



## CLARIFICATION OF INSIGHT CONCEPT SKIN TESTING GUIDELINES

We can confirm there has been no change to the skin testing procedures that are in place regarding our hair colour products.

The following guidelines can be found on our instruction leaflets for colouring products:

**PERFORM THE SKIN SENSITIVITY TEST 48 HOURS BEFORE EACH APPLICATION.** ALLERGIC REACTIONS MAY SHAPE SUDDENLY, even if a coloring product of this or another brand has already been used previously.

### PERFORMING THE SKIN SENSITIVITY TEST:

Remove the earrings and apply a small amount of coloring cream, contained in the tube, behind the ear, with a stick with cotton ends, sufficient to cover a surface of one square centimeter. Repeat the operation two or three times, leaving it to dry in the interval. Close the dye tube carefully and wait 48 hours without washing, covering or touching. If itching, redness or other skin abnormalities appear during this time, do not apply the product. The sensitivity test is a reasonable precaution but cannot exclude the risk of an allergic reaction. For any questions relating to subjective sensitivity to hair dyes, we recommend that you consult a trusted doctor.

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