**Important Client update about so-called “PPD” Free hair colour**

**Q: Why should I care about “PPD-free” claims?**
A: If you have a known allergy to hair colour, especially to PPD, you may be tempted by products labelled “PPD-free.” But don’t be fooled! These products often contain alternative chemicals that are very similar to PPD and can still cause allergic reactions.
**The key takeaway:** Even “PPD-free” hair dyes may not be safe if you’ve had a reaction to hair colour in the past.

**Q: I had a reaction to hair dye before. Can I still use a colour that’s “PPD-free”?**
A: If you know or suspect you’ve had an allergy to hair colour, you should avoid all oxidative hair colours, even if they claim to be PPD-free. Why? Because they often contain closely related chemicals like PTD or ME+, which can cross-react and cause similar allergic responses.
**A simple rule of thumb:** If the product requires a 48-hour allergy alert test, it's probably an oxidative dye—and may not suitable for you.

**Q: What are PTD and ME+? Are they safer?**
A: PTD and ME+ (also called ME-PPD or 2ME ) are modern alternatives to PPD found in some permanent hair colour products. While some brands claim these are less likely to cause sensitisation, there is no solid evidence they are less likely to cause allergic reactions.
**Important to know:** They are still part of the same chemical family and pose a risk, especially to those already sensitised to PPD.

**Q: If I’m allergic to PPD, can I still react to PTD or ME+?**
A: Yes. These chemicals can cross-react with PPD, meaning your body may respond to them in the same way it reacts to PPD. It’s like someone with a nut allergy—they don’t just avoid one type of nut, they avoid them all.
**Professional advice:** If you’re allergic to PPD, it’s safest to avoid all oxidative dyes, even those labelled as containing alternatives.

**Q: Can I just use an Allergy Alert Test (AAT) to check if it’s safe?**
A: Not necessarily. An AAT is helpful for identifying unknown sensitivities, but it should never override a client’s known history of allergy. If you or your client already knows they have an allergy to hair colour,
**The professional advice is always the same:** Consult a pharmacist or healthcare professional to arrange a diagnosis.