

CATIONIC HAIR DYE SERUM

VIBRANT HAIR COLOR

FORMULA#: 84-05-4 (ABCDE)

Our Cationic Hair Dye Serum was designed to leave hair feeling soft, comb-able and smooth after color application. This unique color serum provides bright, bold, and even color deposition throughout hair. Thanks to its unique cationic structure, our hair dye serum binds to hair quickly during application with a process time of only 5-10 minutes, resulting in impactful, bold, beautiful color. Color can last between 1-8 washes.

Application: Apply using gloves to avoid skin staining. Apply petroleum jelly to forehead, ears, and nape to avoid skin staining. Separate small sections of hair using a comb and brush through using a hair dye application brush. Saturate hair and leave on for 5-10 minutes. Rinse until the water runs clear. Style as usual.

HIGHLIGHTED INGREDIENTS

INGREDIENT	FUNCTION
EXPERTGEL® EG412	Water soluble gelling and film forming agents. In water, these polymers give a viscosity that increases with temperature, to give “smart” thickening on contact with body temperature
NIACINAMIDE	Improves barrier function of scalp and overproduction of sebum.
SODIUM HYALURONATE HIGH MW 1.8-2.2 MDA	A natural polymer that is found in the body. Sodium hyaluronate acts as a humectant and helps maintain scalp barrier structure.
GREENDIOL™	Multi-functional ingredient. It is an excellent humectant, dispersant, and preservative booster for clean formulations. It is a natural alternative to Butylene Glycol.
CERACUTE® V	Polymer dispersion that also contains a cationic surfactant to improve hair absorption. Adds volume to hair without buildup or stiffness and smooths rough cuticles for improved combability. The structure mimics natural ceramides found in skin and hair.
LIPIDURE NA	Biocompatible aqueous polymer solution with multifunctional benefits for hair and scalp. Helps reduce static electricity, restore the surface damaged hair, reduce color change of color treated hair, and improves smoothness of hair cuticles.
PELLICER® L-30	Peptide-like, plant-derived, multifunctional active ingredient. It has excellent surface-active properties and functions in emulsification and dispersion at very low use levels. Its ceramide-like Gemini structure also gives it a high affinity to skin and hair, providing moisturizing and damage repair properties.

CATIONIC SERUM FOR SEMI-PERMANENT HAIR DYE

FORMULATION PROCEDURE

PHASE	TRADE NAME	INCI NAME	SUPPLIER	% W/W
A	WATER	Water (Aqua)		73.35
	EXPERTGEL® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	Presperse	4.00
	NIACINAMIDE	Niacinamide	Presperse	1.00
	SODIUM HYALURONATE HIGH MW 1.8-2.2 MDA	Sodium Hyaluronate	Presperse	0.05
B	GREENDIOL™	2,3 Butanediol, Water	Presperse	10.00
	CERACUTE® V	Water (and) Glycerin (and) Butylene Glycol (and) Glycerylamidoethyl Methacrylate/Stearyl Methacrylate Copolymer (and) PCA Ethyl Cocoyl Arginate	Presperse	3.00
	LIPIDURE NA	Water (and) Butylene Glycol (and) Glycerin (and) Polyquaternium-61 (and) PCA Ethyl Cocoyl Arginate.	Presperse	3.00
	HYDROLITE® 5 GREEN	Pentylene Glycol	Symrise	3.00
	PELLICER® L-30	Water (and) Sodium Dilauramidoglutamide Lysine	Presperse	0.1
	SYMDIOL® 68	1,2-Hexanediol (and) Caprylyl Glycol	Symrise	0.5

1. Add RT or cold water to the beaker. Begin adding Phase A ingredients one by one. Mix until uniform.
2. In a separate beaker, add Phase B ingredients together one by one and mix until uniform. Add Phase B to Phase A and mix until uniform.

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SPECIFICATIONS

Appearance: Clear water like serum that thickens slightly in contact with skin or scalp.

pH – 5.0

Viscosity – N/A water thin in jar.

Formula #	Formula Name	Dye Name & INCI	% of Dye
84-05-4	NO DYE ADDED (Cationic Serum Base)	NONE	NONE
84-05-4A	Citrus Yellow Hair Dye Serum	(Citrus Yellow) Basic Yellow 87	0.3%
84-05-4B	Fuchsia Hair Dye Serum	Fuchsia) Basic Violet 2	0.3%
84-05-4C	Bright Orange Hair Dye Serum	(Madder Red) Basic Red 76	0.3%
		(Citrus Yellow) Basic Yellow 87	0.8%
84-05-4D	Royal Blue Hair Dye Serum	(Royal Blue) Basic Brown 17, Basic Red 76, HC Blue 16	0.3%
84-05-4E	Violet Hair Dye Serum	(Royal Blue) Basic Brown 17, Basic Red 76, HC Blue 16	0.2%
		(Fuchsia) Basic Violet 2	0.4%

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