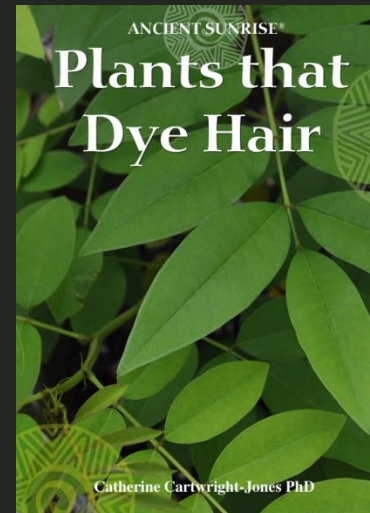
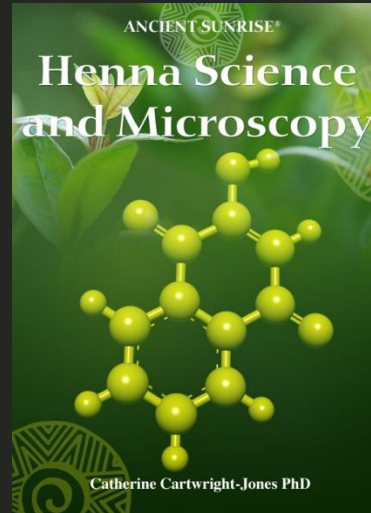
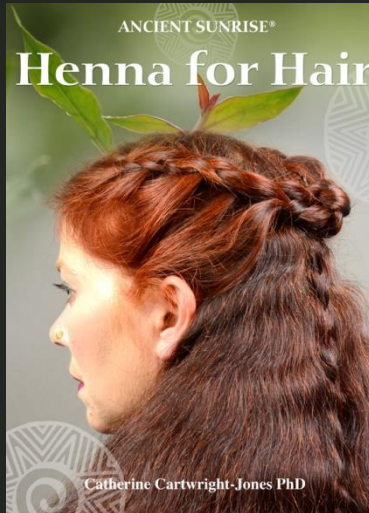


This slideshow is a preview of the Ancient Sunrise® Training Program.



This program is based on the Ancient Sunrise® book series to help you successfully transition people who are sensitized to chemical hair dye to a safe and effective alternative.

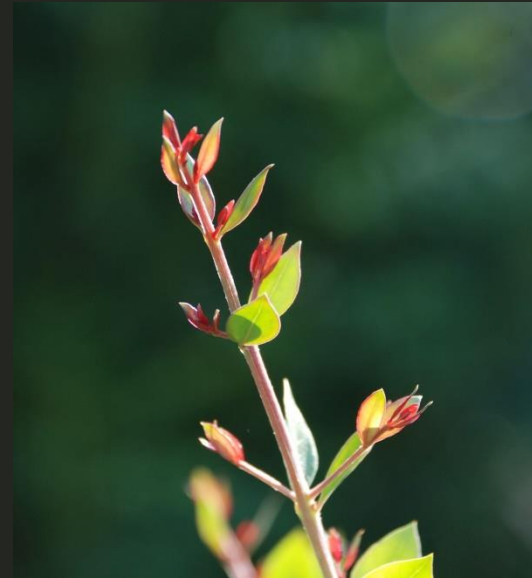
If you are concerned about allergic reactions to chemical hair dyes for yourself and your clients, we can train you in the Ancient Sunrise® technology that will solve your problem.



An introduction to the eighteen Ancient Sunrise® lecture series by Catherine Cartwright-Jones PhD follows:

The Epidemic of Para-Phenylenediamine Sensitization: a challenge for stylists and consumers.

Catherine Cartwright-Jones PhD



There is an epidemic of allergic reactions to oxidative hair dye.
Ancient Sunrise® has the solution to this problem.



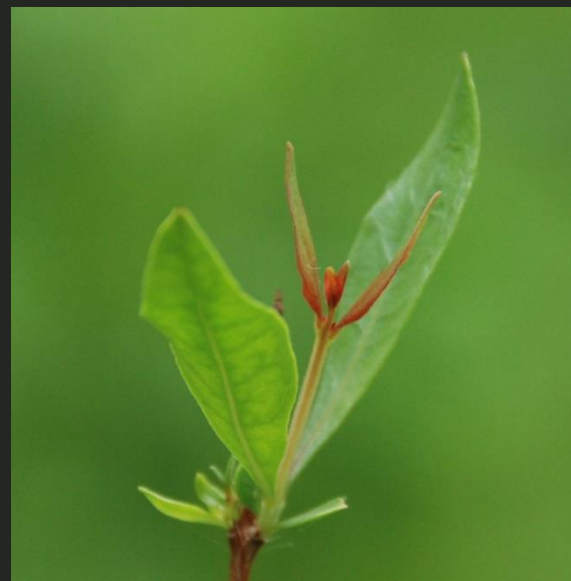
There has been a 500% increase in the number of people who are allergic to oxidative hair dye since 1997. By 2030, 16% of greying clients will be allergic to oxidative hair dyes.

This sensitized customer base can be recovered by using Ancient Sunrise® pure plant hair dyes.

Pure plant hair dye will be not only economically viable but essential to the hair styling business.

The \$25 billion oxidative hair dye industry will lose \$4 billion annually to these allergies.

If you recognize the symptoms of oxidative hair dye allergy, you can transition yourself or a client to Ancient Sunrise® before injuries occur.



The severity of the allergic reactions has also increased, with frequent hospitalizations and even fatal reactions. Much of this increase is from the popularity of black temporary tattoos.



- If a person has a black temporary tattoo, that person has about a 50% chance of being sensitized to oxidative hair dye.
- These sensitized people have a 40% chance of a +++ (severe) reaction.
- People are sensitized to many related chemicals, and may need to avoid the entire group of aromatic amines.

People usually don't know they have become allergic to hair dye after having a black temporary tattoo.

- 50% of people who get black temporary tattoos will be sensitized.
- Delayed hypersensitivity reactions mask the risk. 3 to 30 days after PPD application, people develop blisters from the temporary tattoo.
- Artists do not know 'black henna' has an extremely high PPD content.
- Physicians' diagnoses and treatments were often incorrect.



Years after a child gets a black temporary tattoo on vacation, the child may decide to try hair dye: the result is unexpected and may be severe. This allergic response to an application of chemical hair dye is typical and can be life threatening without medical intervention.





- Based on my doctoral research, I estimated that in 2015 there were **150,000,000 individuals** sensitized to oxidative hair dye through vacation souvenir black temporary tattoos; a larger number have been sensitized through cultural use. 10,000,000 more are sensitized every year in western countries.
- The rising consumer demand for 'natural products' may reflect the emerging PPD sensitization epidemic, including allergies to other aromatic amines.
- There are already calls for complete bans on PPD hair dye in the UK, Egypt, and Libya because of hospitalizations and fatalities.

Low-PPD and 'no-PPD' oxidative hair dyes may still cause injuries in sensitized people. These people are cross-sensitized to other aromatic amines. Other cosmetic products may also cause allergic reactions.



The following may cause an allergic reaction in a highly sensitized person .

- p-phenylenediamine, or paraphenylenediamine
- 4-phenylenediamine phenylenediamine
- p-diaminobenzene 4-aminoaniline
- 1,4-benzenediamine 1,4-diaminobenzene
- Aniline yellow dyes such as p-aminoazobenzene or p-dimethylaminoazobenzene
- 4,4'-Methylenedianiline in some rubbers, plastics and epoxy resins
- Other aminobenzene-related compounds
- Disperse Orange dye 1-amino-2-methylantraquinone
- p-toluenediamine

Map of PPD sensitization for 2030



- Light gray: <25% sensitized consumer base; <10% +++ sensitization
- Dark gray: >25% sensitized consumer base; >15% +++ sensitization
- White: no data

Transition sensitized consumers to Ancient Sunrise® at the first sign of hair dye allergy



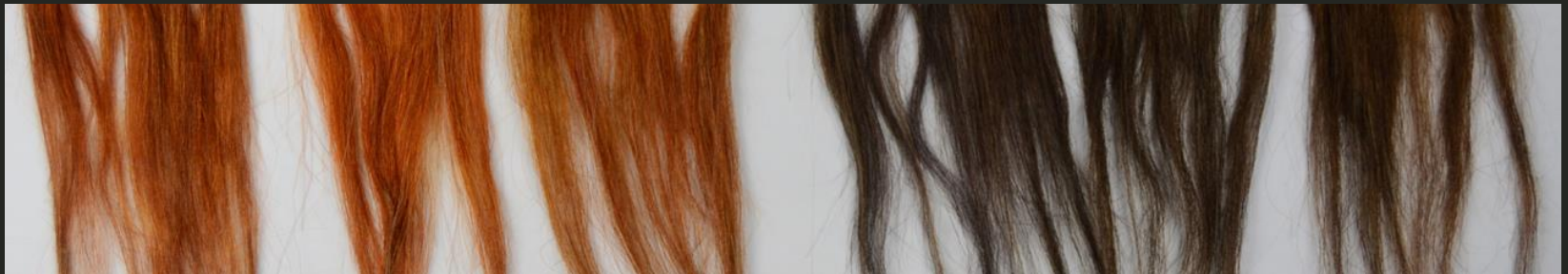
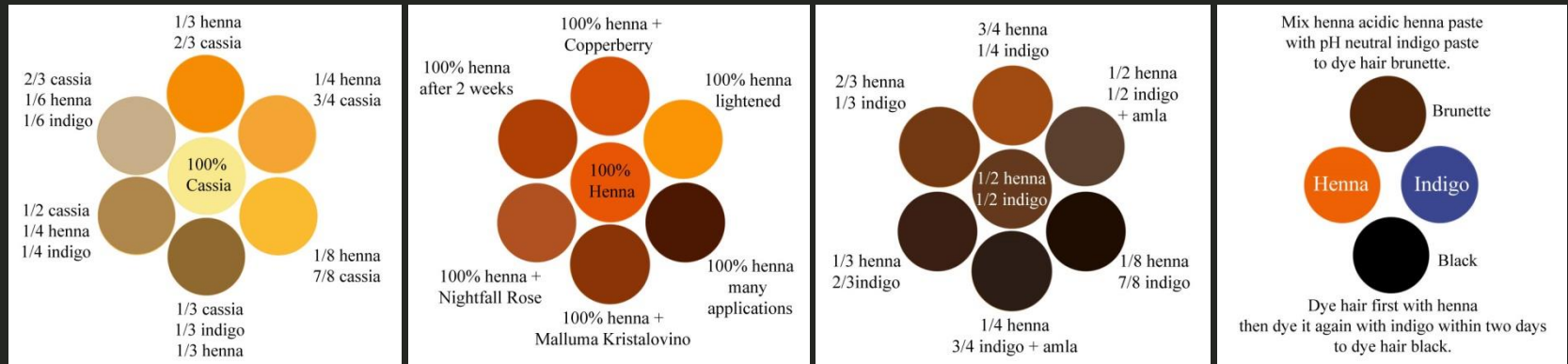
- Many people who were sensitized with black temporary tattoos are cross sensitized to other aromatic amines. A sensitized person must stop using all oxidative hair dye.
- These allergies will always get worse, never better. There is no cure for an oxidative hair dye allergy.
- At the first sign of sensitization, transition consumers to Ancient Sunrise®. These products can be used directly over oxidative hair dye without cross-reactions or allergic reactions.
- Ancient Sunrise® is unlike any henna you have ever worked with before.

Ancient Sunrise® can prevent injuries and save lives



- Ancient Sunrise® permanent, non-fading hair dye technology based on henna, partially fermented indigo, cassia, and fruit acids are stable, safe, and reliable when used correctly.
- Allergic reactions to oxidative hair dye may be fatal.

All human hair colors can be created with Ancient Sunrise® pure plant products. We will show you the science!



Why do stylists believe henna ruins hair? They have only experienced adulterated henna.



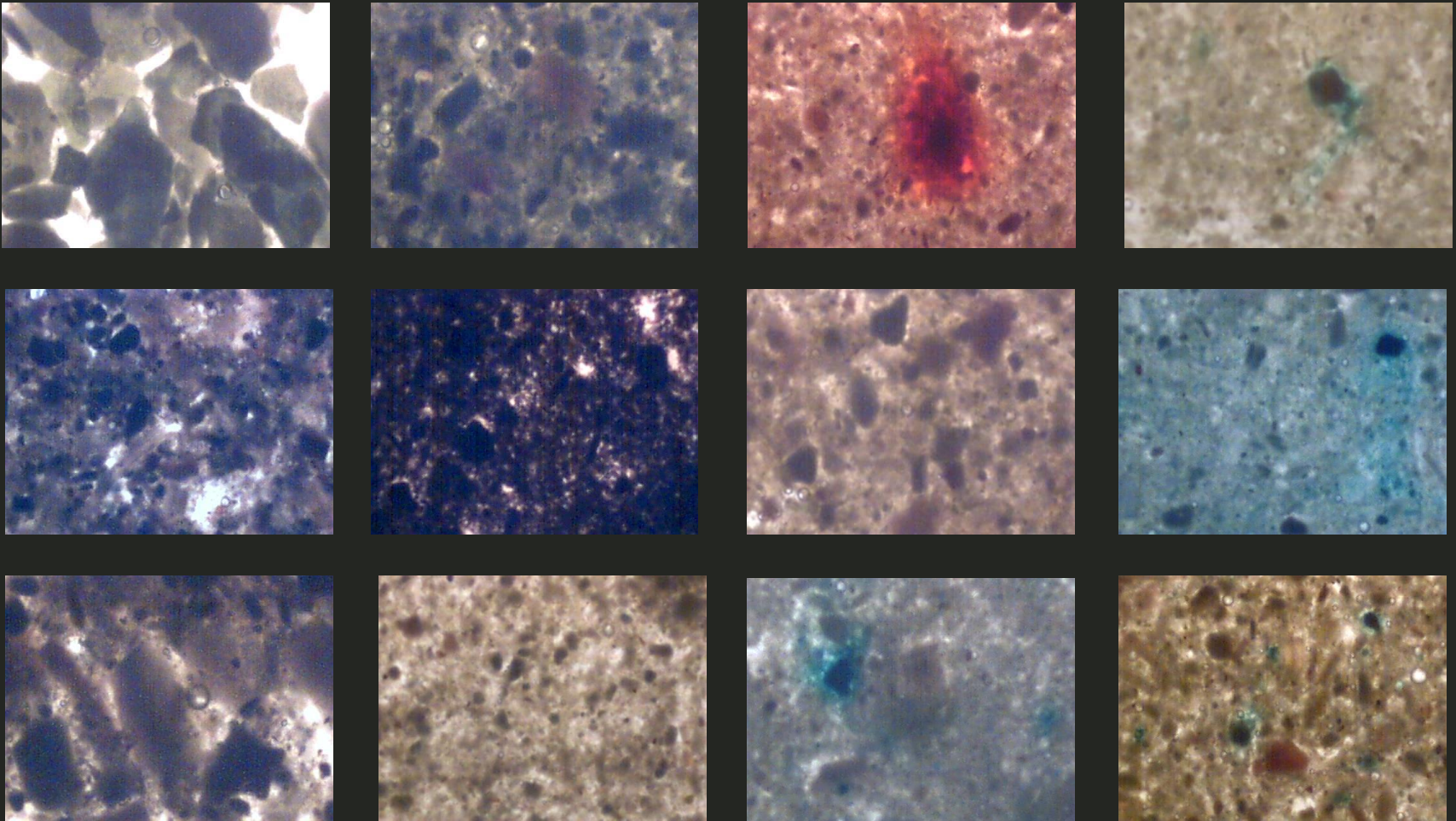
- Compound henna hair dye has a terrible reputation in the cosmetic industry because of the destructive cross reactions between mineral salts added to henna products and the activators for oxidative hair dye.
- These (usually) undeclared additives include sodium picramate, lead acetate, silver nitrate, copper, nickel, cobalt, bismuth and iron salts.
- Ancient Sunrise® products eliminate these problems, and leave hair strong, healthy, and glossy.

Ancient Sunrise® laboratory tests every batch for purity you can trust. Over 90% of henna products are adulterated or contaminated.



- The producing countries allow contaminants and adulterants and many do not require declaration of ingredients.
- India legally allows up to 30% PPD in henna though companies may have higher levels.

Why are there so many contaminants in other henna?



- Adulteration and contamination of henna is widespread, undeclared, and unregulated. The powders rely on metallic salts and added dyes.
- Ancient Sunrise® has none of these contaminants and adulterants.

Ancient Sunrise® products will give you the results you want because we have done the scientific research. We will teach the art and science of Ancient Sunrise® to you!



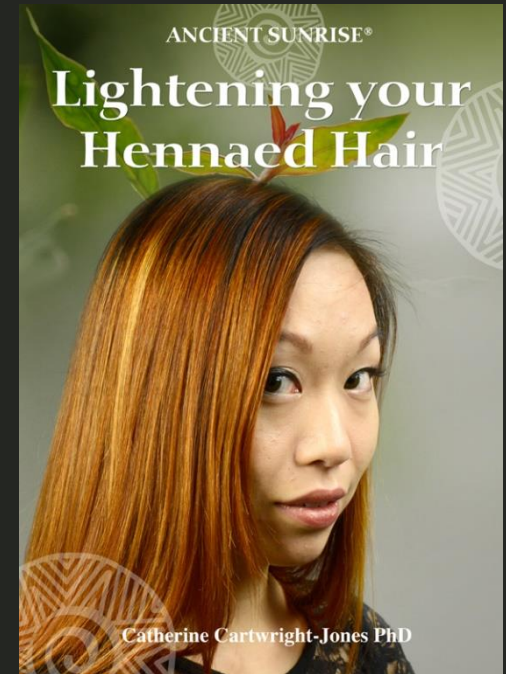
- Powdered henna pre-mixes do not work properly because the timing of the intermediates are mutually exclusive with each other.
- Other henna products do not provide permanent color or good gray coverage.
- If a seller claims to have such, they are not being truthful about what is in their powder.

Ancient Sunrise® is so pure that you can highlight, lighten, and perm without damage.



- Foils, lighteners, and relaxers, and permanent solution have no cross-reactions with Ancient Sunrise® products.

Once you understand the Ancient Sunrise® science, you will find these products to be as versatile and profitable as oxidative hair dyes.



- With Ancient Sunrise® products, you will no longer lose clients to sensitization, or have clients whose doctors have recommended that they no longer use oxidative dyes because of pregnancy, Nursing or cancer treatments.
- If you, yourself have become sensitized to oxidative hair dyes, you can continue in your profession safely using Ancient Sunrise®.

Ancient Sunrise® requires no more time than other hair dye. Once the full length is done, only root touchups are necessary.





Ancient Sunrise® products do not fade over time. The color will remain stable and lustrous.

The full length does not need to be redone unless desired to improve condition and strength.

Ancient Sunrise® makes hair stronger, reduces breakage, and promotes a healthy scalp and hair growth.

Google images: *'hair dye allergic reaction'*

This is what the *beginning* of the epidemic sensitization to oxidative hair dye looks like.

Is your salon ready to help people who are allergic to oxidative hair dye?

Ancient Sunrise® is!

Catherine Cartwright-Jones PhD

ccj@mehandi.com

<http://www.hennapage.com/henna/ccj/>

Articles in academic publication

- "The Geographies of the Black Henna Meme Organism and the Epidemic of Para-phenylenediamine Sensitization: A Qualitative History." Kent State University 2015
- "Lawsonia inermis L. (henna): Ethnobotanical, phytochemical and pharmacological aspects," Ruchi Badoni Semwala, Deepak Kumar Semwala, Sandra Combrinck, Catherine Cartwright-Jones, Alvaro Viljoen. *Journal of Ethnopharmacology*, June 2014
- Henna Body Art in South Asia: Encyclopedia of Popular Culture in Asia and Oceania, *Greenwood Press/ABC-CLIO*
- Developing Guidelines on Henna: A Geographical Approach Master's Essay Kent State University 2015