

## Important Questions and Answers

### What does the tattoo of the customer have to do with hair dyeing?

Some tattoos, e.g. henna tattoos, contain ingredients which can also be contained in hair dyes, and can lead to an allergic reaction.

### What information should the customer care card contain?

- Name of the applied product (brand, colour shade, mixing ratio)
- Date of the last hair dyeing
- Information of the customer concerning existing tattoos
- Possible distinctive features
- Has the customer already consulted a dermatologist? In the affirmative:
  - Is there an allergy pass?
  - Is there an allergy to hair dyes?

Please observe data privacy provisions!

### What is to be done if during hair dyeing a reaction such as skin irritation or scalp burning occurs?

Immediately rinse the hair thoroughly with lukewarm water and cleanse with diluted shampoo. If the skin irritation continues, recommend to consult a doctor.



If you have additional questions, please contact the publisher of the leaflet or the manufacturer of the hair dyeing products.

#### Published by

The German Cosmetic, Toiletry, Perfumery and Detergent Association, Frankfurt, [www.ikw.org](http://www.ikw.org)  
Central Association of the German Hairdressers, Cologne, [www.friseurhandwerk.de](http://www.friseurhandwerk.de)  
December 2010

#### Photos

BGW – Lebe deinen Traum (Live Your Dream)

# Important Guidance for Hairdressers on Hair Dyeing

## As important as the beauty of the hair of your customer – ladies or men – is safety: yours and that of your customers

We offer to you products for hair dyeing which have been developed with a high investment into both efficacy and safety.

The safety information and instructions for use of the respective producers are binding and must be taken into account in the day-to-day work in your salon. We recommend to create a customer care card for every customer in order to offer the best professional care. Prior to every hair dyeing, the customer should be advised by you. Based on these talks you decide

- whether you may dye the hair of your customer,
- whether you should recommend your customer to consult a dermatologist prior to dyeing.

The advice is an opportunity to present your expert knowledge as a professional hairdresser and introduce your customer to the different products for hair dyeing and their colour results.

## Professional Advice Questions you should ask your customer

- Did your customer ever have an allergic reaction to hair dyeing products?
- Did your customer ever have an allergic reaction to skin tattoos, body painting (e.g. henna tattoos) or permanent make-up?
- Did your customer ever have an allergic reaction since the last hair dyeing?

If one of the above questions is answered with yes, the customer might have an allergic reaction during hair dyeing. For that reason you should first advise your customer against hair dyeing and recommend consulting a dermatologist who can exclude an allergic reaction to the hair dyeing product.

Ask your customer also whether he/she has had a skin tattoo, a body painting with e.g. henna or a permanent make-up since the last hair dyeing. In this case there is also a possibility that the customer reacts to hair dyeing. It is recommended to have this clarified by a dermatologist. If the customer has already had a reaction to the painting, he/she should at all rates consult a dermatologist before you do the dyeing.

## Important Questions and Answers

### How does one know whether one is allergic?

An allergy is a reaction of the immune system to certain substances, so-called allergens. Allergic symptoms can include e.g. reddening, strong itching or burning of the scalp. Whether one is allergic to a substance is established by the dermatologist through an allergy test. In case of allergic reaction the patient will receive an allergy pass in which the substances are specified to which he/she reacts allergically.

### What if there is no allergy pass?

If no allergy pass is available and a customer believes that he/she is allergic to hair dyes, you should recommend the customer to consult at any rate a dermatologist prior to dyeing.



**Schöne Hände.  
Ein „must-have“!**

Trends und Beauty sind dein Beruf, den du liebst und den du lebst. Dir kann man in Stylefragen voll vertrauen. Neben deinem Look zählt aber vor allem eins: schöne und gepflegte Hände. Denn schöne Hände sind deine Visitenkarte und dein wichtigstes Arbeitswerkzeug. Darum lohnt es sich, auf die Hände besonders achtzugeben.

Wie einfach das geht, zeigt die BGW-Kampagne: **Lebe Deinen Traum.** Mit Glamour, Style und schönen Händen.

[www.lebe-deinen-traum.de](http://www.lebe-deinen-traum.de)