



## **Parker Waichman Comments on Allegations that Just for Men Dye Causes Allergic Reactions**

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Parker Waichman LLP, a national law firm dedicated to protecting the rights of consumers affected by defective products, announces that Combe Inc. did not appropriately warn consumers about potential burns and severe allergic reactions following prolonged use of its Just For Men hair dye products, according to a proposed class action consumers brought in Missouri federal court. The case seeks to certify Missouri consumers who bought Just for Men for personal use and notes that the proposed class action was brought under Missouri's medical monitoring law, which allows for lawsuits despite if an injury has not yet occurred. The case is Belton et al v. Combe Incorporated et al, case number 4:16-cv-00220, in the U.S. District Court for the Eastern District of Missouri.

Just For Men contains the chemical p-Phenylenediamine (PPD), which is a substance known by global public safety entities as having significant potential for adverse reactions. In fact, according to the complaint, more than five percent of the population will have an adverse reaction. The complaint points out that, "Just For Men products have an unacceptable and unreasonable rate of adverse reaction in the general population". Further, the unacceptable and unreasonable rate of adverse reaction is even higher in certain population groups, such as African American men."

The Just for Men hair dye label advises consumers that they should spot check the product on their skin prior to use; however, the directions are, allegedly, confusing and side effects are not indicated. Also, side effects do not always become obvious following spot testing or following first time use, but may appear following repeated product use, the complaint indicated.

The lawsuit also indicates that, "[Combe] knew or should have known that Just For Men products create an unnecessary risk of burns, scarring, allergic reactions, anaphylactic shock, skin depigmentation, and other severe injuries." Documents also indicate that, "In omitting, concealing, and inadequately providing critical safety information regarding the use of Just For Men in order to induce its purchase and use, [Combe] engaged in and continues to engage in conduct likely to mislead consumers." Meanwhile, according to the lawsuit, Combe's recommendation for a skin patch test does not indicate Just for Men's potential risks and asks consumers to conduct the self-test on their arms to determine allergic reactions. Accurate results require that, during the testing period "48 hours", consumers do not bathe, wear long-sleeved shirts, sweat, or become involved in activities that may disturb the test area. The lawsuit describes these mandates as unreasonable and indicates that, "The burden to comply with defendants' version of an allergy test is too high and essentially unfeasible". The risk of accidental contamination renders the "test" useless.

The proposed class action also argues that, in light of the increased allergic reaction rates associated with Just for Men as well as the possible severity of these reactions, Combe should have reviewed other established hair dying and coloring methods. The lawsuit pointed out the importance of this lapse given that PPD is associated with an even greater rate of allergic reaction in certain demographics. Combe has not warned these groups of their increased susceptibility, according to the lawsuit.

Parker Waichman LLP offers free lawsuit consultations for those injured due to Just for Men hair dye. To discuss potential injuries and for free case evaluations, please visit the firm's website or call 1-800-LAW-INFO (1-800-529-4636).

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## **Parker Waichman LLP**

*Parker Waichman LLP is a personal injury law firm located in Port Washington, NY. They deal with accidents, injuries and negligence of others.*

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