

**Question for written answer E-9452/2010
to the Commission**
Rule 117
Liam Aylward (ALDE)

Subject: Formaldehyde in hair products

A new type of hair treatment, known as the 'Brazilian blowout', contains a level of formaldehyde that exceeds the limits imposed by EU legislation. Formaldehyde, the same substance that is used to preserve human remains, has been classified by the International Agency for Research on Cancer as a carcinogen.

The 'Brazilian blowout' hair treatment is very popular and, in order to boost sales, it is supported by a strong marketing campaign that targets women.

Some countries, including Ireland, ban the use of formaldehyde because it poses a considerable health risk. Despite this, there is still strong demand for this particular hair treatment.

Is the Commission aware of the fact that formaldehyde is being used in consumer products? What measures are in place to supervise the use of harmful substances in cosmetics?