

Query letter/Email

Soft Sheen-Carson, maker of Optimum hair relaxers, straighteners and products.

685 Commonwealth Avenue

Boston, MA 02215

April 19th, 2017

Soft Sheen Carson

Consumer Complaint Division

575, 5th Avenue, 19th floor

New York, New York 10017

Re: Optimum Salon Haircare Defy Breakage No-Lye Relaxer Ingredients

Dear Soft Sheen Carson:

This semester at Boston University, a team of students researched the ingredients in Optimum Salon Haircare Defy Breakage No-Lye Relaxer and a variety of other similar products. We found that the product contains calcium hydroxide, parabens, and sulfates which are known to be harmful to human health. Calcium hydroxide can cause chemical burns, and although the FDA has not determined that parabens are hazardous, a number of studies have raised concerns about the effect of parabens on skin.

Would you be willing to provide information on why these materials are included in this product? What purpose do they serve?

Does your company offer any safer options? Are there alternative ingredients that you could use, but do not for some reason? If that is the case, can you tell us why not?

We are hoping to be able to inform users of relaxers and similar products how they can reduce their exposures to hazardous chemicals. If you have information to offer about safer alternatives to these products, or if your company is working on this type of product, we are happy to share this information!

If you have advice on how to use your product most safely, we would also appreciate receiving that information.

We look forward to your reply. We will be sharing the information we receive on our project website, www/bu.edu/rccp. If you would like to talk about this request, please email me at:

Sincerely,

Researchers at Boston University

[Your Address]

[Your City, State, ZIP Code]

[Your e-mail address, if sending via e-mail]

Date

Name of Contact Person (if available)

Title (if available)

Company Name

Consumer Complaint Division (if you have no specific contact)

Street Address

City, State, ZIP Code

(If Emailed) Re: **[Product Name]** Ingredients

Dear Contact Person or Organization Name:

On **[date]**, I **[purchased or researched]** the ingredients in **[product name and number]** at **[store location or research source]**. Unfortunately, I saw that the product contains **[name of harmful ingredient]** which is known to be harmful to human health according to the Environmental Working Group (or other public health database). Why is this ingredient in the product? I am concerned that this product contains this harmful ingredient, and am disappointed that this product could have already negatively impacted my health.

I would appreciate information you have on why **[name of harmful ingredient]** is included in this product. Does your company offer any safer options? I am willing to promote safer alternatives to products that contain toxic chemicals. I look forward to your reply, and hope that there is a safer option available.

Sincerely,

[Your Name]