

The Doctors' Prescription

FOR HEALTHY LIVING

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In this special report, we present life-saving information about the dangers of commercial hair dyes found in drug stores and beauty supply houses. We show women how to choose safe and healthy hair coloring products which pose no risk.

*Two great brands are **Paul Penders® Color Me Naturally** and **Light Mountain® Natural Hair Color and Conditioner***

Safely Gorgeous Hair Dyes to Die For

by David Steinman

Paul Penders™
NOURISH YOUR SKIN!



Today, 35 to 40 percent of American women, aged 18 to 60 – some 50 million – use hair dyes. That these products, as a class, remain unlabeled for their human cancer hazard is one of the worst public health scandals today.

Because of loopholes in the Federal Food, Drug and Cosmetic Act, these killer products continue to bear no warning whatsoever of a very real cancer hazard. The best thing that women can do to protect their health if they are using these products, particularly the darker shades, is to stop now and seek safer brands.

PROVEN WOMEN'S CANCER HAZARD

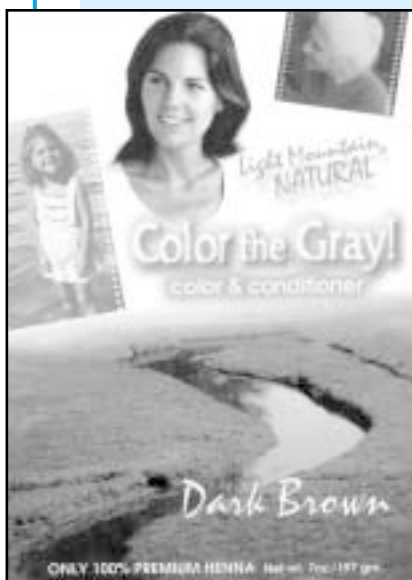
Specifically, use of permanent and semipermanent hair dyes is associated with increased risk of non-Hodgkin's lymphoma, multiple myeloma, and Hodgkin's disease.^{1, 2, 3, 4, 5, 6,}

^{7, 8, 9} Researchers from the National Cancer Institute estimate 20 percent of all cases among women of non-Hodgkin's lymphoma, the disease that killed Jacqueline Kennedy Onassis, are due to women's use of commercial hair dye products.¹⁰ The risk seems to be greatest among users of dark shades.

The evidence is suggestive of an association with breast cancer, as I, together with my co-author Samuel S. Epstein, M.D., reported in *The Breast Cancer Prevention Bible* (Macmillan 1997).^{11, 12, 13, 14, 15} The dye para-phenylenediamine, used in virtually every commercial permanent and semipermanent product, was shown in 1986 to be carcinogenic to the breast following oxidation with hydrogen peroxide, precisely as these products are used by women.¹⁶

Further evidence of the cancer risk from hair dye use comes from studies of hairdressers that have provided clear evidence both men and women are at increased risk for bladder and other cancers.^{17, 18, 19, 20, 21}

Finally, hair dyes may also pose a risk to children whose mothers



used them shortly prior to conception or during pregnancy. In fact, the risk of childhood cancer could be increased by as much as tenfold.^{22, 23, 24}

THE DOCTORS' PRESCRIPTION FOR SAFE AND HEALTHY HAIR COLORING PRODUCTS

For several years, we've been following the products of Paul Penders, a Petaluma, California-based cosmetic company. We have been impressed with their purity, quality and the way they deliver great beauty results. Last year, Paul Penders made perhaps one of the truly great and important contributions to consumer health in the cosmetic field in this decade.

The Penders company last year brought out its totally natural temporary hair colors and conditioners to the public. The line is called Paul Penders Color Me Naturally. It is herbally based, totally safe, and works extremely effectively without ammonia, peroxide, lead or sulfur.

After trying them many people prefer these products to the commercial permanent and semi-permanent hair coloring products sold in drug stores and beauty shops. We are recommending the Penders line with a two thumbs up endorsement.

Their brown, red, blue and yellow derived colors are from safe mineral salts and, whereas commercial products in drug stores and beauty shops often contain other undisclosed impurities, allergens and irritants, the Penders line doesn't at all. The company has added important conditioning herbs to the product including arnica, calendula, chamomile, ginseng root, hops, horsetail, lavender, nettle, and rosemary.

For we doctors and educators who are independent and who have witnessed the hair dye-cancer scandal, finding safer alternatives is an obsession. The Penders company has a safe beauty obsession too.

LIGHT MOUNTAIN HENNA

Henna, a naturally occurring plant native to the Middle East, has been used for thousands of years as Mother Nature's hair colorant. A semipermanent hair color, henna is completely nontoxic. Modern hennas create a wide range of very natural and beautiful hair colors.

One of the excellent qualities of henna, neither permanent or semipermanent hair coloring products possess, is that it only slowly washes out of your hair. Thus, as new hair is growing in, the problem of noticeable roots is minimized. It also actually protects the hair.

Henna is a great conditioner. Use a little daily as well for thicker, softer, fuller hair.

One company has perfected the henna process. Light Mountain® Natural Hair Color and Conditioner and Light Mountain Color the Gray!™ (formerly HennaGray) are excellent products, which also come in a wide range of color variations. In fact, Light Mountain® Color the Gray!™ is the only henna product available today that can entirely cover gray with a two-step process. The Light Mountain Natural line not only adds great color shading to hair, henna is a terrific hair conditioner.

Light Mountain comes to consumers from a Twin Lakes-based Wisconsin company, Lotus Brands, Inc., which has consistently taken a conscientious and consciousness-raising approach to its link with customers. Lotus is also a major publisher and distributor of ayurveda, aromatherapy, reiki, alternative health, and classical spiritual books.

How To Locate **Paul Penders** Color Me Naturally and **Light Mountain** Natural Hair Color and Conditioner and Color the Gray! (formerly HennaGray)

To find a health food store in your area carrying either the Paul Penders Color Me Naturally line or Light Mountain® Natural Hair Color and Conditioner and Color the Gray!, contact: Lotus Brands, Inc., Box 325, Twin Lakes, WI 53181 or call them at (800) 824-6396 or (262) 889-8561. Their e-mail address is: lightmntn@lotuspress.com or penders@lotuspress.com. Lotus Brands is the exclusive North American distributor of the Paul Penders Color Me Naturally line.

HENNA USE TIPS

Light Mountain provides detailed instructions, cap and gloves, so you have everything you need. Be sure to follow these guidelines, however, when working with henna:²⁵

- Always wear gloves when using henna as it contains a resinous substance called hennatannic acid with a coating action that can color skin and nails.
- Distilled water is best to use when mixing henna.
- Always use glass, ceramic, or plastic bowls. Stir with a wooden or plastic spoon. Never use metal utensils or a metal container when

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Light Mountain® Natural Hair Color and Conditioner and Color the Gray! (formerly HennaGray) are both 100% Premium Henna – Another Great Alternative

mixing henna as henna can react to metal.

- Be careful if you have a perm or chemical tint. Chemical residues left in the hair can react with the henna and cause unusual shades or brassy colors. This can also happen with hair that contains chlorine residues from swimming.
- Test on a swatch of hair.
- Over a period of several days, the new color will go through subtle and dramatic changes.

THE BEAUTY INDUSTRY'S DIRTY SECRET

The fact that the hair color industry is legally exposing millions of women to carcinogenic chemicals without label warnings is, in part, due to legislation governing cosmetics dating to the 1938 Federal Food, Drug, and Cosmetic Act. At that time, intensive special interest lobbying on behalf of the hair dye industry persuaded Congress to exempt the dyes used in these products from government regulation. Under the Act, only an acute health hazard warning is required to be included on product labels that blindness might result from use on eyelashes and that a preliminary test should be conducted to avoid allergic reactions.^{26, 27}

This legislation shouldn't be an excuse for the Food and Drug Administration's inaction on this issue. The fact is that the FDA has never gone to Congress asking for regulatory authority over hair dyes. Nor has it advocated explicit labeling of hair dyes for their carcinogenic hazard. The FDA has always heeded lobbying pressure from the hair dye industry. The dirty secret behind

hair dyes' glamorous facade remains concealed in a complicit unspoken pact between Congress, the beauty industry, and lobbyists.

ABOUT THE AUTHOR and THE DOCTORS' PRESCRIPTION FOR HEALTHY LIVING

This story was originally published in The Doctors' Prescription for Healthy Living whose publisher and editor is David Steinman. He is author or co-author of Diet for a Poisoned Planet (Crown 1990, Ballantine 1992), The Safe Shopper's Bible (Macmillan 1995), Living Healthy in a Toxic World (Perigee 1996), The Breast Cancer Prevention Program (Macmillan 1997) and the forthcoming Doctors' Arthritis Cure (Keats Publishing 1998). He is chairman of Citizens for Health and served two years on a committee of the National Academy of Sciences where he co-authored Seafood Safety (National Academy Press, 1991). Steinman is a member of the teaching faculty at National University. He has won awards from the California Newspaper Publishers' Association, Sierra Club, and Society of Journalists' Best of the West. He is married to the artist Terri Steinman and they have one son. Subscriptions to The Doctors' Prescription for Healthy Living are \$19.95 per year and \$34.95 for two years. Make checks payable to Freedom Press and send to 1801 Chart Trail, Topanga, CA 90290. Stores may purchase bulk quantities of The Doctors' Prescription for Healthy Living. Call (310) 455-3333 or fax to (310) 455-3203 for more ordering information.

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Safe Shopping Tips

Follow these guidelines when selecting a hair coloring product:

- Read labels. Avoid choosing any product whatsoever listing the phenylenediamine chemical family.
- Look for the following disclaimer on the package:

CAUTION:

This product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness.

In both the U.S. and Canada, such warnings on the label mean that the product contains ingredients which are exempt from provisions of the Food, Drug and Cosmetic Act, including phenylenediamine-based dyes.

- There is some evidence that most of the cancer risk of hair dyes is attributable to the darker shades.
- Some mainstream manufacturers have begun offering hair coloring products to which they've added herbal extracts, and then call these products natural. Forget it. Every line we investigated contained deadly phenylenediamine dyes.

A SAFE SHOPPER'S BIBLE SPECIAL INVESTIGATION

WHY SHOULD A HAIR DYE BE TO DIE FOR?

Drug store and salon brands of permanent and semipermanent hair dyes account for about a quarter of all cases of non-Hodgkin's Lymphoma, which is often fatal among women in the United States. Now the authors of a new book reveal that the key dye in permanent and semipermanent hair colorings is carcinogenic to women's breasts. Federal labeling laws are powerless to warn consumers. Safer brands are available.

BY DAVID STEINMAN

The reason that I co-authored *The Breast Cancer Prevention Program* (Macmillan 1997) is simple: I wanted to prevent breast cancer in my family and every family. Much of what women do, the little things, can cause their breast cancer. Women's choices in food, medical procedures, even her attitude toward life and willingness to get out and exercise, all impact her risk. Of particular concern are undisclosed risks that are in consumer products. The greatest offender today for women's cancer in general, and probably some breast cancers, are hair dye products from the major manufacturers. It is our opinion that the use of ingredients in these products is recklessly endangering women's lives. Fortunately, women can find safe, alternative brands at their health food store. This is, ultimately, a good news story, because these safe brands also work extremely well even for covering gray.

The key problem, with regard to breast cancer, in hair dyes is a dye called *para*-phenylenediamine. It is a key dye used in almost all permanent and semipermanent products. It should be further stressed that in 1986 *para*-phenylenediamine, the basic phenylenediamine dye in current use in virtually all permanent and semipermanent hair coloring products, was shown to be carcinogenic to the breast following oxidation with hydrogen peroxide.¹ However, this has never been further investigated. It should also be noted that there are other dyes in hair color products for which there is no available or inadequate evidence of carcinogenicity (Appendix 6.2).

¹Rojanapo, W., et al. "Carcinogenicity of an oxidation product of p-phenylenediamine." *Carcinogenesis*, 1986, 17(12): 1997-2002.

SAFE SHOPPING CHART

In the following chart, we have evaluated a wide range of hair coloring products. Many belong to a class of hair colorant implicated for their cancer hazard. Though not all were specifically studied in the studies we reviewed, all of these products contain or have contained types of dyes that have shown suggestive to conclusive evidence of a cancer hazard; these products, as a class, suggest the hazard. Note the safe Paul Penders and Light Mountain brands. See above for their telephone number and other information to find a health food store nearest you carrying their products. Your local health food store carries these products.

Key	Hair Coloring Products for Women		
	Product	Health Risks	
		Allergies/Irritants	Cancer
✓ : Recommended for Quality and Safety	Antica Herbavita Herbal Permanent Hair Colours	●	●
○ : No Risk	Born Blonde No-Peroxide Lotion Toner (Blissfully Blonde)	○	○
◐ : Minimal Risk	Clairette Gentle Colors for Permed & Delicate Hair (Medium Ash Brown)	●	●
● : Caution	Clairol Balsam Color Conditioning Shampoo-In Haircolor (Palest Blonde)	●	●
	Clairol Frost and Tip	○	○
	Clairol Light Effects	○	○
	Clairol Loving Care Color Lotion	○	○
	Clairol Nice 'n Easy	●	●
	Clairol Maxi Blonde The Maximum Hair Lightener	○	○
	Clairol Hairpainting Quiet Touch Brush-On Highlighting Kit (Blonde to Light Brown Permed Hair)	○	○
	Clairol Quiet Touch Brush-On Highlighting Kit Hair-painting Original Formula for Blonde to Light Brown Hair	○	○
	Clairol Ultimate Blonde	●	●
	Clairol Ultress Gel Colourant (Dark Blonde)	●	●
	Great Day Dark Brown/Black	○	○
	Hennalucet by Ardell	○	○
	Jerome Russell Spray-In Color Highlights	●	○
	✓ <i>Light Mountain Natural Hair Color & Conditioner (all shades)</i>	○	○
	✓ <i>Light Mountain Color the Gray! (formerly Henna Gray) (all shades)</i>	○	○
	L'Oréal Advantage (Light Ash Brown)	○	○
	L'Oréal Excellence Color Reliance (Dark Brown)	●	●
	L'Oréal Performing Preference Les Blondissimes	○	●
	L'Oréal Performing Preference Permanent Creme-In Haircolor	●	●
	L'Oréal Summer Soleil Subtle Hair Lightener	●	○
	L'Oréal Super Blonde Lightener Kit	○	○
	Miss Clairol (Sunny Blonde)	○	●
	✓ <i>Paul Penders Color-Me Naturally</i>	○	○
	Revlon Colorsilk Salon Formula Ammonia-Free Haircolor	●	●
	Salon Formula Sun-In	○	○
	Wella Color Charm Liquid Creme Hair Color	○	●