

From: Hicks, Jonathan
To: [Sadrieh, Nakissa](#)
Subject: RE: Mintel Search Update - Need Your Input Before COB Friday
Date: Friday, August 7, 2015 11:50:56 AM

Hi Nakissa,

I got some additional feedback from Mintel on Formaldehyde. They have found substantial research from other organizations (e.g., OSHA, EWG, NY, NIOSH, etc.) that industry is hiding formaldehyde use. Sometimes this by indicating Aldehyde on the ingredient list instead of Formaldehyde (probably misbranding). Do we want to know about these products that do not explicitly claim Formaldehyde use? If yes, we should expand the search to include suspected products. Mintel already knows about 60 of these suspect products.

I will try to catch you this afternoon to discuss.

Best,
Jon

This is what Mintel sent me:

Web Sites showing details on Formaldehyde issues still being found in products:
<http://blogs.cdc.gov/niosh-science-blog/2012/02/10/hair-smoothers/>
<http://www.ewg.org/hair-straighteners/our-report/hair-straighteners-that-hide-formaldehyde/>
<http://www.ewg.org/hair-straighteners/our-report/see-the-brands/>
OSHA: https://www.osha.gov/SLTC/formaldehyde/hazard_alert.html
<http://www.health.ny.gov/environmental/chemicals/formaldehyde/consumer.htm>
<http://oeh.tandfonline.com/doi/abs/10.1080/15459624.2011.626259>
http://www.orosha.org/admin/newsrelease/2010/nr2010_28.pdf

This is the list I have compiled so far on suspected products. I have not yet searched to see if the listed products are still available for sale.

- BioNaza KeraHair – Premiere Brazilian Keratin System
- BioNaza Brazilian Blowout Brazillian Blowout Acai Professional Smoothing Solution Brazillian Blowout Solution
- BioNaza Choco Hair – Brazilian Keratin Chocolate
- BioNaza Diamond – Premiere Brazilian Keratin System
- BioNaza KeraVino Premiere Brazilian Keratin System
- Bio Ionic Kera Smooth Anti Friz
- Brazilian Blowout Acai Professional Smoothing Solution
- Brazilian Blowout Professional Brazilian Blowout Solution
- Brazillian Gloss Keratin Smoothing Gloss**
- Bravo Biocare Organic Thermo Fusion Brazilian Keratin Treatment**
- Cadiveu Brasil Cacao**
- Cadiveu Acai Therapy**
- Cadiveu Brazillian Thermal Reconstruction
- Chocolate extreme de-frizzing treatment**
- CocoChoco Complex Brazilian Keratin Straightening Treatment
- Coppola/Copomon Enterprises LLC Keratin Complex Express Blowout**
- Coppola/Copomon Enterprises LLC Keratin Complex Intense RX, Smoothing Therapy**
- Coppola/Copomon Enterprises LLC Keratin Complex Smoothing Therapy**
- Global Keratin