Finnish hair professionals

DS Mineral Removing Elixir

INCI	EXPLANATION
Aqua	Purified water, solvent.
Citric Acid	Adjusts the product's pH value suitable for hair and skin.
Tetrasodium EDTA	Neutralizes contaminants found in water, for example heavy metals and salts, renders them water-soluble and thus to be easily rinsed out. Contributes to the product's shelf life. Prevents changes in hair color and creates a more successful foundation for color, bleaching and perm treatments. Effective synergy with etidronate.
Tetrasodium Etidronate	Neutralizes contaminants found in water, for example heavy metals and salts, renders them water-soluble and thus to be easily rinsed out. Contributes to the product's shelf life. Prevents changes in hair color and creates a more successful foundation for color, bleaching and perm treatments. Effective synergy with EDTA.
Guar Hydroxypropyltrimonium Chloride	Plant-derived cationic polymer. Enhances combability, handling and improves shine. The hair feels soft. Improves foam quality in shampoos.
Hydroxyethylcellulose	Thickener, gelling agent
PVP	Fixative
Phenoxyethanol, Ethylhexylglycerin	Maintains the safety and the structure of the product.