) Every container containing a beverage which includes milk or reconstituted milk and which conforms to the standard of composition specified in Part II of the First Schedule, shall be clearly and legibly marked -

(a) in English lettering, with the name and address of the person by whom the contents were processed;

(b) in English lettering, with a declaration of the method heat-treatment by which the contents were processed.

(2) The Authority may in any case dispense with or relax the requirements of paragraph (1)(b). (L.N. 222 of 1985)

6. Beverage described as milk or cream or resembling milk.

Every container containing -

(a) a beverage which includes milk or reconstituted milk but which does not conform to the standards of composition specified in Part II of First Schedule; or

(b) a beverage which is described for the purpose of sale by any name, trade mark or trade description which includes the words "milk" or "cream" or the Chinese characters " " or " " or any word or character implying that such beverage contains milk or cream; or

(c) any soya bean juice or coconut juice (except in whole coconuts) or any other beverage which resembles milk either in colour, taste, appearance or consistency, shall be marked in a conspicuous and easily legible manner in the English and Chinese language with an accurate description of the principal ingredients.

7. Frozen confections

Every container containing a frozen confection shall be clearly and legibly marked, in English lettering, with the name and address of the person by whom the contents were manufactured (L.N. 163 of 1969)

8. (Repealed L.N. 222 of 1985)

9. Tenderised meat

(a) Every container containing tenderised meat shall be clearly and legibly marked with the words "TENDERISED MEAT" in capital letters and the Chinese characters ().

(b) In the case of tenderised meat which is not made up in or on a container, a label or ticket clearly and legibly marked with the words "TENDERISED MEAT" in capital letters and the Chinese characters () shall be affixed or attached to that meat. (L.N. 116 of 1970)

Student's File CW 2.2 Data File (cont...)

THIRD SCHEDULE

MARKING AND LABELLING OF PRE-PACKAGED FOODS

1. Name of designation

- (1) Pre-packaged food shall be legibly marked or labelled with its name or designation.
- (2) The name or designation shall not be false, misleading or deceptive in any respect as to the nature of the food.
- (3) If any brand name, including any fancy name, or any trade mark would be likely to mislead a purchaser in any respect as to the nature of the food, such name or mark shall be immediately followed by the word "Brand" or the letters "TM", as appropriate, printed in legible letters or characters of not less than 3mm in height.
- (4) Any customary or traditional name in use in Hong Kong before the commencement of these regulations and indicative of a particular food may continue to be used as the name of that food, unless and until the Authority by notice in the Gazette prohibits such use.
- (5) Where a purchaser could be misled by the omission of an indication -
 - (a) that a food is powdered or is in any other physical condition; or
 - (b) that a food has been dried, freeze-dried, frozen, concentrated or smoked, or has been subjected to any other treatment,the name of the food shall include or be accompanied by such an indication.

2. List of ingredients

- (1) Pre-packaged food shall be legibly marked or labelled with its name designation.
- (2) Subject to sub-paragraphs (3) and (4), the ingredients (other than water if it constitutes less than 5% by volume of the food) shall be listed in descending order of weight or volume determined as at the time of their use when the food was packaged.
- (3) In the case of an ingredient which is used in a food in concentrated or dehydrated form and which is reconstituted during preparation of the food for consumption the weight or volume used in determining the order of the list of ingredients may be the weight or volume of the ingredient before concentration or dehydration.
- (4) Without prejudice to sub-paragraph (3), where a food is in concentrated or dehydrated form and is intended to be reconstituted by the addition of water, its ingredients may be listed in descending order of their weight or volume in the food when reconstituted as directed, if the heading of the list of ingredients includes or is accompanied by the words "ingredients of the reconstituted product" or "ingredients of the ready to use product" or by some other indication to similar effect.

4. Indication of minimum durability

- (1) Pre-packaged food shall be legibly marked or labelled with an indication of its minimum durability.
- (2) The minimum durability shall be indicated by -
 - (a) the words "best before", "sell by", "consume by" or some similar words in both the English and Chinese language followed the date up to and including which the food can reasonably be expected to retain its specific properties if properly stored; and
 - (b) a statement of any storage conditions which need to be observed if the food is to retain its specific properties until that date.
- (3) The date in the indication of minimum durability shall be shown either in Arabic numerals or in both the Chinese and English languages and shall be expressed in terms of a day, month and year, in that order, except that -
 - (a) in the case of a food which can reasonably be expected to retain its specific properties for not more than 3 months, the date may be expressed in terms of a day and month, in that order;

Student's File CW 2.2 Data File (cont...)

(b) in the case of a food which can reasonably be expected to retain its specific properties for more than 3 but not more than 18 months, the date may be expressed in terms of a month and a year in that order, preceded by the word "end".

(4) The date up to and including which a food can reasonably be expected to retain its specific properties if properly stored may appear on the labelling of a food separately from the words immediately preceding the date, provided that those words are followed by a reference to the place where the date appears.

5. Statement of special conditions for storage or instructions for use

(1) Where special conditions are required for the storage of a pre-packaged food, a statement of such conditions shall be legibly marked or labelled on the food.

(2) Where special instructions are needed in order that appropriate use may be made of a pre-packaged food, such instructions shall be legibly marked or labelled on the food.

(3) Any statement or instructions marked or labelled on food under this paragraph shall conform so far as possible with other requirements of this Schedule.

6. Name and address of manufacturer or packer

(1) Subject to sub-paragraph (2) or (3), pre-packaged food shall be legibly marked or labelled with the full name or business name and the full address or details of the registered or principal office of the manufacturer or packer.

(2) Sub-paragraph (1) shall not apply to pre-packaged food if -

(a) it is marked or labelled with -

(i) an indication of its country of origin;

(ii) the name of the distributor or brand owner in Hong Kong; and

(iii) the address of the registered or principal office of the distributor or brand owner in Hong Kong; and

(b) the full address of the manufacturer or packer of the food in its country of origin has been notified in writing to the Authority by the distributor or brand owner in Hong Kong.

(3) Sub-paragraph (1) shall not apply to pre-packaged food if -

(a) (i) it is marked or labelled with an indication of its country of origin and with a code marking identifying the manufacturer or packer in that country; and

(ii) particulars of the code marking and of the manufacturer or packer to whom it relates have been notified in writing to the Authority by the manufacturer or packer or by the distributor or brand owner in Hong Kong; or

(b) the factory or other place where the food was manufactured or packed is owned, run or managed by the government of its country of origin and the food is marked or labelled in such a manner as to indicate that it is a product of that government.

7. Count, weight or volume

(1) Pre-packaged food shall be clearly marked or labelled with the numerical count of the contents or with the net weight or net volume of the food.

(2) The net weight and net volume shall, so far as it is practicable, be indicated in accordance with the Weights and Measures ordinance (CAP.68) or with the International System of Units set out in the First Schedule to the Metrication Ordinance (Cap. 214).

Student's File CW 2.2 Data File (cont...)

FOURTH SCHEDULE

ITEMS EXEMPT FROM THIRD SCHEDULE

Item	Parts of Third Schedule from which item is exempt
Prepackaged food with an alcoholic strength by volume of more than 1.2% as determined under section 53 of the Dutiable Commodities Ordinance (Cap. 109)	The whole Schedule except paragraph 3
Prepackaged food sold at a catering establishment for immediate consumption	The whole Schedule except paragraph 3
Individually wrapped confectionery products in a fancy form intended for sale as single items	The whole Schedule
Individually wrapped preserved fruits which are not enclosed in any further packaging and which are intended for sale as single items	The whole Schedule
Prepackaged food packed in a container the largest surface of which has an area of less than 10 cm ² (L.N. 313 of 1985)	Paragraphs 2, 5 and 6
Fresh fruit and fresh vegetables	Paragraphs 2 and 4
Carbonated water, to which no ingredient other than carbon dioxide has been added and the description of which indicates that it has been carbonated	Paragraph 2
Vinegar which is derived by fermentation exclusively from a single basic product and to which no other ingredient has been added	Paragraphs 2 and 4
Cheese, butter, fermented milk and fermented cream, to which no ingredient has been added other than- <ul style="list-style-type: none"> (i) lactic products, enzymes and micro-organism cultures essential to the manufacture of the item, or (ii) the salt needed for the manufacture of mature cheese 	Paragraph 2
Any food consisting of a single ingredient	Paragraph 2
Flavourings	Paragraph 2
Cooking salt	Paragraph 4
Sugar with no added ingredients other than preservatives	Paragraph 4
Deep-frozen (including quick-frozen) food	Paragraph 4
Any food which can reasonably be expected to retain its specific properties for more than 18 months	Paragraph 4

(L.N. 222 of 1985)

Student's File CW 2.3

Write your letter of advice to Mr. So here.



**CONSUMER COUNCIL
OF HONG KONG**

[illegible]

Student's File CW 2.4

MEMO

From : Matthew

To : Chris

I found time to write a short Buying Guide for correction fluids. Could you do something similar for Thermal Food Containers and Fluorescent Pens?

BUYING GUIDE

In general, it is more economical to use the brush-type fluids, which normally come with thinner, than the pen-type fluids. But it is also less convenient and more messy for children to use. For the sake of safety, parents should buy the pen type for their children.

In the brush-type group, the PELICAN (\$7.0 per set), C-FLUID (\$8.5) and LIQUID PAPER (\$8.1) gave a better overall performance and were less expensive. The SAKURA (\$8.0) and TIPP-EX (\$9.3) were also quite satisfactory.

In the pen-type group, the FLOMO was the most outstanding and the least expensive. The PENTEL ZLM1-W (\$12.0) and TIPP-EX (\$10.0) were recommendable but at a higher price.

All the above models contained 1, 1, 1-trichloroethane; excessive inhalation of their vapour could be harmful to health. When using them, you should keep the air well circulated, avoid excessive inhalation of their vapour, wash away any fluids on the skin and consult a doctor if it is **accidentally swallowed**.

Student's File CW 2.4 (cont...) Table 1: Results on Thermal Food Containers (Glass-lined)

Sample Code	Brand Name	Country of Origin	Retail Price (\$)(1)	Weight (g)	Net Volume Determined (mL)	Materials				Any Odour (2)	Leakage (3)	Thermal Shock Test (4)	Impact Test (5)	Thermal Effectiveness (6) (Inner Container Bulb)	
						Liner	Stopper	Compartment	Outer Shell					Time to reach 75 deg.C (hr)	Temp. at 8th hr. (deg.C)
01	Camel	Hong Kong	86.00	726	730	Glass	Plastic	-	Metal	Yes	Yes	S	◆◆◆	3.7	60.2
02	Gold Coin	Taiwan	58.00	738	1060	Glass	Plastic	Plastic	Plastic	Yes	Yes	S	◆	2.0	50.1
03	Snow Mountain	China	35.00	763	845	Glass	Cork/Metal	-	Metal	Yes*	Yes	S	◆◆◆◆◆	1.8**	42.7**
04	Swallow	-	35.00	622	1285	Glass	Plastic	Plastic	Plastic	Yes	Yes	S	◆◆	4.1	63.5
05	Swallow Brand	China	35.00	547	1125	Glass	Plastic	Plastic	Plastic	Yes	Yes	S	◆	3.0	58.3
06		China	29.50	505	970	Glass	Plastic	Plastic	Plastic	Yes	Yes	S	◆	3.0	58.8

Note:

- (1) Price paid for samples in April, 1989. It is likely to find variation from different outlets.

- (2) * Odor became stronger when the plug was wetted.

- (3) Leakage was found in all samples when shaken up and down.

- (4) 'S': satisfactory

- (5) Rating scale:-

- (c) Timing issue:

-
- ◆ ◆◆ ◆◆◆ ◆◆◆◆ ◆◆◆◆◆
 ← →
 unsatisfactory very good

- (6) The longer time it takes to reach 75 deg.C the better is the thermal effectiveness.

- The higher is the temperature at the 8th hour, the better is the thermal effectiveness.

- ** Water was found to be stained light brown after the test

Buying Guide for Thermal Food Containers

[illegible]

Student's File CW 2.4 (cont...)

Results on Fluorescent Pens

Sample Code	Brand	Model	Country of Origin	Retail Price (S)(3)	No. of Tips	Total Writing Length (m)
Fine-tips (1)						
F01	Artline	100	Japan	6.0	1	310
F02	Marvy	6600E	Japan	3.5	1	130
F03	Pentel	See-thru S511	Japan	4.5	1	350
F04	Pilot	Spotliter SF-10SL	Japan	6.0	2	220
F05	Uni-Promark	JSP-100	Japan	5.0	1	220
F06	Zebra	Pen 2	Japan	3.5	2	200
F07	Paper Mate	Highlighting Marker	Japan	6.5	2	520
F08	Pelikan	Textmarker 53	Germany	4.0	1	170
F09	Marvy	Data Glow	Japan	5.5	1	200
F10	Schwan Stabilo	Swing	Germany	5.0	1	240
BOLD-TIPS (2)						
B11	Faber-Castell	Textliner 48	Austria	6.0	1	320
B12	Schwan Stabilo	Stabilo Boss	Germany	7.0	1	420
B13	Pilot	Spot Liter Flat	Japan	9.0	1	490
B14	Pelikan	Textmarker 441/432	Germany	5.5	1	350
B15	Zebra	Pen 2	Japan	5.0	2	410
B16	Steadtler	Topstar	Germany	5.5	1	440
<p>(1) F=fine-tip (tip width smaller than 3mm)</p> <p>(2) B=bold-tip (tip width greater than 3mm)</p> <p>(3) Retail price refers to the sample price in October, 1989. Variations likely in different outlets.</p> <p>(4) By visual observation of written pages under ultra-violet radiation. This section criterion is subject to personal preference and is dependant on the end user.</p> <p>Rating scale:- ◆ ◆◆ ◆◆◆ ◆◆◆◆ ◆◆◆◆◆</p> <p>←low intensity high intensity→</p>						

Results on Fluorescent Pens (cont...)

Student's File CW 2.4 (cont...)

Buying Guide for Fluorescent Pens

[illegible]

Student's File CW 2.5

MEMO

From : Matthew

To : Chris

We did a very good article on Car Restraints for Children a while ago. Now we want to do a single page leaflet. It will be mainly pictures, so I only want a very short text. Perhaps you could create 3 Do's for one side and 3 Don'ts for the other? Just absolute essentials.

Do

Don't

Student's File CW 2.5 Data File

CAR RESTRAINTS FOR CHILDREN

According to statistics of the Transport Department, since the 1983 introduction of the law of compulsory wearing of safety belts for private car users, there has been a significant overall drop in serious or fatal casualties. Such data has proved the effectiveness of this law in preventing or reducing casualties in relation to car accidents. The statistics of casualties of child passengers have also revealed similar results. The 1988 statistics show that 80 per cent of injuries sustained in car accidents involving child passengers under two years of age were attributed to the absence of appropriate child car restraining devices, and casualties in the two to fifteen age group were even higher in this respect--a stunning 90 per cent.

Some adults may think that it would be safe enough to hold their children in their arms or sit them on their laps, sharing the same seat belt. This is actually not true, as when there is a crash or a hard stop, the concentrated crash force would effect the body weight to increase by 20 to 30 times, making it like a projectile, hurtling the child into the instrument panel or wind-shield. If children are being held in the rear of the car, the situation can become even worse, as without a safety belt, the adult's weight may also be increased by the same factor of 20 or 30 times, crushing it onto the child. The best way to prevent such impact is to sit young children in the rear of the car, and to use a restraint suitable to their age and physique, and always

make sure that children, whether sitting in the front or at the back, are properly buckled in before starting the engine.

It is to be noted that children who have not reached a height of at least 1.5m (4'11") are prevented by law from using adult seat belts. These children have to use booster cushions as compromise, and no soft cushions should be used as substitute. Smaller children using an adult safety belt

might cause the lap belt to slip up over their undeveloped pelvic bones and onto the abdomen, resulting in internal injuries. Smaller children who must sit in the front are required by law to be suitably protected by an approved restraint. According to our market survey, among ten types of car restraints claiming to be suitable for children aged below two years, none of them were found to be in compliance with the required British Standard.

TYPES OF CHILD CAR RESTRAINT

There are mainly four types of child car restraint:

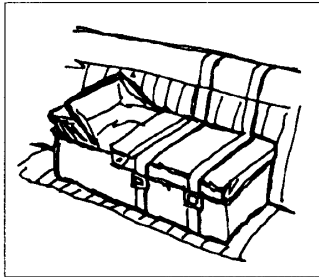
Correct Ways in Using a Child Car Restraint

- Do ensure the straps are not twisted before using them
- The shoulder strap should be belted tight above the pelvic and the rib; the horizontal strap should be belted below the abdomen around the pelvic bones
- Don't carry two children in one restraint
- Don't re-use a restraint which has been damaged in a previous accident

Student's File CW 2.5 Data File (cont...)

Carrycot Restraints

Babies weighing under 9 kg (20 lb) or up to 12 months who cannot sit up by themselves should be placed in a carrycot across the back seat of the car, with the child's head in the centre of the car. The carrycot should be secured on the back seat by special straps and there should be a protective shield fastened over the cot to help stop the baby from being thrown out.



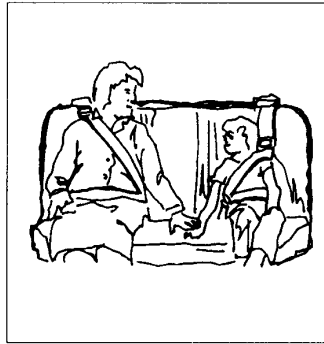
Safety Harnesses

For children weighing 15-36 kg (35-80 lb) or aged 3-12 years. This type of restraint is further categorized into two designs:

1. Child safety belt: including two vertical shoulder straps and one



horizontal strap attached to one or two anchorage points on the back shelf. Such design is meant for children aged about four years, big



seat.

2. Generation (adult cum child) safety belt: designed for children aged about five years. This type of safety restraint has an additional strap running behind the user, adjusting the length of the diagonal belt across the chest. If it is used by a child, it should be fitted with a booster cushion as a safety measure.

Child Safety Seats

Generally designed for

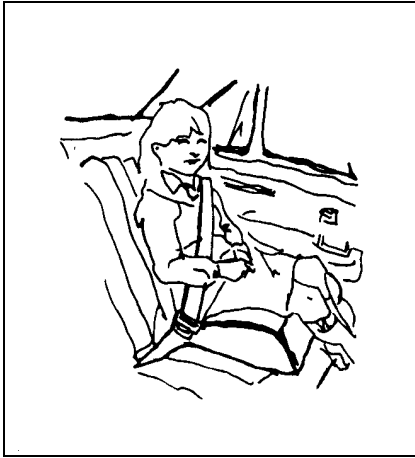


Tips on Maintenance of Child Car Restraints

- Regular checking of the restraint is necessary to see if it is damaged in any way.
- Store the restraint neatly in a proper space while not in use. Never use the straps for other than their intended purpose.
- Don't alter any parts of the restraint device without proper instruction.
- Don't use such volatile solvents as gasoline and alcohol nor any bleach or dyeing agent to clean the dirty spots on the belts or straps as these materials would weaken their toughness and strength. Use a sponge soaked in soapy water to rub off dirt before rinsing in water. Roll in a dry towel to absorb excessive moisture.

children from 9 months to about four years, from 9 kg to 18 kg (20 to 40 lb) in weight. The seat is mounted to the car structure with the harness fitted to hold the child in place. Adults should particularly take care not to wrap the child with a blanket when it is put in the seat as the blanket may slip, causing the harness to be loosely fastened.

Student's File CW 2.5 Data File (cont...)

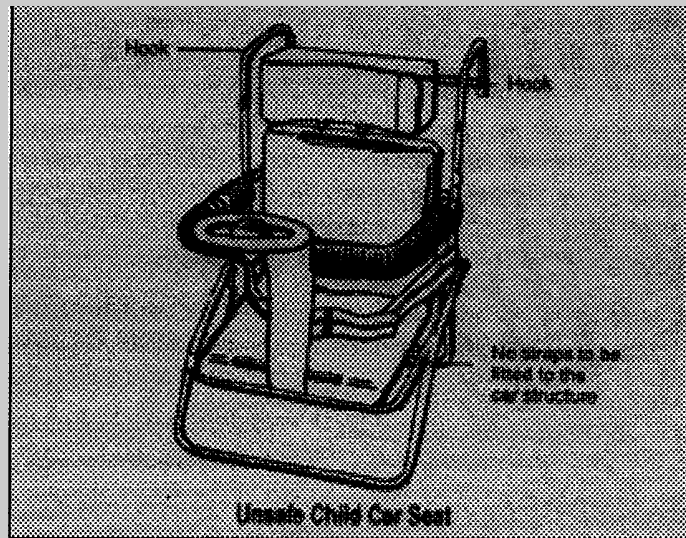


Booster Cushions

The hard cushion is meant to be used in line with an adult or child safety belt for children aged three and above for purposes of raising the level of the seat so that the safety belt can be fixed to the right position according to the weight and development of the user. Moreover, the cushion allows the child to see better, making the journey less boring for a child who is active and would probably try to complain and wriggle out.

UNSAFE CHILD CAR SEAT

Some child car seats have been found unsafe as they use only a pair of hanger hooks to fix the seat onto the back of the seat of the car, and there are no straps to securely mount the seat onto the anchorage points on the car structure



Student's File CW 2.6

The Commercial Television Code of Practice on Advertising Standards

Try and fill in the blanks

I. Appeals to Fear or Exploitation of Credulity

No spoken or pict__(1) __representation shall be u__(2) __which dramatises distress o__(3) __morbid situations involving ail__(4) __or sickness or w__(5) __conveys the suggestion t__(6) __harmful consequences may re__(7) __from the product ad__(8) __not being used. N__(9) __spoken or pictorial rep__(10) __of vivisection shall b__(11) __allowed. No advertisement s__(12) __contain any matter w__(13) __would lead persons t__(14) __believe from the sym__(15) __described that they a__(16) __suffering from any ser__(17) __illness.

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |
| 10. _____ | 11. _____ | 12. _____ |
| 13. _____ | 14. _____ | 15. _____ |
| 16. _____ | 17. _____ | |

II. The Child in Advertisements

No advertisement for a comm__(1) __product or service i__(2) __allowed if it con__(3) __any appeal to ch__(4) __which suggests in a__(5) __way that unless t__(6) __children themselves buy o__(7) __encourage other people t__(8) __buy the product o__(9) __service they will b__(10) __failing in some d__(11) __or lacking in loy__(12) __towards some person o__(13) __organisation whether that person o__(14) __organisation is the o__(15) __making the appeal or n__(16) __.

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |
| 10. _____ | 11. _____ | 12. _____ |
| 13. _____ | 14. _____ | 15. _____ |
| 16. _____ | | |

Student's File CW 2.6 (cont...)

III. Unacceptable Products or Services

Advertisements for products (1) _____ or services coming within (2) _____ the recognised character of (3) _____, or specifically concerned with (4) _____, the following are not (5) _____ acceptable:

- a. smoking cures;
- b. claims (6) _____ for the treatment of hair (7) _____ and scalp
- c. pregnancy testing (8) _____ services; and
- d. clinical laboratory testing (9) _____ services.

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |