

Andrew Bridgman
HM Coroner
Manchester South
By e-mail

18th December 2025

Dear Mr Bridgman

BAMA response to Regulation 28 Report – Re: Oliver Gorman

Established in 1961, the British Aerosol Manufacturers' Association (BAMA) represents the whole aerosol industry supply chain. From component suppliers and ingredient manufacturers to machinery makers, fillers and marketers of aerosol products. BAMA membership counts over 90 businesses ranging from individual consultancies to multinational corporations.

BAMA and the wider aerosol industry were deeply saddened to learn of Oliver Gorman's tragic death. Our thoughts are with his family and friends at this challenging time.

Safety is a key priority for the aerosol industry. [REDACTED] products are used by millions of people every day and are subject to rigorous safety assessments and clear labelling before they are placed on the market. However, when misuse occurs through deliberate inhalation, these products can become harmful. The industry cares deeply about this issue and has worked for many years to reduce incidents.

Deaths directly attributable to the inappropriate inhalation of [REDACTED] are rare. BAMA supports and works closely with Re-Solv, a charity set up to help those using gases and solvents. Figures obtained by Re-Solv* from the Office of National Statistics show that there were three such deaths in 2024. In the UK, sales of aerosol dispensers in 2024 exceeded six hundred million units.

BAMA believes that providing information and education on [REDACTED] safety is essential and is committed to ensuring that aerosol marketers provide prominent caution marks on pack, which we believe would be more effective than imposing age restrictions on the sale of [REDACTED]. Since the late 1990s, BAMA has asked those placing aerosols on the UK market to add a voluntary caution mark alongside the product information, in addition to the legally required text, that reads *"Solvent Abuse Can Kill Instantly"* (SACKI).

Earlier this year, following work with Re-Solv, academia, and consumers on the changing use of language, BAMA updated its advice. It proposed an alternative mark that reads: *"Intentional misuse can kill instantly. Do not deliberately inhale"* along with suggested wording for an additional cautionary statement. There is also a recommendation regarding where this mark should be placed to make it more prominent to users. More details can be found below or on the BAMA website.

Like other household products, aerosols are safe when used according to the manufacturer's instructions. Products are tested to ensure they comply with all relevant regulations and are labelled, as a minimum, in accordance with those regulations. We believe that the labelling of products, as detailed above, is the best way to raise awareness of the potential dangers of misusing an aerosol, including for parents and those caring for young people.

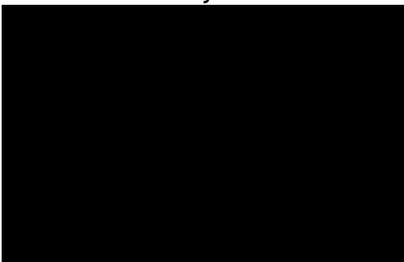
Currently, most aerosols on sale in the UK carry the SACKI mark. BAMA has promoted and will continue to promote the existing and updated caution labels, encouraging all those placing aerosols on the UK market to apply them, even if the aerosol does not have the potential to be misused. We understand that many brand owners and marketers who are currently using the SACKI mark plan to adopt the new caution mark. BAMA is working closely with industry to encourage the speedy uptake of this.

As aerosol dispensers are ubiquitous household products used for a wide variety of applications, from air fresheners and hairsprays to deodorants and insecticides, we believe that by improving on-pack labelling and highlighting the potential risks of misuse, age restrictions are unnecessary in the retail environment. We believe providing information and education at the point of use is better than at the point of sale. However, BAMA has and will continue to work with retailers to ensure they are fully aware of the potential for aerosols to be misused.

We note the coroner's reference to TikTok challenges. BAMA will write to social media companies to raise awareness of this problem and to encourage them to remove dangerous content. BAMA would also like to offer any assistance it can to UK regulators to help them combat the posting of this kind of material.

*www.re-solv.org Founded in 1984, Re-Solv works to reduce the harms caused by volatile substance abuse ('VSA' or 'solvent abuse') and the misuse of other legal substances across the UK.

Your sincerely



Chief Executive

Inhalation Caution Mark

Since the SACKI mark was introduced in 1997, discussions with academia, a Re-Solv report on Language and Stigma, and consumer research conducted in the cosmetic and toiletries sector have all indicated that, in the UK, the way language is used has changed. To reflect these changes, BAMA has developed a new caution mark and statement that can be used to provide additional detail on the potential problems which can arise if the aerosol dispenser is not used in accordance with the manufacturer's instructions.

**Intentional misuse can
kill instantly
Do not deliberately inhale**

Caution Statement

Caution: Use only as directed. Do not spray directly into the mouth or nose. Do not deliberately, directly inhale, as this misuse can be harmful or fatal for all ages. Use in short bursts in well-ventilated places. Avoid prolonged spraying.

Other product-specific user instructions may be included.

Location and Colour of the Caution

Location - It is recommended that the caution mark be placed in the top two-thirds of the back of the pack copy to ensure that it is noticed by the consumer.

Colour - The background to the text of the caution mark should be white, or in a contrasting colour to the primary pack colour, to ensure the warning is as visible as possible. The caution mark should be surrounded by a contrasting border to increase visibility against other pack copy. A red border must not be used, as this may cause confusion with statutory CLP labelling.