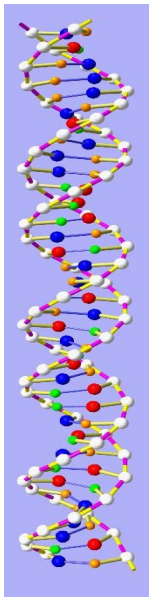
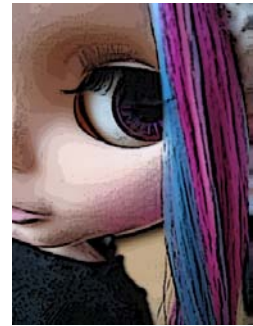


They've already banned* 14 hair dye ingredients, but they're waiting until 2009 to decide on 42 more...

Should we be waiting too... ?

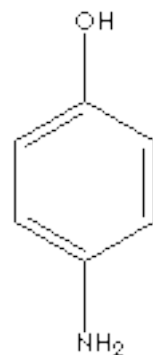


DNA changes (or 'mutations') can be induced by hair dye ingredients. This was already shown in the '70s.**

DNA mutations can not only lead to cancer and disease, but might affect unborn generations.

Early and repeated exposure predicts higher risk.

Aminophenol, one of the things that really makes cigarettes carcinogenic, is also in hair dyes! With 50 million users every year, that means our environment is more genotoxic than ever, not even considering what else is out there that we have no control over...



Don't make yourself a fashion victim!***

* European Union directive

http://ec.europa.eu/enterprise/cosmetics/doc/2007_67/dir_2007_67_en.pdf

** Ames et al. *Proc Natl Acad Sci U S A*. 1975 June; 72(6): 2423–2427

*** <http://homepage.bluewin.ch/raronoff/>