

VOLUNTARY WITHDRAWAL FROM THE MARKETPLACE OF HYDROSPA KERATIN SMOOTHING TREATMENT 30th September 2010

It was recently brought to my attention that Global Keratin was voluntarily withdrawn from the Irish market place and that Keratin Complex by Coppola was ordered to be withdrawn by the authorities. Both products were found to contain higher levels of formaldehyde than those permitted by the EU Directive 76/768/EEC. (see Links at bottom)

I immediately contacted our manufacturer in Brazil for their re-assurance that our HydroSpa Keratin Smoothing Treatment was formaldehyde free. I received their re-assurance.

As both Global Keratin and Keratin Complex had both been marketed in Australia as not containing formaldehyde I felt rather perplexed by these developments in Ireland.

Last week I submitted our HydroSpa Keratin Smoothing Treatment for independent analysis to ALS Pharmaceutical Service Laboratory in Sydney, a TGA Licenced Analytical Laboratory. Their test results revealed that our Keratin Treatment contained similar levels of formaldehyde to both Global and Keratin Complex.

This result shocked me as we had commissioned a formaldehyde free formulation from our manufacturer in Brazil and had received certification and assurances to that effect. On confronting our Brazillian manufacturer with the analytical test results, they have once again assured me that they do not formulate with any formaldehyde but very small amounts of formaldehyde can be the result of the interaction of other ingredients in the formulation.

Feeling more perplexed than ever, this week I engaged the services of Dr. John Isser a consultant toxicologist with Centox Australia Pty Ltd for an expert report on exactly where we stand. Dr. Isser has indicated that EU Regulations relating to formaldehyde in cosmetics are more restrictive than those in force in Australia but NICNAS (National Industrial Chemicals Notification and Assessment Scheme, The Australian Government regulator of industrial chemicals) has adopted the EU Regulations as best practice guidelines. The level of formaldehyde discovered in our product exceeds these guidelines and as such and in the interests of best practice we have decided to voluntarily withdraw our product from the marketplace and discontinue the service in our salon group. I would suggest that you immediately discontinue the service in your salon and return any HydroSpa Keratin Treatment to Trichovedic Pty Ltd PO Box 1093 Wahroonga NSW 2076 for a full refund.

In light of these developments I would suggest that if any company claims to have a formaldehyde free Keratin Treatment you ask them for certification to that effect from an independent TGA Licenced analytical laboratory. If you would like to discuss any aspect of this matter please feel free to call me on 02 9489 7776 or 0410 508 052. Our voluntary withdrawal of HydroSpa Keratin Smoothing Treatment does not effect in any way sales of our Trichovedic herb and plant based prescriptive hair care range or our FSP Follicle Stimulation Programme.

John Cook IAT
Managing Director Trichovedic Pty Ltd

http://ec.europa.eu/consumers/dyna/rapex/create_rapex.cfm?rx_id=309

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