



WOMEN'S VOICES FOR THE EARTH

OUR HEALTH. OUR FUTURE. TOXIC FREE.

Hair Straightening Products Containing Formaldehyde

A professional hair straightener is a salon product designed to straighten curly or frizzy hair for up to three months that a stylist applies with the use of a flat iron.

WVE's research shows several leading brands of hair straightening products contain high levels of formaldehyde (also referred to as methylene glycol). The heating process used in the application process releases formaldehyde gas, which can be severely irritating to the eyes, nose, and throat. Long term exposure to formaldehyde in the workplace has been linked to increased cancer risk.

Due to the health risks posed by formaldehyde, the hair straighteners listed below have been recalled in other countries. Unfortunately, because of a lack of FDA authority to issue a recall, these products are still available for purchase and use in the United States.

International Recalls of Hair Straighteners

Products that have been recalled in other countries, but which are still for sale in the United States.

This list is not exhaustive. There may also be other hair straightening products containing formaldehyde.

| Brand Name/Manufacturer | Product Name | Level/Range of Formaldehyde | Countries Where Recalled |
|-------------------------|---|-----------------------------|---|
| BioNaza Cosmetics | KeraHair - Premiere Brazilian Keratin System | .7-2.5% | European Union |
| BioNaza Cosmetics | Choco Hair - Brazilian Keratin Chocolate | 1.2-1.8% | European Union |
| BioNaza Cosmetics | Diamond – Premiere Brazilian Keratin System | 0.8-1.7% | European Union |
| BioNaza Cosmetics | KeraVino Premiere Brazilian Keratin System | 0.9-1.6% | European Union |
| Brazillian Blowout | Brazillian Blowout Acai Professional Smoothing Solution Brazillian Blowout Solution | 6.4- 8.8% | Canada , Australia , Ireland , France |
| Cadiveu | Brazillian Thermal Reconstruction | 7% | Canada |

| | | | |
|---------------------------------|--|----------|--|
| Cocochoco Professional | Complex Brazilian Keratin Straightening Treatment | 3% | European Union |
| Coppola/Copomon Enterprises LLC | Keratin Complex Smoothing Therapy | 2% | Ireland , Australia , Canada , European Union , France |
| Coppola/Copomon Enterprises LLC | Keratin Complex Express Blowout | >.2-1.7% | Canada , Australia |
| Coppola/Copomon Enterprises LLC | Keratin Complex Intense RX, Smoothing Therapy | 0.5-0.8% | Australia , European Union |
| Global Keratin | Global Keratin Taming System with Juvexin Strawberry Resistant | 4.40% | Canada |
| Global Keratin | Global Keratin Taming System Strawberry | 3.00% | France , Canada |
| Global Keratin | Functional Keratin Hair Taming System Blond/Light Wave Colored "Chocolate" | 1.7% | European Union , Ireland |
| Global Keratin | Global Keratin Taming System with Juvexin Strawberry Light Wave | .2-1.4% | Canada , Ireland |
| Global Keratin | Global Keratin Hair Taming System with Juvexin Light Wave/Curly | >.2% | Australia |
| Goleshlee | Goleshlee Keratin Hair Therapy | >0.6% | France |
| Hair Go Straight | Keratin Treatment | 2.60% | European Union |
| I.B.S Beauty Inc. | Istraight Keratin Advanced Keratin Treatment | 2.30% | Canada |
| Inoar | Moroccan Hair Treatment | 2.84%-7% | European Union , Canada |
| KeraStraight | Treatment Original Formula | 2% | European Union , Ireland |
| La Brasiliana | Zero (apple) | 0.76% | Canada |
| La Brasiliana | Veloce | 0.35% | Canada |
| La Brasiliana | Spruzzi | > .2% | Canada |
| La Brasiliana | Domani | > .2% | Canada |

| | | | |
|---|--|-------|---------------------------------|
| La Brasiliana | Original | > .2% | Canada |
| Lazaros general trading LLC | TCQ Plus Phase 2 – Nano Hydra Keratin | 2.30% | European Union |
| Marcia Teixeira - M & M International | Chocolate, extreme de-frizzing treatment | 2% | France, Canada |
| Marcia Teixeira - M & M International | Advanced Brazilian Keratin Treatment | 1.70% | Canada |
| Marcia Teixeira - M & M International | Brazilian Keratin Treatment, Marcia Teixeira | 1.60% | Ireland, Canada |
| R & L Trading Corp | Soft-Liss Intelligent Brush Morango Step 2 | >0.2% | Ireland |
| Rio Keratin | Brazilian Keratin Treatment Step 2 Grape Extract | 3.50% | European Union |
| Royal Keratin Professional Line by Keratin Connection | Brazilian Keratin Treatment in Mint, Chocolate, Strawberry | 1.54% | Canada |
| Tahe | Thermo Keratin No. 2 Active Treatment | >0.2% | Ireland |

Hair Straighteners High in Formaldehyde, Not Yet Recalled

Products that have been tested and found to contain formaldehyde higher than acceptable levels in other countries, but have not yet been subject to recall.

| Brand Name/Manufacturer | Product Name | Level/Range of Formaldehyde |
|--------------------------------|---|------------------------------------|
| Brazillian Gloss | Keratin Smoothing Gloss | 7.30% |
| Kera Green | Keratin and Protein Hair Treatment | 1.50% |
| Keratin Express | Keratin Express Brazilian Smoothing Treatment | 1.2% |

| | | |
|---------------------------------------|---|-------|
| QOD | Max | 3.52% |
| QOD | Gold Solution | 2% |
| Simply Smooth / American Culture Hair | Brazilian Keratin Treatment | 0.93% |
| Simply Smooth / American Culture Hair | Xtend Keratin Replenishing After Color Lock | 0.55% |

Formaldehyde-Free Hair Straighteners

The following products have been tested and found not to contain measurable levels of formaldehyde.

This list is not exhaustive. There may also be other hair straightening products which do not contain formaldehyde.

| Brand Name/Manufacturer | Product Name | Level/Range of Formaldehyde |
|--------------------------------|--|------------------------------------|
| JKS International | JKS Smoothing Treatment | 0% |
| Bio Ionic | Bio Ionic Kera Smooth Anti Frizz Treatment for Virgin Resistent Hair | 0.01% |
| Pravana Naturceuticals | Pravana Naturceuticals Keratin Fusion | 0.01% |