




Ammonia-Free Long Lasting Hair Dye

Product Highlighted: *Floraesters K-20W® Jojoba*



This ammonia-free permanent hair dye features Floraesters® K-20W Jojoba. Floraesters K-20W Jojoba is a natural emollient which decreases dye time and hair dye fading. The results are soft hair with long lasting color and shine. *

Phase	Trade/Common Name	INCI Name	Manufacturer	%wt/wt
A.	Deionized Water	Water	-----	q.s.
	Versene® 220 Crystals Chelating Agent	Tetrasodium EDTA	The Dow Chemical Co.	0.20
	Monoethanolamine	Ethanolamine	The Dow Chemical Co.	5.00
	Glycol Ether DE LGV	Ethoxydiglycol	The Dow Chemical Co.	2.00
	Oleic Acid P	Oleic Acid	NOF America Corporation	4.00
B.	Propylene Glycol USP/EP	Propylene Glycol	Ashland, Inc.	2.00
	Floraesters K-20W Jojoba	Hydrolyzed Jojoba Esters (and) Water (Aqua)	Floratech	2.00
C.	Deionized Water	Water	-----	q.s.
	L-Ascorbic Acid, FCC	Ascorbic Acid	Sigma-Aldrich, Inc.	0.50
	Sodium Sulfate Anhydrous (Granular/Certified ACS)	Sodium Sulfate	Fisher Scientific	1.00
	Covastyle LP-PPD	p-Phenylenediamine (PPD)	Sensient Cosmetic Technologies	0.50
	Sulfochem® SLS	Sodium Lauryl Sulfate	The Lubrizol Corporation	1.00
D.	Lanette® 16	Cetyl Alcohol	BASF Corporation	12.00
	Hallstar® NCD-20	Cetearyl Alcohol (and) Cetareth-20	The HallStar Company	13.00
Total				100.00

Mixing Procedure

1. Add the ingredients of Phase A to the main vessel in the order listed at 75°C and mix with moderate propeller agitation.
2. Mix the ingredients of Phase B in a separate vessel. Add to Phase A at 75°C with moderate propeller agitation.
3. Add the ingredients of Phase C in the order listed to Phase AB at 75°C with moderate propeller agitation.
4. In a separate vessel, mix the ingredients of Phase D. Add to Phase ABC at 70-75°C with moderate propeller agitation.
5. Stop heating once the mixture becomes a uniform emulsion. Cool to room temperature.

Typical Properties: pH: 10 - 11
Viscosity: 152k - 444k cP

Note: The information herein is based on our research and the research of others and is believed to be accurate. No guarantee of accuracy is made and the products are provided without warranty, expressed or implied and upon condition that purchasers shall make their own tests to determine the suitability of such products for their particular purposes. Likewise, statements concerning the possible use of these products are not intended as recommendations to use these products in infringement of any patent or in the treatment, prevention, or cure of any medical condition. INCI/trade names must be verified with each manufacturer. (Cleared for Public Disclosure)

Date Originated: May 2016

Revision Date: October 2017
File Name: H023

* Efficacy Data Available (ref. Claim Sheet CS16-080: Reduced Dyeing Time with Floraesters K-20W® Jojoba in a Hair Dye)