



# Whisk Away Grays Semi-Permanent Brown Hair Dye



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

This semi-permanent hair dye with Floraesters® K-20W Jojoba increases color uptake (i.e. deposition) and provides more even coverage, leaving hair color looking rich and radiant. Studies have also shown that Floraesters K-20W Jojoba provides longer lasting hair color (less color loss due to washing), decreasing the need for frequent hair dyeing. 🧴\*

Phase	Trade/Common Name	INCI Name	Manufacturer	%wt/wt
A.	Oxowax	Cetyl Alcohol (and) Oleyl Alcohol (and) Cetearyl Alcohol (and) Stearic Acid	Sensient Cosmetic Technologies	15.00
	Genapol® LA 070 S	Laureth-7	Clariant Corporation	10.00
	Ritacet 20	Ceteareth-20	Rita Corporation	4.00
	Hicall K-230	Mineral Oil	Kaneda Co, Ltd.	2.00
B.	Lanette® E	Sodium Cetearyl Sulfate	BASF Corporation	1.00
	Deionized Water	Water	-----	q.s.
C.	Vibracolor® Moonlight Blue	Basic Blue 124	BASF Corporation	0.05
	Vibracolor Ruby Red	Basic Red 51	BASF Corporation	0.03
	Vibracolor Citrus Yellow	Basic Yellow 87	BASF Corporation	0.18
	Vibracolor Flame Orange	Basic Orange 31	BASF Corporation	0.25
	Deionized Water	Water	-----	q.s.
D.	<b>Floraesters K-20W Jojoba</b>	<b>Hydrolyzed Jojoba Esters (and) Water (Aqua)</b>	<b>Floratech</b>	<b>2.00</b>
	Propylene Glycol USP/EP	Propylene Glycol	Ashland, Inc.	2.00
E.	Merquat® 100 Polymer <sup>1</sup>	Polyquaternium-6	The Lubrizol Corporation	4.00
	Citric Acid, USP (30% Solution)	Citric Acid (and) Water	Archer Daniels Midland Co.	q.s.
<b>Total</b>				<b>100.00</b>

## Mixing Procedure

- Mix the ingredients of Phase A at 70-80°C with moderate propeller agitation.
- In a separate vessel, combine the ingredients of Phase B at 70-80°C with moderate propeller agitation.
- Once Phase B is uniform, add Phase B to Phase A.
- Switch Phase AB to homomixing.
- In a separate vessel, combine the dyes with the deionized water of Phase C. Mix until the dyes dissolve.
- Add Phase C to Phase AB while maintaining a temperature of 70-80°C. Continue homomixing until uniform. Switch to moderate propeller agitation and cool to 55-60°C.
- In a separate vessel, combine the Floraesters K-20W Jojoba with the Propylene Glycol USP/EP of Phase D. Mix until the Floraesters K-20W Jojoba is well dispersed.
- Add Phase D to Phase ABC with moderate propeller agitation.
- Cool the mixture to 40-50°C. Add the Merquat 100 Polymer with moderate propeller agitation.
- Once mixture has cooled to 30-40°C, adjust pH to 4.0-4.5 with the Citric Acid, USP (30% Solution) of Phase E.

**Typical Properties: Viscosity: 153K – 320K**

<sup>1</sup> Alternatively Abil® Quat 3272 [INCI: Quaternium-80] supplied by Evonik Industries may be used

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)