

December 11, 2023



Voluntary market recall of Guy Tang Relect Liquid Demi Permanent (2 oz./60mL)

#Mydentity has initiated a voluntary recall of 23 lots of its Guy Tang Reflect Liquid Demi Permanent (2 oz./60 mL) due to a possible contamination of the product with nitrosamines. While #Mydentity has received no reports of harm or injury in connection with this Product, it is proactively recalling it from the market. #Mydentity asks all of its distributors and salons to discontinue use of the recalled product with certain lot numbers and has communicated the specific lot numbers and recall instructions directly to our distributors, who are instructed to inform their salon customers.

Please refer to the communication from #Mydentity or your distributor for more information. #Mydentity seeks to minimize all inconvenience this may cause customers and is committed to their complete satisfaction. For questions, contact us at mydentity.customercare@henkel.com or call 855-489-8264.

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