



Satellite Symposia Series with leading experts in skin & hair science

Friday  
June  
12

# Hair Dye Allergies - Reducing the Risk Through Innovation

2-Methoxymethyl-p-phenylenediamine (ME-PPD) – an alternative to pPD and pTD with significantly reduced allergy induction risk and promising but not risk-free cross-elicitation potential

17.00 to 19.00 - Vancouver Convention Centre - West 114-115

Chair: Dr. John Gray MD, Durban, South Africa

Faculty/Speakers: Professor Anthony Gaspari MD,  
University of Maryland School of Medicine, Baltimore, Maryland, USA  
Dr. Amir Zahir MD,  
University of Maryland School of Medicine, Baltimore, Maryland, USA  
Dr. Carsten Goebel PhD, Procter and Gamble, Schwalbach, Germany  
Dr. Harald Schlatter PhD, Procter and Gamble, Schwalbach, Germany

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## Summary

p-Phenylenediamine (PPD) and p-toluylenediamine (PTD) are the most common ingredients in oxidative hair colorant products and guarantee outstanding colour results. However, they are known to be drivers of hair dye allergies making it important to identify new technologies which may help reduce the risk of allergy induction. Wella has identified a new ingredient 2-methoxymethyl-p-phenylenediamine (ME-PPD or ME+), which combines reduced propensity to allergy induction with excellent colour results. This symposium will introduce this new innovation ME-PPD, share latest research data and will offer dermatologists a new perspective on the management of patients concerned regarding contact allergies or who have a proven hair dye allergy.

## Learning objectives

- Learn about the significantly reduced sensitizing property of ME-PPD compared to PPD and PTD.
- Discover the new findings of exposure to ME-PPD for PPD-allergic patients.
- New perspective on the management of patients who have a proven hair dye allergy.

Refreshments served at each symposium. Be sure to visit the P&G exhibition booth to learn more about our brands and the science behind them and receive your personal trial samples.