

Other countries and state agencies have taken action to remove harmful formaldehyde-containing hair straighteners from the market, while the U.S. Food and Drug Administration (FDA) has done virtually nothing.

# Why the Delay, FDA?



Women's Voices for the Earth and EWG file a joint lawsuit, charging that the FDA has failed to protect the public and adequately respond to the concerns raised about the health risks associated with formaldehyde in keratin hair products.

2015

By 2015, thousands of people have contacted the FDA asking the agency to issue a voluntary recall of dangerous hair straightening products. Consumers are waiting on the FDA to respond with action that removes this product from the market.

Nov. 2014

Women's Voices for the Earth releases its *Beauty and Its Beast* report that finds **salon workers are at a higher risk of developing cancer, neurological symptoms, reproductive harm, asthma, dermatitis and more.** WVE continues to pressure the FDA by calling on supporters to Take Action and insist the FDA institute a voluntary recall of Brazilian Blowout products.

Jun. 2013

**Italy recalls 4 hair straighteners from its market.** The U.S. now sells 33 different hair straighteners that have been recalled in other countries for containing potentially dangerous levels of formaldehyde.

Apr. 2013

FDA responds to the company's response letter (originally sent to the FDA in Aug 2011). In the FDA's 2013 letter, they state the company's product continues to be misbranded because the labeling is still misleading, despite some of the labeling changes Brazilian Blowout has made. The FDA also notes the risk to consumers and asks Brazilian Blowout to ensure their product is not being sold directly to consumers, only to professionals.

Nov. 29 2012

**California Superior Court orders the current toxic formula of Brazilian Blowout off the market.** The company has 30 days to test its new, reformulated product to ensure it meets CA air quality standards. Brazilian Blowout remains on the U.S. market nationwide with an updated formula which still contains 3-7% formaldehyde (methylene glycol).

Oct. 22 2012

**California Attorney General's office says Brazilian Blowout products violate CA air quality law and must be removed from marketplace.** According to the attorney general's court papers, testing by 3 different labs showed that GIB's hair straightening product violates CA air quality law and emits smog-forming pollutants at levels higher than allowed by CA Air Resources Board.

Apr. 2012

**Stylist, Jennifer Arce, hand-delivers 40 letters from fellow stylists to the FDA,** requesting an immediate recall of hair straightening products containing formaldehyde, and describing how their personal health has been impacted by exposure to these products.

Jan. 30 2012

**California Attorney General settles lawsuit against Brazilian Blowout.** The company must cease deceptive advertising practices and put caution stickers on their products advising users that the product releases formaldehyde gas. Advocates call on the FDA to remove keratin hair straighteners from the market.

Dec. 15 2011

**OSHA launches new webpages dedicated to formaldehyde in hair straighteners.**

Dec. 8 2011

OSHA issues a press release stating that in 2011, **23 salon owners received citations with up to \$17,500 in fines** for formaldehyde overexposure to their workers.

Sep. 22 2011

**OSHA issues an updated hazard alert on formaldehyde in straighteners** and refutes Brazilian Blowout's false claim that formaldehyde falls within safe limits.

Aug. 2011

**The FDA warns Brazilian Blowout their product is adulterated and misbranded.**

The FDA demands immediate action from the company to remove ingredients that are harmful when used as directed and to brand the product correctly (the company claims Brazilian Blowout is formaldehyde-free when it clearly is not).

Aug. 2011

**The Brazilian Blowout executives send a letter to salons claiming that the product is still safe and offers a new loyalty program.**

Jul. 2011

**Cosmetic Ingredient Review Panel (CIR), established by the cosmetic industry to review the safety of cosmetic ingredients, determines that the use of formaldehyde in hair straighteners is unsafe.**

May 2011

**Congressional leaders ask the FDA to protect the public from toxic hair straighteners.** 10 members of Congress send a letter to the FDA asking the agency to take immediate action to protect workers and consumers.

Apr. 2011

**Occupational Safety and Health Administration (OSHA) issues a hazard alert** warning stylists against the use of hair straighteners containing formaldehyde.

Apr. 2011

**The National Academy of Sciences releases a report confirming that formaldehyde causes cancer in humans.**

Nov. 2010

**The California Attorney General requests an injunction against Brazilian Blowout** to require health warnings on their products.

Nov. 2010

**France removes 8 hair straighteners from the market.**

Oct. 2010

**Canada issues a public health advisory** and works with Canadian distributors to stop the distribution of Brazilian Blowout.

Oct. 2010

**Ireland issues a recall** of the Brazilian Blowout Acai Professional Solution following their own test results.

Sep. 29 2010

Oregon Health and Science University released lab results finding **Brazilian Blowout Solution contains 10% formaldehyde, a cancer-causing chemical, although the product was labeled "formaldehyde-free"** -- and the Acai Professional Smoothing Solution, by the company Brazilian Blowout, contains 4.85% formaldehyde.



Stylists in Oregon and California are among the first to **report problems they have with Brazilian Blowout, including difficulty breathing, nose bleeds, and eye irritation,** to state regulatory authorities.

FDA continues investigating hair straightening products.

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