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NATIONAL CAMPAIGN TARGETS NOTTINGHAM'S HAIR SALONS

55 per cent of hair salons surveyed in Nottingham as part of a nationwide safety campaign are failing to protect customers from potential allergic reactions to hair dyes.

The survey of salons in England's ten biggest cities was carried out by the Nottingham-based Association of Personal Injury Lawyers (APIL) as part of a nationwide campaign to regulate the hairdressing industry.

"It's hard to believe but, as it currently stands, anyone can pick up a pair of scissors or put strong chemicals onto someone's head and call themselves a hairdresser, regardless of qualifications and experience," said Denise Kitchener, APIL chief executive.

Denise added that she was extremely concerned that so many salons appeared not to take skin testing for allergies seriously. "We're particularly concerned about skin tests. There is absolutely no way of knowing how someone will react to chemicals, such as those present in hair dye, without a skin test. Customers must insist on a skin test if they're not offered one."

Hair dye manufacturers advise for a small amount of dye to be applied to the skin 48 hours before a client has their hair dyed, in order to test for a reaction.

"The alternative can, and has, devastated people," said Denise. "We've seen first hand people suffering from burns, blisters, baldness and temporary blindness. These injuries are easily avoided. We know there are some excellent and responsible hairdressers in Nottingham, but to learn that 55 per cent of salons surveyed in the city don't carry out skin tests is very worrying."

Notes to editors:

- The Association of Personal Injury Lawyers (APIL) is a not-for-profit organisation which exists to fight for the rights of injured people www.apil.org.uk.



- For more information, contact press and PR officer Lisa Wardle, t: 0115 9388715 e: lisa.wardle@apil.org.uk, or assistant press and PR officer Jane Hartwell, t: 0115 9388702 e: jane.hartwell@apil.org.uk.
- Hairdressers can register with the National Hairdressers' Federation or the Hairdressing Council, which was set up by an Act of Parliament in 1964 but remains voluntary.
- APIL's regional salon surveys – results.

Percentage indicates proportion of salons surveyed which did not require a skin test.

Leeds – 90%
Newcastle – 90%
London – 85%
Liverpool – 85%
Manchester – 80%
Sheffield – 70%
Brighton – 70%
Birmingham – 70%
Bristol – 55 %
Nottingham – 55 %