Wella, the Salon Professional Division of P&G, has developed ME+, a new hair dye molecule that promises to revolutionize hair coloring by combining excellent permanent color performance with a reduced risk of developing allergy.* While allergic reactions to hair dyes are rare, they can be severe and allergies and skin sensitivities are among the top client concerns for hair dressers. Consequently, there is a growing interest in hair dye products and ingredients with lower allergy risk potential.

In the 100 years of the Permanent Hair Color category, ME+ is the first hair dye technology to deliver full permanent color performance, while allowing hair color formulations with reduced risk of developing allergy versus existing formulas based on pPD/pTD:

• Scientists around the world have been working for decades to replace pPD (para-phenyleneadiamine) and pTD (para-toluenediamine) molecules. These molecules are essential for the brilliant color results in the vast majority of today’s permanent hair colorants, but they are known to be the most common triggers of allergic reactions in hair dye.

• Independent scientists and dermatologists agree that ME+ (chemical name: 2-Methoxymethyl-p-Phenylenediamine) is an important innovation in hair dye technology, enabling hair color formulations to reduce the risk of developing allergy*. 

pginnovation.com
• Colorists, hairdressers and technical experts who have tested ME+ confirm its outstanding permanent color performance.

• The discovery of ME+ took over 20 years of research and the screening of hundreds of molecules. Its development was only possible because of the latest scientific research and in-silico modeling techniques that enabled P&G to identify a suitable molecule structure. The biggest challenge in this work was to find a molecule that combines the two desired characteristics: outstanding color performance and a reduced risk of inducing allergy. As the case with all allergies, individuals who already have a hair dye allergy should not color their hair and consult a dermatologist.

*Although the risk of developing new allergy (allergy induction) is reduced with the new ME+ molecule, there remains a risk of allergic reaction that can be severe. This technology is not intended to be used by consumers who already have a hair dye allergy. Everyone should perform an Allergy Alert Test 48 hours before each coloration. If somebody has ever experienced an allergic reaction to hair colorants, they should not color their hair.

About ME+ Technology:

• The ME+ molecule can replace pPD and pTD in Hair Colorant products and these products have a reduced risk of inducing allergy. However, the risk of developing an allergy with ME+ is not zero, allergic reactions can still occur – people with known hair dye allergies should not color their hair and consult their dermatologist.

• Allergies to pPD occur when the body’s immune system (mediated by the T-cells) mistake pPD as a harmful foreign molecule and cause an allergic reaction. ME+ was designed to be less easily recognized by T-cells, reducing the likelihood of an allergic reaction in previously non-allergic people.

Availability:

P&G plans to bring the proven benefits of ME+ to the hair dye market and offer people around the world the choice of this breakthrough technology as quickly as possible. Consumers have come to expect the best from P&G and Wella, and therefore we look forward to offering them more choice and meet their needs with this new product. The new ME+ molecule will be introduced as part of the Wella Professionals portfolio as early as 2014.

Contact

Rene C. Rust, PhD
P&G Scientific Communications
+49.172.431.6164
rust.rc@pg.com

Follow P&G on: