



Mobile phone SAR¹ information and 3rd party safety labels

MMF members design, test and manufacture their mobile phones to meet the stringent requirements of science-based international standards endorsed by the World Health Organization. In Europe, mobile phones carry the CE mark demonstrating to consumers that the products conform to the relevant European standards and requirements, including Radio Frequency (RF) exposure.

In addition MMF manufacturers have been voluntarily providing SAR information and values for mobile phones in user manuals for more than a decade now – with consumers able to obtain this information from manufacturer's websites and product documentation.

Based on stakeholder feedback, MMF members have recently expanded the information being provided as well as changed how it is presented. A summary is now provided in the front part of the manual or quick guide along with other compliance information, and details on the measurement conditions under which the maximum head and body SAR was recorded enable consumers to better understand the measurement process and how to ensure their product remains compliant. Additional background information and answers to commonly asked questions about SAR has been published on a new website designed to support this program, which is available at www.sartick.com. Finally, these efforts are also being reinforced by introduction of the 'SAR Tick' pictogram:



In light of these developments, proposals for commercially-driven labelling schemes neither support transparency nor general understanding of the topic and are without scientific merit or basis. Moreover, such actions would be inconsistent with the advice of the World Health Organization and fails to acknowledge the pre-existing availability of SAR information as outlined above.

If consumers have questions or concerns about the safety of mobile phones, they may consult manufacturer or government health agency websites or review the very detailed information provided by the World Health Organization, which is available from <http://www.who.int/peh-emf/en/>.

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¹ <http://www.sartick.com/understanding-sar.cfm>