

in salute

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Hair dyes

WHAT ARE YOU PUTTING ON YOUR HAIR?

Food

SOFT DRINKS UNDER SCRUTINY

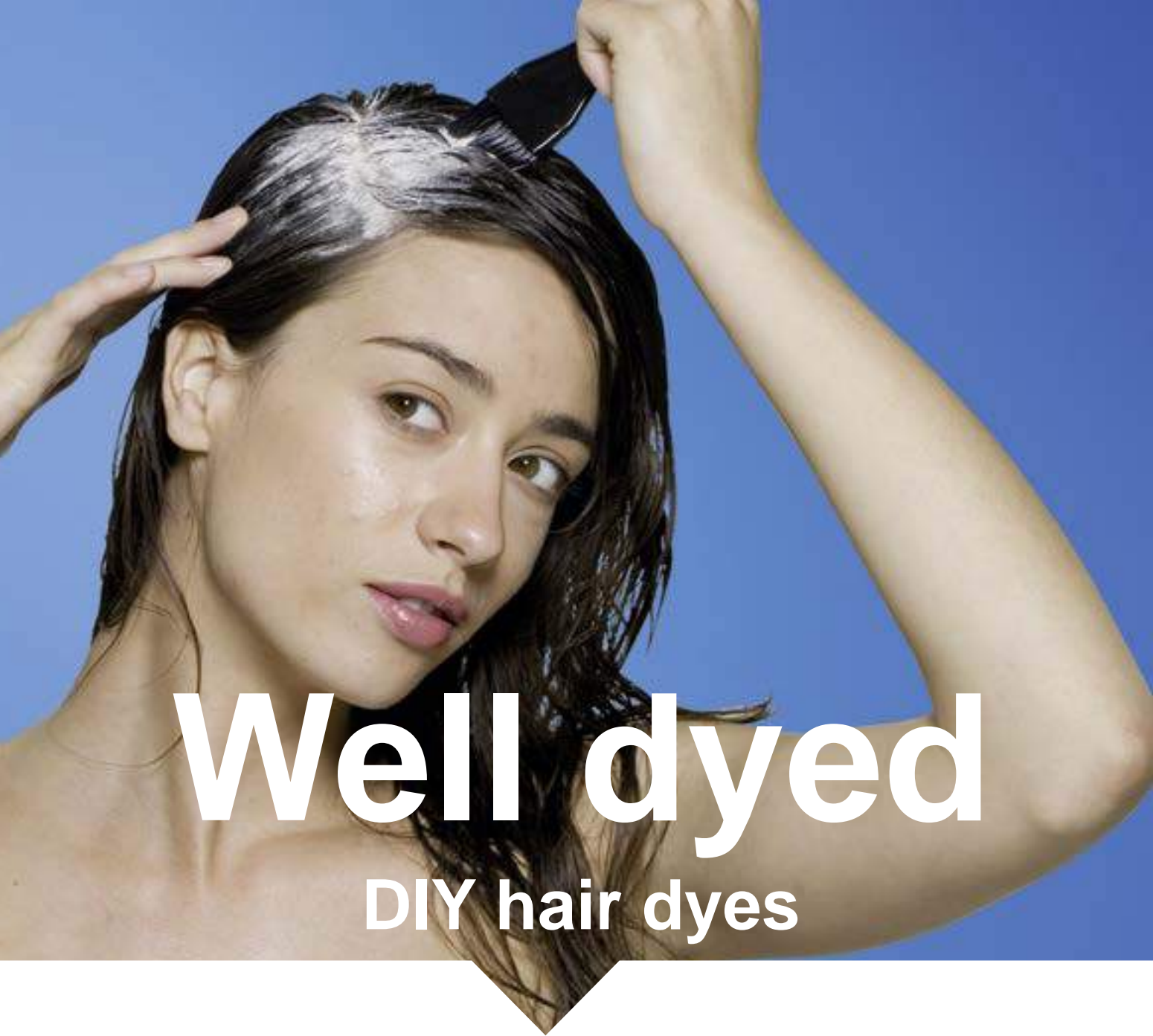
Vaccinations

A HEATED DEBATE WITH LITTLE INFORMATION



EXPENSIVE DRUGS

Over-the-counter ones are cheaper abroad



Well dyed

DIY hair dyes

Effective and value for money. For those who want to cover grey hair or change colour, permanent dyes are a valid alternative to the expensive hair salon. Always do an allergy test.

by Adelia Piva

People don't always like grey hair and certainly not white hair. Women and (to a lesser extent) men agree at least on this: dyeing your hair makes you look younger. Plus, people start dyeing their hair at an increasingly lower age, just 16 years in Europe. In these cases, this is dictated by fashion or maybe the latest blogger on the block. People dye their hair in a hair salon once a month, also to cover re-growth and every time this means forking out at least between 20 and 40 euros (for the

colouring alone, without considering the wash and blow-dry) and even more if you go to latest fashionable hair stylists. The good news is that dyeing your hair at home is effective and value for money: this is proven by our test on 10 permanent dyes (light brown), which are among the most popular on the market. The one that performed best in the test costs around 10 euros, but other valid dyes can be purchased for less than 6. They provide good coverage of grey hair and, for those who want to change colour, they ensure

a nice light brown shade as shown on the box. The only downside is how many washes they last and some hair dyes don't do well, with the colour fading after a few shampoos. We didn't just carry out lab tests on them, but we had 120 women try them and on the whole they were satisfied, only Khadi was difficult to apply. The weak point for all of them was the presence of sensitising ingredients that can cause allergic reactions. We took this into account in the overall score, also because the higher the amount, the higher the risk.

Which colour?



NO PHOTO
Not all the dyes provide an image showing the transition from the initial colour to the dyed one

The hair dyes with a formula with few ingredients with a risk are Herbatint and Khadi. The products involved in the test still did well in the tests and passed them successfully, though you should always try the hair dye on a small area of skin and wait 48 hours to make sure there are no reactions. The sensitivity test is always recommended by manufacturers on the instructions. In our score on the overall quality, we also penalised tested products containing another substance: resorcinol. As well as potentially causing allergies, it is also regarded as an endocrine disruptor (that can affect and alter our hormone system with long-term health effects) by the European Commission. There are six of them: Schwarzkopf (Brilliance and Palette), Garnier (Olia and Belle Color) and L'Oréal Paris. Although according to some data (there aren't many studies), it seems that the exposure to the substance involved in the dyes under normal conditions of use does not present actual health risks, based on the precautionary principle, we chose to avoid recommending the hair dyes that contain it.

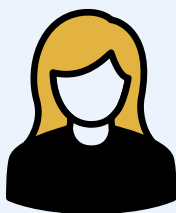
What we're putting on our hair

Permanent hair dyes are amongst the most popular on the market and are the ones that deeply modify the structure and colour of hair. This is why they last until the re-growth appears, i.e. about one month from when the hair was dyed. We took all the hair dyes to the lab and tested them on locks of natural hair, following the manufacturer's instructions. Our experts assessed the accuracy of the colour obtained against the one shown on the box and they all met expectations. We were not able to score Khadi, which doesn't have any image of the colour you obtain. The box just says "light brown", while the colour obtained is more reddish. As for the evenness of the coverage (from roots to ends) and colour intensity, all the dyes scored successfully (five stars). As for grey hair, there are five excellent products that cover about 100%, but the others still provide good results.

Hair salons charge from 20 to 40 euros, cut and blow-dry excluded, while DIT dyes start from 6

Everyone does it, even Adam

Not everyone likes being grey-haired: although less often, men dye their hair too. As for hair removal, hair dyes is not something strictly reserved to women, according to data from the EU Commission.



60%
women dyeing their hair in Europe



5-10%
men using hair dyes in Europe



16 years old
the age of the first hair dye in Europe



'Ammonia-free', a claim appearing on many tested products to reassure those buying them. Ammonia has a bad reputation, especially due to its strong smell, though it is not actually worse than other substances. Manufacturers replace it with ethanolamine, which has the same function: it has a more delicate smell, but it is not safer and is less effective. It's best not to buy based on 'free from'.



PERMANENT LIGHT BROWN DYES

	PRICES	INGREDIENTS		RESULTS								OVERALL QUALITY %
		In euros min-max (July 2018)	Allergenic fragrances	Endocrine disruptors	Label	Sensitising ingredients	Accuracy of the colour obtained	Grey hair coverage	Damaged hair coverage	Resistance of dye to washes	Test when used	
HERBATINT Permanent colouring gel 5N	8,72 - 11,90			★★★★	★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★	★★★★	76
EUPHIDRA Colorpro XD 500	9,80 - 12,50	✓		★★★★	★★	★★★★★	★★★★	★★★	★★★	★★★★	★★★★	65
SCHWARZKOPF BRILLANCE Intensive colouring cream 862	4,12 - 6,79	✓	✓	★★★★★	★★	★★★★	★★★★★	★★★	★★★★	★★★★★	★★★★★	64
PHYTO Phytocolor 5	10,16 - 12,50			★★★	★	★★★★★	★★★★★	★★★	★★	★★★★	★★★★	64
GARNIER OLIA Permanent colouring 5.0	6,53 - 8,99		✓	★★★★	★★	★★★★	★★★★★	★★★★★	★★	★★★★★	★★★★★	61
BIONIKE Shine On 5	9,90 - 16			★★★★	★	★★★	★★★★★	★★★★★	★★	★★★★	★★★★	61
KHADI Herbal hair colour	7,39 - 9,80			★★★	★★★	n/a	★★★★★	★★★★★	★★★	★★	★★★★	60
SCHWARZKOPF PALETTE Permanent colouring 5-1	3,65 - 5,95	✓	✓	★★★★★	★★	★★★★★	★★★★	★★★	★★★	★★★★	★★★★	60
L'ORÉAL PARIS Excellence creme 5	6,49 - 10,89		✓	★★★★★	★	★★★★	★★★★★	★★★★★	★★	★★★★	★★★★	59
GARNIER BELLE COLOR Cream Color Easy 20	5,22 - 7,99	✓	✓	★★★★★	★★	★★★	★★★★	★★★	★★★	★★★★	★★★★	56

n/a score not available

Full results available at www.altroconsumo.it/tintecapelli

excellent quality good quality average media

OUR CHOICE

THE BEST OF THE TEST

BEST BUY



76 EXCELLENT QUALITY

HERBATINT Permanent colouring gel 5N

8.72 - 11.90 euros

Effective in colouring and covering grey hair. One of the few tested products with good resistance to washes. Also our volunteers were enthusiastic about it. It only contains two sensitising ingredients and no endocrine disruptor, but the sensitivity test must always be carried out. Sold in pharmacies and health food shops.



In the lab, the locks of real hair were dyed according to the instructions provided by the manufacturers. Experts compared the locks before and after being dyed and checked uniformity even on those with damaged hair.

The dyes must not be used on other parts of the body: eyelashes and eyebrows, moustache, beard

We tested the dyes on damaged hair (already stressed by other dyes and perms), especially the ends, which may be the case in real life, to understand if the colour is even across the whole length. In this test no product received an excellent score, though they all did well on the whole. After dyeing the hair, we washed it with shampoo six times to understand how many washes the colour lasts. Our dyes are self-defined as ‘permanent’ or ‘long-lasting’ (Khadi), but a minimum loss of colour is physiological after many washes. However, Phyto, Garnier Olia, Bionike and L’Oréal Paris Excellence lose too much colour, while Herbatint and Schwarzkopf’s Brilliance are the most resistant to washes.

Let’s dye our hair

Bye-bye hair salon. Dyeing your hair at home is easy, according to the 120 women to volunteered to try the test’s products on their hair and followed the instructions on the product. They have all also carried out the final treatment, which now almost all companies put in the box, that is a conditioner or a cream that ‘pampers’ hair and softens it, making it easier to comb after the stress of the dye.

The test on the use of the product showed good results for all the hair dyes, but Garnier Olia and Schwarzkopf Brilliance were the most popular ones. The only hair dye volunteers weren’t happy with was Khadi, the only plant-derived one of the test as it is based on natural ingredients (henna and indigo powder, the latter is very sensitising) and requires a greater effort, because it comes as a powder to be

Are they harmful to health?

DO THEY CAUSE CANCER? There are no available studies that demonstrate the cause-effect relationship between the use of hair dyes and cancer. The International Agency for Cancer Research has concluded that hair dyes are not classifiable as carcinogenic to humans. It must also be said that many of the ingredients that had proved to be carcinogenic in animals have been replaced by producers since the 1970s.

EXPECTANT MUMS Pregnant women are often invited to avoid using hair dyes, especially in the first trimester, the most sensitive period for the foetus, not only because of the potential toxicity of some substances, but also to avoid allergies for the mother. It must be said that the amount of potentially harmful substances used in the hair dyes is modest compared to the doses which, according to some studies, could have harmful effects. Moreover, only a small part of this minimum dose is absorbed by the skin and, therefore, the amount could reach the foetus is even smaller. So, expectant mums who want to keep on using their usual hair dye can take some additional precautions, like keeping it for the minimum time required, applying it in a well-ventilated room and rinsing well. And always wear gloves. Or they can resort to plant-derived colours, watching out for potential allergies even with natural components.

mixed with water, difficult to prepare and apply.

The smell wasn’t popular either. The final result, i.e. the effectiveness assessed by our volunteers, was only sufficient. In short, those who want to avoid chemical hair dyes (perhaps due to allergies to commonly used components, such as p-phenylenediamine, a strong sensitising agent featured in more than half of the hair dyes tested) must summon all their patience to use Khadi, which still showed good results in the lab. We also asked volunteers to report any skin irritations: there were no issues with most of the dyes, just some temporary minor inconveniences with some.

Even gluten-free...

According to the labels, hair dyes are almost made of air. The ‘free from’ wording prevails: ammonia, parabens, alcohol, resorcinol, perfume, preserving agents and even gluten (Herbatint) just because it is in vogue, clearly without sense. The marketing action designed to reassure us continues with ‘dermatologically tested’ and with the whole range of ‘natural’, ‘natural extracts’, ‘with natural oils from flowers’... The illusion they want to give us is that everything we put on our hair is harmless, healthy and natural – which is precisely an illusion: it is better to choose based on our test and not the claims peppered on boxes. ♡