

WHISK AWAY GRAYS SEMI-PERMANENT BROWN HAIR DYE

with Floraesters K-20W[®] Jojoba



Phase	Trade Name	INCI	Supplier	%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	Floraesters K-20W Jojoba	Hydrolyzed Jojoba Esters (and) Water (Aqua)	Cargill Beauty	2.00
	Propylene Glycol USP/EP	Propylene Glycol	Ashland	2.00
E	Merquat [®] 100 Polymer ¹	Polyquaternium-6	The Lubrizol Corporation	4.00
	Citric Acid, USP (30% Solution)	Citric Acid (and) Water	Archer Daniels Midland Co.	q.s.

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

CHARACTERISTICS

- **pH:** 3 - 4
- **Viscosity:** 153 - 320kcP

PROCESS

1. Mix the ingredients of Phase A at 70-80°C with moderate propeller agitation.
2. In a separate vessel, combine the ingredients of Phase B at 70-80°C with moderate propeller agitation.
3. Once Phase B is uniform, add Phase B to Phase A.
4. Switch Phase AB to homomixing.
5. In a separate vessel, combine the dyes with the deionized water of Phase C. Mix until the dyes dissolve.
6. 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.
7. 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.
8. Add Phase D to Phase ABC with moderate propeller agitation.
9. Cool the mixture to 40-50°C. Add the Merquat 100 Polymer with moderate propeller agitation.
10. 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.

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.



PATENTS AND REGULATIONS The information presented herein is intended to illustrate the possible technical applications of our products. However, since the use of this information and our products is beyond our control, any recommendations or suggestions are made without guarantee of warranty in each country and particularly in the absence of patent rights. In addition, we recommend that the user ensures that this product is in compliance with the local regulations in force, particularly in the country where the finished product is to be consumed. It is the responsibility of the user to comply with the patents and the regulations in force.

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