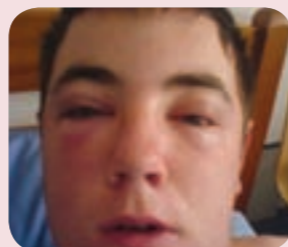
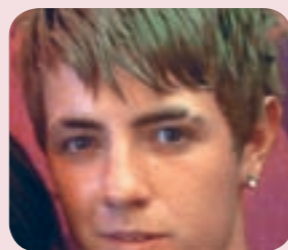


Case Note 781: Sam

Sam (16) had his hair highlighted light blonde. Although he loved the result, his school did not, they had a one-colour hair policy. So he had to change it back with a permanent colour treatment one week later. 24 hours after that he was lying in a hospital bed.

Like many young people today, Sam had previously been exposed to a Henna tattoo laced with dangerous levels of PPD. Because these 'Black Henna' tattoos contain as much as 10 times the amount of PPD permitted in hair dye itself, it makes it a potent and dangerous chemical sensitizer. Although still commonly used across the UK, these tattoos are banned in Europe.

Sam's story is one of hundreds of cases submitted to Trichocare's Allergy Watch scheme designed to monitor the increase in allergy to hair colour. Black Henna tattoos are one of many culprits making allergy to hair dye a greater risk in hairdressing today than ever before.



FAQs

Question: Does Colourstart cover all hair colour products? My colour supplier says it doesn't contain the same ingredients as their colour product.

Answer: Colourstart is designed for universal use with all permanent hair colour brands. It contains a marker from the most common chemical group found in these colours. There are hundreds of chemicals in hair dyes these days that may cause mild irritation on contact with the skin, but this is not to be confused with severe allergy. Irritants can be found in every product in the salon.

Question: My insurance company says they don't cover Colourstart.

Answer: Although Colourstart is increasingly recognised by salon insurance policies unfortunately this is not yet universal. So to ensure you get the support you need with Colourstart even when your insurer does not supply direct cover, each test comes with £1m product liability insurance as standard to give you the peace of mind you need.

Question: What are the benefits of Colourstart for my clients?

Answer: By applying the test at home they don't have to make any unnecessary visits to your salon, they can shower, bath or swim. It won't ruin their clothes, and they're reassured that you're doing everything you can to provide the best service.

Question: I would like to use Colourstart but I can't because the rep from my colour manufacturer says he doesn't support the product.

Answer: There are no technical or commercial reasons why Colourstart cannot be used in your salon. Colourstart replaces your reliance on the impracticalities of the Standard Allergy Test test without compromising the level of support offered direct by Colourstart.

Question: How will I know what a 'sensitive' reaction looks like?

Answer: Reactions vary from person to person. But redness, itching and mild swelling are the most common.

About Trichocare Diagnostics Limited

Consultant Trichologist, Brian Plunkett MIT founded Trichocare in 2000 to develop Colourstart. The product was launched in 2004. Colourstart is the result of many years' collaboration between Dermatologists, Toxicologists, Biochemists and Ink technologists. In 2009 Colourstart offers a complete solution to one of the greatest technical challenges in the hair dye industry.

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colourstart®



Taking Sensitivity Seriously

“We want to stay ahead of the game and look after our clients - that’s why we use Colourstart - its advanced, simple to use technology protects our clients, and takes the hassle out of testing. We recommend testing for every colour and Colourstart allows us to do this easily and with confidence”

salons
Lisa Shepherd

Lisa Shepherd
British Hairdresser
of the Year 2005
and three time
British Colourist of
the Year.



“Colourstart makes colour safer and more convenient for clients and safer for the Nicky Clarke Salons group. I would recommend salons look at Colourstart - it professionalises colour services and raises standards in the industry”

Simon Smith - Group Salon Director, Nicky Clarke Salons

About hair dye allergy screening

For many years, producers of hair dyes have recommended that any user be tested prior to each and every hair dye application. Clinical evidence points to the numbers of individuals with a hair dye allergy being between 1% and 3% percent of the user population. This number increases as exposure to the chemicals in hair colour increases. Within this growing sensitised group, many continue to use hair dye with little or no significant problem. In contrast, a small proportion experience adverse reactions of such significance that they cease to use hair dyes. It is for such individuals, at the point where they are developing a heightened sensitivity, that pre-screening is a vital part of a safe hair dyeing process. Whilst even a highly effective screening may not entirely eliminate severe adverse reactions, it does however serve to limit them substantially.

Industry Guidelines

In order to fully enjoy the benefits of hair colour a skin allergy test **MUST** be completed 48 hours prior to EVERY colour application, even if colour has been used before. Hairdressers have a duty of care to their customers to test, either with the Standard Allergy Test or Colourstart. Failure to conduct a skin test has led to successful prosecution of salons under Section 3 of the Health and Safety at Work Act.

About Colourstart

Colourstart is an easy-to-use, low cost screening device that provides the professional hairdressing salon with a practical and standardised method of screening customers for serious allergy to hair dye.

It is the ease of use of Colourstart which is key to its popularity, in contrast with the highly uncontrolled, messy and unpopular use of a ‘blob’ of hair dye recommended in the Standard Allergy Test.



5 Reasons to Choose Colourstart

1. It’s the only clean, practical, standardised method of meeting your duty of care to screen out severe allergy to hair colour
2. Universal design makes it compatible with every hair colour brand
3. Not only do clients prefer Colourstart to the Standard Allergy Test, you can also charge anything between £1 and £5 for the screening service
4. It’s recognised by many insurers and trade associations
5. Every test comes with a standard £1m product liability cover

How to use Colourstart

Colourstart is used before each and every hair colour application, even if hair colour has been used on your client before. It can be given to clients at previous appointments or can be sent to their home where it can easily be applied 48 hours before the colour treatment. The test must be removed by the hairdresser at the salon appointment using sticky tape. Each test is individually wrapped and comes with full application instructions. The product can be used to complement the Standard Allergy Test where clients prefer.

