



first lady

2180 Matheson Blvd. East, Unit 1, Mississauga, ON L4W 5E1 905.206.5500 1.800.268.2242 F. 905.625.3441

PRO COLLAGEN RX TREATMENT

OFFICIAL STATEMENT

In response to the health and safety advisory released by Health Canada on hair smoothing products, we have no choice at this time but to recall these products from the Canadian marketplace. It is important for us to stress that the health and safety of stylists and the public are paramount and we would never promote any product that was thought to be unsafe. All documentation and reports provided to us by the manufacturer supported this position. Although this specific treatment is relatively new to our market, we have not received any reports of adverse reactions of any kind related to the use of the product.

The Allied Beauty Association (ABA), working on behalf of our industry, has posed simple questions to Health Canada in an effort to determine how they arrived at their conclusions. If their testing methods are proven correct, then as an industry, there is no question that we would back them up. However, if they are wrong, they will be responsible for causing economic harm to salons and stylists at a time when the industry is struggling.

For now, we must all be prudent and follow Health Canada's directive to pull these products from the market. To all of our valued distributors, we ask that they recall Pro Collagen Rx Treatment from their customers, and in turn, return all directly to us for full credit.

The professional beauty industry will rally to provide customers with safe alternative products so that they can continue to provide their clients with services that are clearly in demand at the consumer level. We will all work closely with Health Canada to ensure that we do not have a repeat of this unfortunate situation.

We thank you all for your continued support and business.

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