

New EU Regulatory Changes (April 2011)

To: Wella Professionals Customers

In accordance with the recommendation of COLIPA, the European Cosmetics Association, the hairdressing industry has amended the instructions for use on all Level One colourants, i.e. semi permanent and colour rinse products, now requiring hairdressers to conduct skin allergy testing on clients versus not having to previously. In line with this recommendation, Wella Professionals has updated the instructions for use of both Color Fresh & Perfecton ranges, which will take effective from April 2011. The changes can be found on the folding box, bottles, and leaflet.

In addition, in accordance to EU dye regulation which believes that people of the age of 16 are mature enough to fully understand the potential allergy risks concerning hair colourants, we have amended all our colourants (semi permanents, colour rinses, oxi-semi permanents, & permanents) with the following text: "This product is not intended for use on persons under the age of 16" which you will begin to see on all of our colour packaging as of April 2011.

Background:

Due to on-going EU dye regulatory changes following an evaluation of certain sensitising dye materials, COLIPA has re-evaluated their guidance on skin allergy testing for Level One colourants containing colouring ingredients that have been classified as having extreme or strong sensitising potential.

To be clear upfront: Nothing has changed with the ingredients and/or risk level of our brands.

The new EU dye regulations oblige us and the rest of the industry to add more information on the folding box, tube and leaflet of our products. Through this labelling we can ensure that you, our customer, is aware about all possible information needed to talk to your clients. Hair dyes can cause allergic reactions as can other products in common use, such as certain foods or drugs. The number of individuals allergic to hair dyes is very small and the majority of allergies typically occur many hours after hair colouration.



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Therefore, we would like to take every possible effort to make you and your clients aware of the potential allergy risk:

- We implemented clear allergy information sharing on each product and in the leaflets coming with every product
- There is now clear guidance on how to evaluate the individual allergy risk, on each in-box leaflet, i.e. by doing a skin allergy test prior to using hair colourants or to determine the individual allergy risk by consultation with a doctor or dermatologist prior to hair colouration.
- If clients are positively identified as allergic to a hair dye ingredient(s) they should avoid products containing the specific ingredient they have been shown to be allergic to (all hair dye product ingredients are clearly labelled on the box)

Concerning the new age warning text on our packaging, we want to reassure you that Wella Professionals would not produce hair dyes which are unsafe to use. However, they are formulated to meet the needs of adult consumers. In accordance to EU dye regulations we reemphasize this in our disclaimer accordingly. We thus ensure a proper compliance with safety usage instructions which are provided on each packaging of our products. Through this we guarantee responsible hair colouring.

Below are some clarifying answers to some questions you may have:

Question

Answer

Am I still allowed to colour the hair of under 16 year olds in my salon?

Our hair colourants are also safe for children. However, hair colourants are designed for adults and due to a potential allergy risk, every individual should take a sound and responsible decision. While not prohibited, we recommended not to colour the hair of children younger than 16. If parents or caregivers however insist to get the hair of their children coloured, you can proceed.

Do I need as a hairdresser a form of consent from parents, if a child younger than 16 comes to my salon for hair colouring?

There is no legal or regulatory requirement to do so; however we recommend getting a written consent from parents that they have been informed about the potential allergy risk and that they still decided to go ahead with the hair colouring of their child.

Is it necessary to ask for the age of my younger customers?

In case of doubt you may ask for the age of your client.

My apprentices are younger than 16, are they allowed to work with hair colourants?

Yes they are, provided that they follow the standard occupational safety and handling instructions applying to all employees working in the salon, i.e. wearing gloves during the preparation, application and rinsing of the hair colourant.

I am selling hair colourants in my store, am I allowed to sell the products to children below the age of 16?

Yes, you still can sell hair colourant products to children under 16 year olds. This is an age recommendation for using the product. However, you may want to remind your customers to read and follow the instructions.

If you have any further questions or concerns, please talk to your Wella Professionals Account Manager. For technical queries call the Wella Professionals Advisory Helpline on 0845 7045775 (from UK) or 01 4160900 (from Ireland).