/00 SensiDO Cream Color 3 in 1 Clear (Lift)

INCI	EXPLANATION
Aqua	Purified water, solvent.
Cetearyl Alcohol	Forms the viscosity of the product.
Propylene Glycol	Moisturizing solvent
Oleyl Alcohol	Fatty alcohol, reacts with hydrogen peroxide, making the colour mass easy to work with. Protects the hair and scalp.
Ammonia	Alkali, pH adjuster. Softens, swells and thus opens the hair cuticles for the hair coloring process. While making permanent waves, it ensures the effectiveness of the reducing agent and swells the scaly layers of hair.
Stearic Acid	Thickens the product.
Palmitic Acid	Thickens the product.
Ceteareth-33	Regulates the thickness of the product.
Dioleyl Phosphate	Part of a phosphate ester compound of Oleth-5 Phosphate and Dioleyl Phosphate. Enhances the wash fastness and intensity of the color, adds shine and protects the hair.
Argania Spinosa Kernel Oil	Argan oil is absorbed by the hair strand and due to its versatile composition it adds shine, softness, strength and protection on damaged hair. It revives in particular treated, colored and dry hair repairing split ends. It will also provide thermal and UV protection. A powerful antioxidant. Skin-friendly.
Sodium Cetearyl Sulfate	Thickens the product.
Oleth-5 Phosphate	Part of a phosphate ester compound of Oleth-5 Phosphate and Dioleyl Phosphate. Enhances the wash fastness and intensity of the color, adds shine and protects the hair.
Hydrolyzed Vegetable Protein PG-propyl Silanetriol	Plant-derived protein which conditions and strengthens the hair. Provides thermal protection.
Polyquaternium-6	Cationic conditioning and shine providing polymer. Reduces frizz and improves combing.
Ascorbic Acid	Vitamin C, antioxidant
Sodium Sulfite	Antioxidant

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.
Phenoxyethanol	Preservative
Potassium Sorbate	Preservative
Disodium EDTA	Improves product shlef-life.