# 10/1 SensiDO Quick

| INCI | EXPLANATION |
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| 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. |
| 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. |
| Ceteareth-33 | Regulates the thickness of 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. |
| Sodium Cetearyl Sulfate | Thickens the product. |
| 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. |
| Toluene-2,5-Diamine Sulfate | Oxidative hair dye |
| Resorcinol | Oxidative hair dye |
| m-Aminophenol | Oxidative hair dye |
| 2-Amino-4-Hydroxyethylaminoanisole Sulfate | Oxidative hair dye |
| Ascorbic Acid | Vitamin C, antioxidant |
| Sodium Sulfite | Antioxidant |

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| 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. |