

Here is our official statement on the Head and Body Shampoo referencing your faxed Performance form
June 29

Please be assured that the formula has not changed, and in fact these ingredients are and have been mandated by the FDA facility in which the shampoo has been manufactured for the past 10 years. What has changed is the requirement that the ingredients, which have always been included at extremely low levels (for example, 1/1000th of the product), be listed on the label. So while the product in the container has not changed, the label has. Unfortunately this does cause some confusion on the part of consumers, because in undiluted form these preservatives can be sensitizing, but again the head and body shampoo has not actually been modified, so if it worked before that should continue to be the case. We don't have an explanation for the new odor you detect, but we are still keeping the product as simple as possible and understand completely that offering a "new and improved" version is not necessarily helpful to chemically sensitive individuals. I hope this alleviates your concerns.

Jay Watts
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