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# Surya Brasil Introduces New Hair Color System as Mainstream Beauty & Health Companies Become Scrutinized for Chemical-Laden Formulations

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Recent Industry Findings Illuminate Need to Examine Products Containing Synthetics

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With current events bringing to light the dangers of chemicals found in every day beauty products, brands are under the gun to examine ingredients for links to adverse side effects. Another ingredient making headlines recently is phenylenediamine (PPD), found in 89% of hair dyes, which is known to cause allergic reactions and may even result in asthma, comas, certain cancers and possibly even death.

According to a report in the UK's Daily Mail (<http://www.dailymail.co.uk/news/article-2048515/Tabatha-McCourt-17-dies-agony-extreme-reaction-hair-dye.html>), PPD has been linked to countless doctors visits, hospitalizations and fatalities. With hair dye allergies on the rise, trichologists warn that even if one has colored their hair on multiple occasions, they can become allergic at virtually any time. With consumers now keeping a closer eye on products plagued with dangerous ingredients such as PPD, brands like Surya Brasil, a world-renowned leader in certified organic and vegan cosmetics, are increasingly sought after for safe and natural solutions to beauty needs.

Surya Brasil does not use any PPD, ammonia, parabens, peroxide, resorcinol, heavy metals, artificial fragrances, mineral oils, GMO's or gluten in its Henna Hair Color collection. "Surya Brasil is committed to providing the highest quality, safest and most organic products. Although our hair colors do not contain these common chemicals, our Henna Hair System delivers a full-bodied color that brings hair back to life with the lush, vibrant shine you would expect when coloring hair," says Wanda Malhotra, CEO of Surya Brasil. "We worked hard to develop a Henna formula that delivers a rich, lustrous color while simultaneously conditioning, revitalizing and moisturizing hair."

Awarded the Best of Natural Beauty Award from Better Nutrition, Surya Brasil's new Henna Hair Cream and Powder are anti-oxidant rich, semi-permanent colors that contain vegetable extracts, including fruits and herbs from the Brazilian Rainforest and India. The brand's unique coloring process is widely touted for not stripping melanin; instead it provides a protective coat around each strand and covers greys in a single application. Easy for at home use, the Henna Creams and Powders are hypoallergenic; dermatologically tested and safe for chemically and color treated hair. Like all Surya Brasil products, they are 100% vegan and cruelty free.

Surya Brasil's Henna Hair Cream (\$16.49) and Henna Powder (\$7.99) are available for purchase at select Whole Foods Markets and online via <http://www.suryabrasilproducts.com>.

About Surya Brasil

Surya Brasil is a Brazilian company leader in natural, organic and vegan cosmetics. Fully committed to environmental preservation, animal welfare and environmental responsibility, Surya Brasil is notably recognized for its vegan hair coloring, vegetable-based, with high performance and natural formulations sold in over 40 countries. The products contain organic ingredients and are free of animal components and testing, with the aim of combining nature with technology to provide beauty with health. Its national and international certifications such as Ecocert, Cruelty Free, Vegan, Cosmetique Bio, Fair Trade and ISO 22176: 2007, confirm with transparency and credibility of the benefits and advantages of its cosmetics line.

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