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Nanotechnology and its Impact on Consumers.**

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### **Consumer Attitudes and Identified Needs**

From initiatives that have been carried out it would appear that Canadians and citizens in many countries have a common set of attitudes about the technology and opinions about what is needed. These include:

1. **The need for greater transparency and disclosure about which products contain Nano materials and how industry is using and plans to use the technology;**
2. **Limited trust in government or industry to manage any potential risks associated with nanotechnologies and the materials produced;**
3. **The need for pre-market testing to ensure that the nanomaterials do not pose a risk to human health or the environment;**
4. **A requirement for third-party testing by an independent certifying agency to verify the safety of the products;**
5. **The need for research to be carried out to determine the longer term risks and impacts on human health and the environment;**
6. **Greater engagement of the public in shaping how the technology is developed, managed and regulated;**
7. **Public wariness is of potentially negative, unintended and long-term consequences of new technologies; and**
8. **Less support for the use of nanomaterials in high exposure applications such as cosmetics and food or in Nano sensors that could affect their privacy.**

As consumers become more aware of the Nano enhanced products being sold, it is expected that they will demand the government to identify, consider and weigh any satiated risks and benefits in some meaningful way before the products are marketed. Taking advantage of technological progress and preventing adverse side-effects requires careful consideration and guidance to ensure the technology is developed in ways that benefit society and the environment.