Finnish hair professionals

SensiDO Men Shades

INCI	EXPLANATION
Aqua	Purified water, solvent.
Cetearyl Alcohol	Forms the viscosity of the product.
Ethanolamine	Alkali, pH adjuster. Softens, swells and thus opens the hair cuticles for the hair coloring process.
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.
Ceteareth-33	Regulates the thickness of the product.
Stearic Acid	Thickens the product.
Brassica Campestris Seed Oil	
Toluene-2,5-Diamine Sulfate	Oxidative hair dye
Palmitic Acid	Thickens 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.
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Sodium Cetearyl Sulfate	Thickens the product.
Allantoin	Conditioning, protecting, softening and soothing ingredient.
Potassium Ethylhexyl/Isotrideceth-8 Phospate	
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.
m-Aminophenol	Oxidative hair dye
Resorcinol	Oxidative hair dye
2-Amino-4-Hydroxyethylaminoanisole Sulfate	Oxidative hair dye

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