Finnish hair professionals

DS Blond Shampoo

INCI	EXPLANATION
Aqua	Purified water, solvent.
Sodium Lauroyl Sarcosinate	Cleansing agent
Propanediol	Improves product shelf life.
Glycerin	Glycerin, moisturizing solvent.
Cocamidopropyl Hydroxysultaine	Mild detergent
Cocamidopropyl Betaine	Mild surfactant, washes without irritating skin.
Capryloyl/Caproyl Methyl Glucamide	Mild surfactant
Citric Acid	Adjusts the product's pH value suitable for hair and skin.
Sunfloweroyl Methylglucamide	Mild sugar surfactant from sunflower oil and sugar that adds a rich, caring after-feel to rinse-off products.
Creatine	Strengthens and repairs damaged hair, smooths the hair cuticle, improves hair elasticity, protects against heat and styling, enhances manageability, and revitalizes damaged and color-treated hair.
Lauroyl/Myristoyl Methyl Glucamide	Mild surfactant
Helianthus Annuus (Sunflower) Seed Extract	Maintains hair color, protects the hair from the fading effects of the sun, conditions and moisturizes the hair. Repairs the damage caused by UV radiation.
Guar Hydroxypropyltrimonium Chloride	Plant-derived cationic polymer. Enhances combability, handling and improves shine. The hair feels soft. Improves foam quality in shampoos.
Sodium Gluconate	Stabilizes the product formulation and prevents issues caused by metals.
Acid Violet 43	Hair dye
Acid Red 33	Hair dye
Propylene Glycol	Moisturizing solvent
Butylene Glycol	Moisturizing solvent
Sodium Benzoate	Preservative
Potassium Sorbate	Preservative
Sodium Chloride	Adjusts the thickness of the product.
PEG-150 Pentaerythrityl Tetrastearate	Thickening, emulsifying.

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PEG-6 Caprylic/Capric Glycerides	Thickening agent

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