Background: Brazilian Keratin Treatment

- Organix’s Brazilian Keratin Treatment claims to straighten hair while keeping it shiny and frizz-free for thirty days. Only uses organic ingredients.
- When I used this product, my hair did not have the results like the product promised. In fact, my hair became drier, however this could be the result of treatments on Asian hair which was used in a study. The reason why it did not work was because it used organic ingredients.
- Hair strengtheners claim that their product works because of the keratin proteins. However the real reason for some of them is because formaldehyde is used.

The Argument

From personal experience, this Organix treatment did not work. Possibly due to the fact that hair treatments make Asian hair worse.

Products like Bio Oil or Brazilian Keratin Hair Treatment by Organix do not perform as they claim.

From personal experience Bio Oil did not give me the results as promised. Other consumers reported using this for 2 months and no results.

In hair salons in Oregon and Canada, hair stylists using a Brazilian Keratin treatment became sick due to the 0.3-10.6% formaldehyde. (L. 2011, p.11).

The cosmetic industry must be regulated. Testing of products should occur before they are put on shelves in order to prevent harm from consumers or dissatisfaction.

Safe Cosmetic Act gives the FDA the ability to restrict harmful chemicals in beauty products (B. 2011, p.11).

There have been cases where some ingredients in cosmetic products have been harmful to the consumer. The state of California has the Safe Cosmetic Act, which will be introduced in 2012 to the whole country.

The Next Step or Government in Action

- After a product is put on the shelf to be sold, the Food and Drug Administration can regulate them.
- Because of “confidential business information” cosmetic manufacturers are not required to release any information of the ingredients that were used.
- Japan, Canada, and parts of Europe have about 500 products that are banned, yet they are still being sold in the United States.
- Europe has banned 1,100 chemicals and the U.S. has banned 11 of those chemicals.

Background: Bio Oil

- According to the Bio-Oil’s website, “Bio-oil is a specialist moisturizing oil that smooth and tones scars, stretch marks and uneven skin tone. It is also effective for aging and dehydrated skin”.
- The company does not clarify that this product more for preventative purposes only. From personal experience, this product did not show any results that it claimed it would do. It wasted time and money.
- Other consumers have reported the same experiences. One woman mentioned that it made her stretch marks more visible after using the product for two weeks (“bio-oil-stretch-marks-treatment”)

Take a look at this

In our Learning Community we learned how Critical Thinking goes hand in hand with our Academic Writing: We began questioning the arguments of others and the evidence they had to support the argument. Take a look at our Critical Thinking in Action, collected in this Book.