



FOR IMMEDIATE RELEASE

Press Contact:
Dina Elliot
JG Communications Inc.
201-310-3356
dina@jgcommunicationsinc.com

PKSC Acts Responsibly to Proactively Provide Results of Research and Testing Program to CIR to Validate the Safety of Keratin Smoothing Products

The Professional Keratin Smoothing Council (PKSC) is an advocacy group created by the leading Keratin Smoothing product manufacturers, with the common goals of corporate responsibility, industry and consumer safety, and transparency for this popular, burgeoning professional service category. In response to actions by a few irresponsible companies (who are not PKSC members) and safety concerns among salon professionals and consumers, the PKSC was formed to establish standards of accountability, while ensuring full disclosure of ingredients, Material Safety Data Sheet (MSDS) compliance, and education of salon professionals on safe and proper use of these products.

Consistent with the organizations principles, the PKSC has undertaken an extensive scientific research and testing program to positively demonstrate that the products of its members meet or exceed the safety requirements established by regulatory agencies. This Program accurately measured the safety levels of PKSC member products by using advanced and state-of-the-art product testing methods, as opposed to the antiquated testing methods traditionally used for several decades. The results clearly document the safety of PKSC members' products when used under normal conditions (as per manufacturers' directions).

The PKSC was thrilled to find that the advance testing results mentioned above were overwhelmingly positive, contradicting the recent outcome of the Cosmetic Ingredient Review (CIR) meeting of September 26-27, 2011. This CIR meeting may lead to a determination that current safe-use practices for products in this category are not adequate.

The PKSC presented the CIR with results from extensive air quality tests conducted by a highly respected laboratory. In these tests, four different smoothing products were analyzed in six salon locations. Dr. Robert Golden, a noted toxicologist, presented the positive results to the CIR. **The results clearly demonstrate that in all instances, salon air quality was compliant with all government regulations.**

The extensive and ongoing test results show that using keratin smoothing products under normal conditions and in adherence with current application methods will reduce the potential for sensory irritation, and further protect salon professionals and consumers.

PKSC Members are expending enormous resources to protect salon professionals and consumers. Currently, the PKSC challenges safety organizations and agencies that have provided inaccurate and inflammatory accusations to the media. These groups have implied some sort of wrongdoing before reviewing accurate testing results and evidence presented to the CIR.



The PKSC is encouraged that the CIR has provided product manufacturers with the opportunity to submit additional safety data that supports the safety of their products. Members already have several initiatives under way, including PKSC- endorsed application methods that have been proven to lower exposure levels, and improve air ventilation standards. The PKSC also encourages even more rigorous certification for professionals to ensure safe use of these highly demanded products.

It is, and always has been, the goal of the PKSC and its member companies to provide safe and effective products, while complying with the law and cooperating with regulatory agencies.

#