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Opinion on PPD (Para Phenylene Diamine)

Para Phenylene Diamine or PPD is an ingredient used in permanent, also called oxidative, hair colours. It is probably the most common hair dye used as it is necessary to cover grey hairs. It is permitted as a hair colour ingredient by the ASEAN Cosmetic Directive.

PPD is also allowed in other countries: EU, US, Japan, Korea, China, etc.

The presence of PPD, as well as all ingredients used, is mentioned on the packaging of the product under the ingredient list. It will be mentioned as “paraphenylenediamine”.

PPD may only be used as a hair colour in persons above the age of 16; at the maximum concentration of 2% when applied to the hair. It is not allowed to colour eye brows or eye lashes.

Products have to carry specific warnings and clear instructions for use which should be followed.

In particular it is recommended to perform the allergy test as mentioned on the label.

PPD is not allowed in any other cosmetic product. Unfortunately some use it to tattoo the skin in a mixture called “black henna”; henna is orange-red in colour and there is no such a thing as “black henna”.

The safety of cosmetic ingredients is reviewed continuously by expert committees like the SCCS in Europe, the CIR in the US or the ACSB in ASEAN.

There are laws and regulations established by governments to ensure that the companies will only produce and market safe products. The industry associations around the world including in ASEAN are working very hard to

promote safety and quality standards among their members and make sure that companies take compliance seriously and work hard to earn and keep the trust of their consumers and their families.

Consumers have to rest assured that Industry and Regulators are working towards ensuring the safety, quality and efficacy of the cosmetic products available to them. In case unsafe products are found in the market, Regulators keep the public informed of their decisions and actions. The ASEAN Cosmetic Committee has issued the ASEAN Consumer Information Handbook on Cosmetic Product. This is available on the ASEAN Secretariat web site as well as the ACA web site (<http://aseancosmetics.org/>). The Handbook answers many of the questions commonly asked by consumers or ingredients or products safety.