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.

By 2017, the California Attorney General settles lawsuit against Brazilian Blowout. The blowout company must cease deceptive advertising practices and put caution stickers on their products advertising that the product releases formaldehyde gas. Advocates call on the FDA to remove keratin hair straighteners from the market.

By 2019, thousands of state and county health officials have contacted the FDA warning about the dangers of Brazilian Blowout products. OSHA issues the first Federal Hazard Alert warning stylists against the use of hair straighteners containing formaldehyde.

"Why the Delay, FDA?"

Women's Voices for the Earth releases its report, Beauty and Its Beast, examining the harmful effects of formaldehyde in hair straighteners.

By 2020, thousands of stylists and salon owners have signed petitions requesting an immediate recall of hair straightening products containing formaldehyde.

Women’s Voices for the Earth releases its report, Beauty and Its Beast, examining the harmful effects of formaldehyde in hair straighteners.

By 2021, the California Attorney General requests an injunction against Brazilian Blowout to require health warnings on their products.

Women’s Voices for the Earth releases its report, Beauty and Its Beast, examining the harmful effects of formaldehyde in hair straighteners.

By 2022, the California Attorney General requests an injunction against Brazilian Blowout to require health warnings on their products.

Women’s Voices for the Earth releases its report, Beauty and Its Beast, examining the harmful effects of formaldehyde in hair straighteners.

By 2023, the California Attorney General requests an injunction against Brazilian Blowout to require health warnings on their products.

Women’s Voices for the Earth releases its report, Beauty and Its Beast, examining the harmful effects of formaldehyde in hair straighteners.

By 2024, the California Attorney General requests an injunction against Brazilian Blowout to require health warnings on their products.