

60 Million Consumers Names Herbatint Long-Lasting, Safest Hair Dye

PARIS—60 Million Consumers, the French consumer testing organization, tested 15 well-known mass market and three natural hair dyes currently sold in Europe and the United States for performance and safety. Of the 18 tested, Herbatint was the only dye with an acceptable safety rating, in addition to being named fully acceptable for long-lasting natural color.

Each product was evaluated for: potential irritation, sensitization, mutagenic risks, and carcinogen and reproductive toxins using the standards of the Scientific Committee on Consumer Safety (SCCS) of the European Union (EU). Based on toxicological profiles, Herbatint was the only hair dye, including two other natural products, judged acceptable because it uses very few potentially sensitizing or toxic substances.

"This is extremely gratifying to us," said Pierce Sioussat, president of Bioforce USA, the U.S. distributor for Herbatint. "For years we have been saying Herbatint has the lowest levels of chemicals necessary to achieve beautiful permanent hair color. To have that confirmed by such a credible, unsolicited testing source certainly increases the weight of our message."

the
choice
of **60**
million
consumers

HERBATINT
HAIR COLOR GEL
PERMANENT
4M



**Best Choice hair color
for limited risks**

This hair dye was noted for the very naturalness of its color. The color and its long lastingness were judged fully acceptable. Moreover, it distinguishes itself from all its competitors, by its safer formulation based on the toxicological testing. It uses very few substances that can cause sensitivity or be toxic.

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