

Recall of Cosmetic Product Brazilian Blowout™ Acai Professional Smoothing Solution

Issue

The Irish Medicines Board and the Health Service Executive's Environmental Health Service is warning Irish consumers that the Brazilian Blowout™ Acai Professional Smoothing Solution, manufactured by Brazilian Blowout of California, has been found to contain levels of formaldehyde in excess of that permitted for inclusion in cosmetic products under European and national legislation. Testing has shown that this specific product contains formaldehyde levels in excess of the permitted level of 0.2% when used as a preservative.

The specific product that is implicated in this case is Acai Professional Smoothing Solution. This is marketed as "professional use" only and is known to be available at hairdressing salons across Ireland. No other product within the Brazilian Blowout Range is currently implicated.

Hair stylists who use the Brazilian Blowout Acai Professional Smoothing Solution should immediately stop using this product.

Of Concern

Formaldehyde is a known irritant and sensitizer. Chronic inhalation over a long period of time can lead to more serious health consequences.

The product has the potential to induce undesirable effects during application to the hair. The application process includes heating, through blow drying and using straightening irons, which may cause the formaldehyde to vaporise. Exposure to formaldehyde above the allowed limits places stylists, the person to whose hair the product is applied and those within the immediate vicinity at increased risk.

In particular, hair stylists applying this hair smoothing product, and persons to whom it is applied, may experience undesirable effects. Typically, these may include smarting of the eyes, irritation to the nose and throat, and breathing difficulties.

Actions to be Taken By Consumers

There is no cause for concern for persons who have used this product and not experienced any undesirable effects.

If you have experienced any undesirable effects with this product we advise you to seek medical attention.

In addition, undesirable effects associated with the use of cosmetics can be reported to the IMB using the [Undesirable Effects Report form](#) available on the IMB website.

Actions Taken By IMB & HSE

We are working with the Irish distributor to address this issue. We can confirm that distribution of the Brazilian Blowout Acai Professional Smoothing Solution product has ceased and hairdressing salons have been notified not to use it.

Recall of stocks of the product from hairdressing salons is in progress.

Related Product Recalls

A number of similar products containing levels of formaldehyde in excess of permitted levels have been recalled over recent months. Links to obtain further information are outlined below:

- Brazilian Keratin Treatment - Marcia Teixeira issued 14/06/10
<http://www.consumerconnect.ie/eng/News + Research/Product Recalls/marcia-teixeira-hair-products.html>
- Global Keratin, Functional Keratin Hair Taming System Blond/Light Wave coloured “chocolate”
- Kerastraight Treatment issued 20/08/10
<http://www.consumerconnect.ie/eng/News + Research/Product Recalls/KeraStraight hair treatment withdrawn.html>
- Keratin Complex Smoothing Therapy- Blonde Hair & Natural Keratin Smoothing Treatment issued 12/08/10
<http://www.consumerconnect.ie/eng/News + Research/Product Recalls/Keratin Complex products withdrawn.html>

Further Information

Further information relating to this issue can be provided to consumers and health professionals through contacting the IMB and HSE as indicated below:

Irish Medicines Board (cosmetics@imb.ie; 00353-1-6764971)

Environmental Health Service (maurice.mulcahy@hse.ie)