

## Natural Beauty



Here is what users have to say...

### Covers Gray

I just want to say I use Color the Gray! Medium Brown and this product is super! All the gray is covered completely and the color is permanent and does not wash out. The most important part to note, is the safety of your product with no health risk. This is a great product that everyone should be using. Whenever I get a compliment on my hair, I always try to promote Color the Gray!"  
Sincerely, TS

## HAIR DYE USE AND

# The Choice Between Beauty and Health

by David Steinman

When Jacqueline Kennedy Onassis, who regularly dyed her hair, passed away from non-Hodgkin's lymphoma, some experts (me included) wondered whether there could be a connection between her habitual use of hair dye over many years and the cause of her death.

As a matter of fact, information from the National Cancer Institute suggests that 20 percent of all cases of non-Hodgkin's lymphoma (NHL) in women can be attributed to regularly using permanent hair coloring. Prolonged use of dark, especially black hair colorings, is thought to pose the most risk. With approximately 74 percent of women using hair colorants and at least 7 percent of men, this is a particularly significant observation.

Perhaps, vanity being what it is, Ms. Kennedy Onassis, just like many other people, would have continued using hair dyes knowing this information, but the fact that she most likely did not know about the suggestive evidence linking hair dye use with this cancer makes the omission of information the real sin in this case for her times.

Some 15 years after her passing, the connection between this cancer and hair dyes only seems to be getting stronger.

A study from the Yale University School of Public Health published in the June 1, 2008, *American Journal of Epidemiology* looked at 4,461 NHL cases and 5,799 controls from the International Lymphoma Epidemiology Consortium 1988-2003, and found that chronic use of hair dyes, once again particularly dark-colored dyes, was linked with increased risk for not only NHL but also chronic lymphocytic leukemia and small lymphocytic lymphoma, which are various forms of this disease.

As if this study did not present enough concern, in the July 1, 2006, issue of the *American Journal of Epidemiology* researchers from the Catalan Institute of Oncology, Barcelona, Spain, also found a similar risk pattern. The analysis included 2,302 incident cases of lymphoid neoplasms and 2,417 hospital- or population-based controls from the Czech Republic, France, Germany, Ireland, Italy, and Spain (1998-2003).

According to the researchers, "Lymphoma risk among (hair) dye users was significantly increased by 19 percent in comparison with those who never used

## Henna FAQs

### Does Light Mountain work on gray hair?

Here's what the company says, "In the past, this question has been difficult to answer, due to the different protein structure in gray hair. However, with the development of our Color the Gray! product line we have taken much of the difficulty out of using henna to cover gray hair. Our exclusive two-step process uses two separate applications of henna: First, a conditioning application adds base color to the gray hair; then, an application of your desired shade of henna covers the gray completely. If your hair is more than 10 percent gray, you should select one of our Color the Gray! colors. As with our entire product line, make sure to do a swatch test before applying to your hair."

### Does Light Mountain come in more shades than red?

Yes. There are three major plants, as well as different plant parts, each yielding a different color. Although red is the most well-known shade, there is also a neutral and a black. Blending these

hair dye...and by 26 percent among persons who used hair dyes 12 or more times per year.... Lymphoma risk was significantly higher among persons who had started coloring their hair before 1980...."

Clearly, say some experts, hair dyes were far more dangerous before 1980. That was when the hair dye industry, under intense scientific and public interest pressure, removed two particularly toxic dyes from their products and replaced them with less well-studied newer metabolites. Many experts say the risk has been decreased by this switch from one chemical cousin to another, which may be true or not. The nature of NHL is that it takes 20 years or longer of use and exposure, so many cases could start to crop up now among users. Maybe these NHL cases will occur later in the use cycle if the chemicals today in hair dyes are only weaker carcinogens or procarcinogens. But chances are the risk is real, and still there.

In 2008, the International Agency for Research on Cancer (IARC) based in Lyon, France, noted that, "there was now enough evidence that hairdressers and barbers are at greater risk for bladder cancer from hair dye due to occupational exposure. This conclusion is based on evidence from epidemiological studies over a span of 15 years. It was reported that hair dyes with a benzidine base are carcinogenic and have been shown to cause bladder cancer and are more concentrated in darker hair dyes."

Of course, such information ought to make a lot of people interested in alternatives to these death sentences in a box. Obviously, we know the darker colors are most dangerous and that intensive, monthly dying is most risky. Using lighter colors less often would certainly be a good move. So would streaking and procedures that avoid scalp contact. But there are other alternatives for covering gray that are extremely safe as well, and that, with new technology advances, are achieving excellent color ranges from jet black, dark brown, mahogany and chestnut to auburn and red tones. The most advanced natural hair coloring system today is Light Mountain®.

Light Mountain is the only henna product today that captures a wide range of tones. In fact, the lines

consist of their famous henna animals in 12 shades, plus their Color the Gray! in eight more.

Light Mountain uses no chemicals and no synthetic ingredients, only pure premium henna and other botanicals. They have been blending henna-based natural hair colors since the early 1980s and are the leading line in the natural products industry.

According to the company, "Although the primary plant species yields shades of red, the use of neutral and black botanicals has allowed the development of a wide range of available shades of hair coloring, from pure neutral (a natural conditioning and highlighting mix with no coloring agent) to a range of reds, rich browns, dark chestnuts and gleaming black."

Here are more good reasons to use Light Mountain: "We never compromise on the quality of our ingredients" and "purchase only the finest grades of premium botanicals, including using certified organic *Lawsonia inermis*." This ensures that you can achieve the shade you desire when coloring and conditioning your hair with Light Mountain products.

We all want to look good and be beautiful in our own way to the best of our ability and certainly covering the gray or highlighting your hair should not be considered a sin for which one must pay with their life. I urge you to explore these alternatives to the permanent and semipermanent hair dyes implicated in these studies that link NHL with their use. You don't need to die to be beautiful. ■



## Resources:

Light Mountain Natural Hair Color and Color The Gray! by Lotus Brands is available at most major natural health retailers nationwide. For more information to find a store in your area visit [www.light-mountain-hair-color.com](http://www.light-mountain-hair-color.com) or call 800-824-6396.



## Perfect Alternative to Discontinued Brand

Dear Friends!

Recently, all Hennalucent Sunset Glo color users were lost as this beloved color was discontinued. The frantic search has begun to find a replacement! And I am happy to announce that this Light Mountain Natural Hair Color in red is a perfect alternative to Hennalucent Sunset Glo. The package has twice as much henna as hennalucent and it is good for all of us with long hair, is soft, easy to apply, and smells good. After 45 minutes the desired color is achieved, but for thicker hair they recommend up to a three hour wait. They also advise the use of heat application, but I have not done it and the results are excellent. Wear gloves, cover the hair line with Vaseline to avoid staining. It washes out easily. Wait 24 hours before shampooing to make the color last even longer.

I am thrilled I can continue to be a redhead with no harsh chemicals on my hair. Thank you Mountain Natural Hair Color in red!

HK, Houston, Texas, 6/09 by email

three shades in the right proportions creates a wide range of color variations, allowing us to offer an extensive line of natural henna colors: vivid red, rich auburn, chestnut, mahogany, gradations of brown and deep black.

### How much does henna cost compared to chemically based hair color products?

Henna is the most economical way to color your hair. Per treatment, henna is substantially less expensive than any of the chemical treatments; henna applications also tend to last longer, so you need to purchase a new kit less often.

Most people find that using henna will reduce their annual hair coloring costs by as much as two-thirds.

### Do I need to have henna applied by a salon professional, or can I do it myself?

Henna can be applied at home or by a beauty care professional. Their comprehensive, start-to-finish instructions and complete application kit make it easy for anyone to apply henna safely and effectively at home, with professional-quality results. However, if you prefer to have Light Mountain applied by your stylist, simply bring the kit to your next appointment.