



ALLERGY ALERT TEST

HEALTH AND BEAUTY,
HAND IN HAND.

COLOR CONSULTATION

To help ensure that your client leaves your salon with the color result they desire you need to make sure that you have taken the right steps. For each color client, you should always conduct a thorough color consultation.

- This will help you decide which color service is most suitable, and determine if you need to carry out an Allergy Alert Test prior to the color service.
- To help establish this you need to ask the questions shown further in the leaflet.
- Always record the full client details on the record card - including the date of their last Allergy Alert Test and the outcome.

Following these guidelines, the chances of your client having any problems when you color their hair is very low. No protocol or test can provide 100% guarantee that an allergic reaction may not occur as a result of a future hair coloring process.

COLORING SAFELY

It is very rare for a client to have any problems when they have their hair colored. However, just like many other products in common use, such as certain foods or materials, hair color can cause allergic reactions in a very small number of people.

The following pages will guide you and your client, explaining how to achieve a successful Allergy Alert Test.

ALLERGY ALERT TEST QUESTIONNAIRE

If the client answers 'NO' to all the questions you can proceed with the color service on this occasion without doing an Allergy Alert Test. Complete the client record card confirming all the color service details.

ALLERGY ALERT TEST QUESTIONS

1. Has your client ever had an allergic reaction to any hair colorant product?
2. Has your client ever had an allergic reaction to any type of skin tattoo including henna or to permanent make-up?
3. Does your client have a sensitive, itchy or damaged scalp (e.g. suffer from eczema or psoriasis of the scalp)?
4. Is your client currently taking any medication to treat allergies?

IF ANSWERED WITH YES TO ANY QUESTION - STOP



Explain to your client that you cannot color the hair unless they first get advice from their doctor.

ALLERGY ALERT TEST QUESTIONS

5. Is this a new color client for your salon or are you using a different brand/shade to normal?
6. Has it been more than 6 months since your client last had a color in your salon?
7. Is it more than 12 months since your client's last Allergy Alert Test?
8. Has your client had any type of skin tattoo including henna or permanent make-up since their last color service?
9. Has your client had an allergic reaction to any products since their last color service?

IF ANSWERED WITH YES TO ANY QUESTION - WARNING



Carry out an Allergy Alert Test.

HOW TO PERFORM AN ALLERGY ALERT TEST

After your Professional Consultation, you may need to carry out an Allergy Alert Test before proceeding with a color service. Our instruction leaflets tell you how to do this for each of our oxidative products, but we've also covered this below.

TOOLS

- Color mixing bowl
- Stirrer
- Wella scale or measuring beaker
- Color application brush

Weigh 5 grams of the exact same shade chosen during the consultation into the bowl.

1



2

Weigh 5 grams or measure 5 ml of the appropriate developer into the bowl.

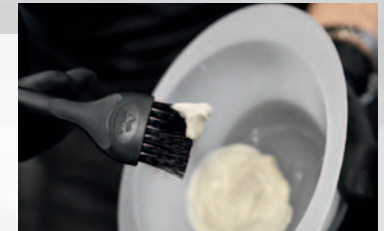
Mix the color and developer with the stirrer to a smooth consistency.

3



Using just the corner of a small color brush take a small amount of the mixed color.

4



5

Apply the color in to 1 cm² directly below the crook of the elbow.

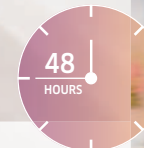
Leave the color uncovered for 45 minutes.

6



7

After 45 minutes rinse the area with lukewarm water and pat dry with a clean towel.



Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.

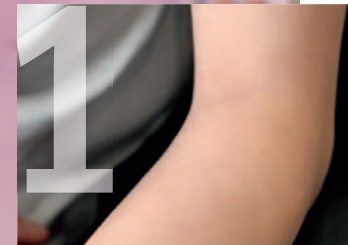


ALLERGY ALERT TEST RESULTS

- If there is no reaction to the Allergy Alert Test during 48 hours, you can proceed with the color service.
- If there is any redness, burning or itching, during or after 48 hours, rinse immediately. The client should seek and follow medical advice. Color must not be applied.
- Please note that it is normal to observe some skin staining due to the applied color. This will also subside within 48 hours after the Allergy Alert Test.

EVERY
COLOR CLIENT
DESERVES AN
ALLERGY
ALERT TEST.

JON COMMANDER,
GLOBAL EDUCATION DESIGN MANAGER,
WELLA PROFESSIONALS COLOR



1
CLEAR SKIN
WITHOUT REDNESS



2
SKIN SHOWING
ALLERGIC REACTION.
DO NOT COLOR.

48h

COLOR HEALTH & SAFETY

BEFORE YOU START, READ THE
INSTRUCTION LEAFLET PROVIDED
WITH THE PRODUCT.

- Wear suitable disposable gloves during the preparation, application and rinsing of the product to protect your hands.
- Do not use to dye eyelashes or eyebrows.
- Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them.

TODAY
BEAUTY AND
HEALTH GO
HAND IN
HAND.

JOSH WOOD,
GLOBAL CREATIVE DIRECTOR,
WELLA PROFESSIONALS COLOR



QUESTIONS AND ANSWERS

WHY SHOULD I CARRY OUT AN ALLERGY ALERT TEST ON MY REGULAR CLIENTS ONCE A YEAR (EVEN WHEN THEY HAVE BEEN VISITING MY SALON REGULARLY FOR COLOR)?

Allergies may develop over time, which is why it is important that you keep a full history of previous color applications and that you check for allergies to hair colorants at least once a year.

WHAT COLOR SHOULD I USE TO CARRY OUT THE ALLERGY ALERT TEST?

The color brand, developer and the exact shade chosen during consultation that you will be applying. If you are using 2 different colors then you should test both.

WHAT DO I DO IF MY CLIENT HAS A REACTION TO THE ALLERGY ALERT TEST?

Do not apply the color and advise them to see their doctor before coloring their hair again.

WHY DO I HAVE TO WAIT FOR 48 HOURS?

It takes up to 48 hours for the body to develop an immune system response, if you cut corners you risk missing a skin reaction.

MY CLIENT HAS PREVIOUSLY REACTED TO THE ALLERGY ALERT TEST, WHAT ADVICE DO I GIVE?

They must not use any hair color product (including one from another manufacturer). You should advise them to go to their doctor.

WHY DOES MY CLIENT'S SKIN TATTOO MAKE A DIFFERENCE?

Certain substances found in some skin permanent or temporary tattoos may themselves cause an allergic reaction. This puts your client at an increased risk of a reaction when they have a hair color after their tattoo. It is important to check that it is safe to proceed by carrying out an Allergy Alert Test prior to the color service.

MY CLIENT WANTS THEIR HAIR LIGHTENED (BLEACHED). DO I NEED TO DO THE ALLERGY ALERT TEST?

No, an Allergy Alert Test is not required for Wella bleaching products including Blondor (unless otherwise specified in the instructions).

MY CLIENT HAS REACTED AFTER THIS COLOR APPLICATION, WHAT ADVICE DO I GIVE?

If the reaction is immediate, and the color is still on head, the hair should be rinsed immediately and use of the product should be discontinued. If there is any rash, dizziness, faintness, shortness of breath or swelling, immediate medical attention should be sought. The hair should not be colored again before the client consults a doctor. If the reaction occurs after coloring, immediate medical attention should be sought.

WHAT DO I DO IF I'M NOT SURE WHETHER THE ALLERGY ALERT TEST IS OK OR NOT?

If there is any doubt about the result of the test, or if the client shows a reaction to the test, then they should go to their doctor and no colorant should be applied.

WHAT INFORMATION NEEDS TO BE INCLUDED ON THE CLIENT RECORD CARD?

We would suggest that you include:

- Condition of the scalp and hair.
- Date of skin test.
- Result of skin test.
- Color services with dates (including brand, shade, developer). In addition, you do need to keep a record of the outcome of the consultation for every client and every color visit.

SHOULD I KEEP A RECORD OF EACH ALLERGY ALERT TEST?

We strongly advise you to do this (subject to local laws for the privacy protection of personal computer records). You need to keep records to show your duty to care.

WHERE CAN I GET MORE INFORMATION ON YOUR COLOR PRODUCTS AND HOW TO USE THEM?

We have a Hairdressing Advisory Helpline 041xxxxxx Advice from trained technicians and open 9-5.15 pm Monday to Friday.