

Blush Novelties Maintains CA Prop 65 Compliance



New York, NY –The team behind NY-based pleasure products company Blush Novelties is pleased to report the company’s continued compliance with California Proposition 65. CA Prop 65 requires businesses to notify Californians about significant levels of toxic chemicals present in the products they offer to consumers.

Prop 65, established in California in 1986 as the Safe Drinking Water and Toxic Enforcement Act, requires the state to publish a list of chemicals known to cause cancer, birth defects, or other reproductive harm. The list, updated at least once a year, currently includes over 900 chemicals (<https://oehha.ca.gov/proposition-65/chemicals>). Prop 65 not only helps Californians make informed purchasing decisions; it also prohibits companies doing business in California from knowingly discharging toxic chemicals into sources of drinking water.

Businesses are required to inform Californians, and as a result, all consumers, of the presence of any toxic materials listed. Once a chemical is added to the Prop 65 list, businesses have 20 months to comply. With increased scrutiny on the safety of adult pleasure products, continued adherence to Prop 65 has been one of Blush Novelties’ biggest core priorities.

“The Blush team consists of makers, tinkerers, and people who always strive to be better,” says Blush Novelties’ Chief Operating Officer, Eric Lee. “Our products comply with California’s Prop 65 regulations, as well as the EU’s CE, ROHS, and REACH regulations. Our retailers can rest assured they are selling quality products, which play well and exceed all body-safe standards when they offer Blush products to their customers.”

Blush Novelties is a company committed to ethics at every level, from manufacturing to retail. By operating its own factory, quality control is kept tight, and met to an extremely high standard. More importantly, Blush’s factories operate completely different from other overseas factories. “We make over 95% of the products we sell,” explains Lee. “We find it very difficult to trust another factory to care about our customers and the end user as much as we do. Our thought process is not about cutting corners, it’s about how we can make a better product.

We do this because we can and take pride in all of our creations.” Blush’s elite, ethically-minded status in global pleasure products manufacturing has also lent Blush to offer its reputation and adherence to product quality through private labeling and OEM projects for other companies.

For more information, visit <http://blushnovelties.com>; the site is a wholesale-only site. Consumers may purchase Blush Novelties’ products at retailers around the world.

www.blushnovelties.com