



EMEA Hair Colour Presentation

JULY 2026

CRODA Beauty

SMART SCIENCE TO IMPROVE LIVES™



Hair Colour Market

Projected to reach **\$42m** by 2029, the global hair dye and colourant market continues to grow.

While grey coverage remains a key driver, consumers increasingly use hair colour as a form of self-expression and experimentation. And whether seeking confidence, comfort, or reinvention, they expect colour that enhances their look without compromising hair health.

Sources: [Hair dye & color: global market value forecast 2022 & 2029 | Statista](#)
Key trends 2026: Hair Dyes and Colourants WGSN

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EMEA Hair Colour Presentation

Reasons to colour the hair

Maintain & transform

Experiment

Preserve & protect

Why do we choose to colour our hair?



Maintain natural hair colour
Cover grey hair



Transform natural hair colour
For a permanent change



Experiment with colours
For fun, without commitment



How do we change our hair colour?

**Maintain & transform
natural hair colour**

With oxidation

Permanent

Oxidative dyes level 3

Demi-permanent

Oxidative dyes level 2

**Experiment with
colours**

Without oxidation

Semi-permanent

Direct, acid, basic, azo and dispersed dyes, level 1

Temporary

Direct, certified FD&C, D&C, lake and iron oxide dyes, level 1

Others:

Bleaching: Hair lighteners - persulfates

Color removers: To remove most or partial color



Maintain, transform & experiment

Hair Colour

CRODA | Beauty

Permanent & demi-permanent

Hair Colour



Market context

Convenience & care

Permanent colour remains key to the hair colour market, representing nearly **56% of the total volume**.

- **Hair salon** remains high and contributes to nearly **48% of permanent colour applications**, driven by people aged 60s and more who see it as a chance to relax.
- However, demand for salon quality at home hair dyes and colourants is increasing, driven by a need for affordable prices.
- New at-home formats and textures are also on the rise, as easier to use and playful.
- Rising demand for ammonia-free formulations.

Consumers' need: Long-lasting colour while supporting hair health and longevity but also wellness.

Associated hair transformations

Permanent

- Grey hair coverage
- Long-lasting colour change
- Significant lightening or darkening
- Long-lasting red, brown, or black shades
- Chunking

Demi-permanent

- Colour refresh
- First grey hair
- Balayages
- Ombré & sombré
- Caramel and copper highlights
- Tone neutralisation (yellow, orange)
- Icy and beige blonde
- Cool brunette
- Gloss
- Veiling



Market examples



GOOD Permanent Hair Colour
Garnier

Feel good application, with a thick mask-like texture that blends directly in the pot and can be applied directly with hands.



Totally Clean Bleach
Hally

Infused with chamomile, ginseng, lavender and aloe to nourish strands while lifting hair up to eight shades and cancel out yellow tones.

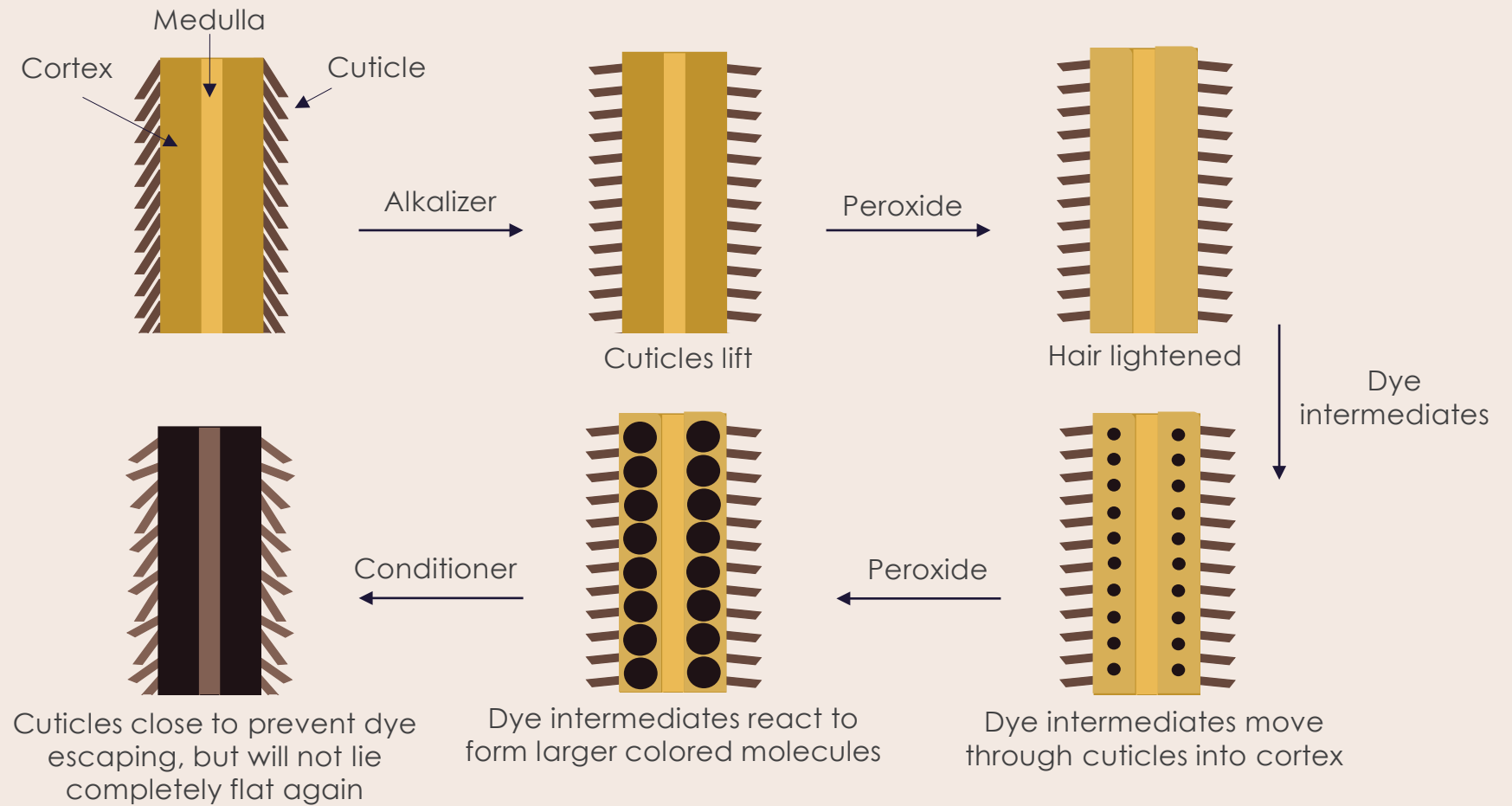


ColourStrong Permanent Hair Colour
Clairol

Gives you multidimensional colour and reinforces the internal structure of your hair. Provides hair health thanks to a bonding system in every step.



Oxidative hair colour process



Oxidative hair colour mixing

Two components system

The Colourant

High pH system (pH 9.5-11.5), consisting of:

- Water
- Chelating agent
- Antioxidants (*prevent oxidation of dyes*)
- Oxidative dye precursors (*impart colours*)
 - Primary: PPD, PAP, HED
 - Couplers: RES, MAP, 1-NAP
- Alkalizers (*swell hair*)
 - Ammonia
 - Monoethanolamine
 - AMP
- Buffers



The Developer

Low pH system (pH 2.0-3.5), to stabilize the hydrogen peroxide. Come in 10, 20, 30 and 40 volume (3%, 6%, 9% and 12% hydrogen peroxide respectively) consisting of:

- Water
- Oxidizers (hydrogen peroxide)
- Surfactants, emulsifiers
- Thickening agents
- Conditioning agents
- Stabilizers
- Chelating agents
- Humectants
- pH buffers

Oxidative hair colour techniques

Differentiation

Permanent hair colour
(high lift, great deposit)

Colourant: uses ammonia in addition to other alkalizers
Developer: 20, 30 or 40 volume
Colourant/developer ratio: 1:1 or high developer

Demi-permanent hair colour
(low lift, lower deposit)

Colourant: uses MEA or AMP
Developer: 10 volume or less
Colourant/developer ratio: 1:1 or lower developer



How to get ammonia-free permanent hair colour?

Use demi-permanent colourant but with higher volume developer (20 or more)





Hair colour techniques

Pros & Cons

Hair colour techniques	Pros	Cons
Permanent	<ul style="list-style-type: none">• Long-lasting results• Allows significant colour change• Widest shade range	<ul style="list-style-type: none">• Highest hair damage potential• Irritating ammonia smell and vapours• Visible root regrowth• More difficult to remove or correct• Patch test required
Demi-permanent	<ul style="list-style-type: none">• Less damaging than permanent• Ammonia-free• Fades gradually without harsh regrowth lines	<ul style="list-style-type: none">• Limited grey coverage• Cannot significantly lighten the hair• Shorter longevity than permanent colour (wash out)• Patch test required

Ingredients suggestions

Colourants & Developers

COLOURANTS

Emulsifiers & surfactants:

[Crodafos™ CES*](#)
[Crodafos™ HCE*](#)
Crodafos™ CS20A
[Keratint™ EZ*](#)
Incromide™ CMEA
Cithrol™ GMS40
Brij™ O5 & O2
Brij™ CS25
Brij™ S2/ Brij S721
Tween™ 20

Solvents & solubilizers:

[Promidium™ CO*](#)
[Promidium™ 2*](#)
Procetyl™ AWS

Conditioners:

[VibraRiche™*](#)
[Keratint EZ™*](#)
[Kereffect™ SD*](#)
[Crodazosoft™ DBQ](#)
Crodazoquat™ MCC
Incroquat™ Behenyl
TMS-50
Cutissential™
Arlasilk™ EFA

Thickeners:

ViscOptima™
Amigel®
Crodacol™ CS50
Crodacol™ CS90
Crodacol™ C90

Emollients:

Crodamol™ GTS
Crodamol™ CAP
Crodamol™ OP
Crodamol™ IPP
Arlamol™ HD

DEVELOPERS

Emulsifiers & surfactants:

[Crodafos™ CES*](#)
[Crodafos™ HCE*](#)
Crodafos™ CS20A
Brij™ O5 & O2
Brij™ CS25

Thickeners:

Amigel®
[Volarest™ FL*](#)
Crodacol™ CS50
ECO Cosmowax™ D



Formulation *inspiration*

Permanent Medium Auburn
Cream Hair Colour
ED0179

Embrace rich auburn hues with this cream hair dye.

Key ingredients

- **Crodafos CES:** Emulsifier that enhances hair colour
- **Cithrol GMS 40:** Emulsifier that provides a rich butter texture
- **Kereffect SD:** Helps to improve the feel and manageability of the hair, without impacting colour uptake

Permanent Medium Auburn Cream Hair Colour

ED0179

Ingredient/INCI Name	Functionality	% w/w
Part A		
Water Deionised (Aqua)	Diluent	65.44
Versene 100 (Tetrasodium EDTA) ²	Chelating Agent	0.40
Propylene Glycol	Solvent	2.00
Sodium Sulphite	Anti-oxidant	0.30
Ascorbic Acid	Anti-oxidant	0.30
p-Phenylenediamine ³	Dye Intermediate	0.25
p-Aminophenol ³	Dye Intermediate	0.19
Resorcinol ³	Dye Intermediate	0.06
2-Methyl-5-Hydroxyethyl Aminophenol ³	Dye Intermediate	0.09
p-Amino-o-Cresol ³	Dye Intermediate	0.07
2-Amino-3-Hydroxypyridine ³	Dye Intermediate	0.17
m-Aminophenol ³	Dye Intermediate	0.02
Water Deionised (Aqua)	Dye Rinse	4.00
Part B		
Oleic Acid	Surfactant/Cleansing	2.00
Cithrol™ GMS 40 (Glyceryl Stearate) ¹	Surfactant/Emulsifier	2.00
Crodacol™ CS50 (Cetostearyl Alcohol) ¹	Surfactant/Viscosity Builder	6.00
Crodafos™ CES (Cetearyl Alcohol (and) Dicaprylyl Phosphate (and) Ceteth-10 Phosphate) ¹	Surfactant/Emulsifier/Viscosity Builder	5.00
Crodacol™ C90 (Cetyl Alcohol) ¹	Surfactant/Viscosity Builder	5.00
Part C		
Monoethanolamine (MEA)	Alkalizer/Saponifier	1.07
Part D		
Ammonium Hydroxide (28%)	Alkalizer	2.52
Fragrance Oil	Fragrance	0.12
Kereffect™ SD (Aqua (and) Hydrolyzed Keratin) ¹	Damage Mitigation Active	3.00

Suppliers: 1: **Croda** 2: The Dow Chemical Company 3: Jos. H. Lowenstein

Semi-permanent & temporary

Hair Colour



Market context

Playful & commitment-free

Semi-permanent and **temporary colour** are popular among the young generation, representing respectively 21% and 13% of the total market volume.

- Fashion-led, seasonal, commitment-free hair colour allows for creativity and experimentation.
- Contribute to wellness and joyful expression, while minimising hair and scalp damage.
- Allow the capitalisation on funilities, with playful formats such as mascaras and sticks.
- Product share is increasing, social media interest as well with +151% view of #TemporaryHairColour on TikTok

Consumers' need: Freedom to experiment, play with their hair with no commitment or damage

Associated hair transformations

Semi-permanent

- Fashion and bright colours (pink, blue, purple, green, etc)
- Unicorn or rainbow hair
- Dip dye effect
- Frosted tips
- Chunking
- Refreshes hair colour between permanent colour application

Temporary

- Root camouflage
- Colour effects for one day event (festivals, parties, etc.)
- Glitters and sparkles

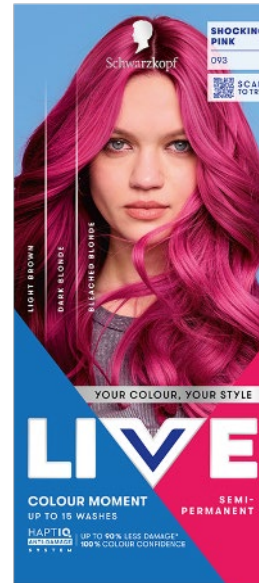


Market examples



5-minute Top Coat Depositing Conditioner
Xmondo

A jelly-like, non-staining formulation with bond repairing actives, enabling playful and healthy hair colouring.



Live Shocking Pink Semi Permanent Colour
Schwarzkopf

Discover intense colour vibrancy and express creativity thanks to built-in electrifying pigments. This semi permanent hair colour without ammonia** lasts up to 15 washes.

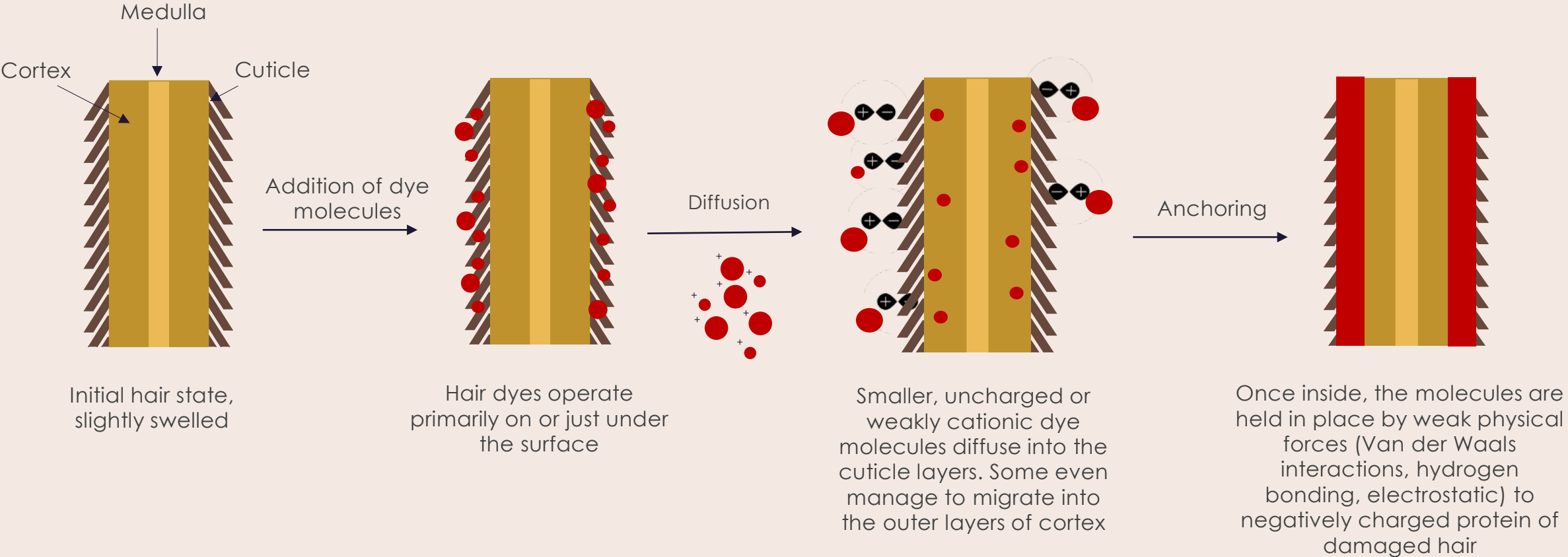


Glitter Share Six
Hally

Playful, on-the-go haircare glimmer, adding pops of colour and sparkle.

Non-oxidative hair colour process

The process depends heavily on the size and charge of dye molecules





Non-oxidative hair colour techniques

Differentiation

Semi-permanent hair colour
(no lift, cuticle deposition)

Component: Only one (no mixing required)

Colourant only: mix of high and low molecular, non-oxidative coloured dyes

Format: Developer: Thick cream, gel or mousse

pH: 4-9

Temporary hair colour
(no lift, external deposition)

Component: Only one (no mixing required)

Colourant only: Large molecules like FD&C, dispersed and food dyes

Format: Developer: Gel, spray, mousse, cream or chalk

pH: 4-7

Hair colour techniques

Pros & Cons

Hair colour techniques	Pros	Cons
Semi-permanent	<ul style="list-style-type: none">• Low commitment colour• Ideal for experimentation• Low levels of alkalizer (no irritation or odour)• No need for mixing, no oxidation• No hair damage• Fades gradually	<ul style="list-style-type: none">• Poor grey coverage• No lightening of dark hair• Wash out in 6-10 shampoos• Colour can fade unevenly
Temporary	<ul style="list-style-type: none">• Instant result• Washes out quickly• Playful and fun• Bright colours• No hair damage	<ul style="list-style-type: none">• Short wear time• Can transfer to clothing or bedding• Limited intensity on dark hair• Impact on hair sensory• No grey coverage



Ingredients suggestions

Colourants & Developers

SEMI-PERMANENT

Emulsifiers & surfactants:

[Crodafos™ CES*](#)
[Crodafos™ HCE*](#)
Crodafos™ CS20A
Brij™ LT3
Brij™ O20
Span™ 80

Conditioners:

[VibraRiche™*](#)
[Arlasilk™ PLN*](#)
[Crodazosoft™ DBQ*](#)
Crodazoquat™ MCC
Incroquat™ Behenyl
TMS-50
Incromine™ BD22
Crodabond™ CSN

Thickeners:

Amigel®
[Volarest™ FL*](#)
VisCaress™ PC
VisCaress™ HPD
Crodacol™ range

TEMPORARY

Emulsifiers & surfactants:

Brij™ LT3
Brij™ O20
Span™ 80

Conditioners:

[Crodazosoft™ DBQ*](#)
Crodazoquat™ MCC
Incroquat™ Behenyl
TMS-50

Thickeners:

Amigel®
[Volarest™ FL*](#)
VisCaress™ PC
VisCaress™ HPD



Formulation *inspiration*

Condition and Shine Semi-Permanent Colour Depositing Mask PR0055

Looking for a pop of colour without the commitment? This semi-permanent colour depositing mask offers a dual-action hair treatment, combining vibrant colour infusion with deep conditioning properties.

Key ingredients

- **Crodazoquat MCC:** Inclusive conditioning agent
- **Crodamol GTS:** Provides conditioning and improves shine and smoothness

Condition and Shine Semi-Permanent Colour Depositing Mask

PR0055

Ingredient/INCI Name	Functionality	% w/w
Part A		
Water Deionised (Aqua)	-	79.55
Glycerin	Humectant	4.50
Amigel® (Sclerotium Gum) ¹	Emulsion stabiliser	0.50
Part B		
Cetearyl Alcohol	Thickener	5.00
Crodazoquat™ MCC (Behentrimonium Methosulfate (and) Quaternium-87 (and) Cetearyl Alcohol) ¹	Conditioning agent	2.50
Crodamol™ GTS (C10-14 Alkyl Polypropanediol-3 Myristate) ¹	Shine and smoothness enhancing agent	2.00
Part C		
Zemea® (Propanediol) ³	Solvent	2.00
Core Red Violet® (Basic Red 51, HC Blue No.12, Basic Violet 2) ²	Basic and HC dyes	0.15
Part D		
Water Deionised (Aqua)	Rinsing water	2.00
Part E		
Euxyl® PE9010 (Phenoxyethanol (and) Ethylhexylglycerin) ⁴	Preservative	1.00
VisCaress™ HPD (Polyquaternium-37 (and) Hydrogenated Polydecene (and) Trideceth-6) ¹	Thickener	0.80

Suppliers: **1: Croda** 2: Teluca 3: DuPont Tate & Lyle BioProducts 4: Ashland



Formulation *inspiration*

Natural Black - Hair Colour Shampoo TH6133a

Innovative, easy and quick to use with an application time of only 5-8min, this Colour Shampoo offer convenience.

Key ingredients

- **Crodafos HCE:** Emulsifier and colour enhancer that accelerates colouring rate
- **Keravis:** Repairs damaged and fragile hair by building strength from within

Natural Black Hair Colour Shampoo

TH6133a

Ingredient/INCI Name	Functionality	% w/w
Part A		
Propylene Glycol	Humectant	5.00
Keltrol CG-SFT (Xanthan Gum) ⁵	Viscosity modifier	0.80
Volarest™ FL (Acrylates/Beheneth-25 Methacrylate Copolymer) ¹	Viscosity modifier	2.50
Deionised Water (Aqua)	Solvent	20.00
Part B		
Deionised Water (Aqua)	Solvent	15.00
Sodium Laureth Sulphate (28%)	Surfactant/solubilizer	5.00
Crodafos™ HCE (Oleth-5 Phosphate (and) Diolethyl Phosphate) ¹	Colour enhancer	2.00
Part C		
Deionised Water (Aqua)	Solvent	Up to 100
Tetrasodium EDTA ²	Chelating agent	0.20
Sodium Disulphite ²	Antioxidant	0.30
L-Ascorbic Acid ⁴	Antioxidant	0.20
Part D		
p-Phenylenediamine ³	Precursor	3.90
Resorcinol ³	Coupler	1.30
p-Aminophenol ³	Coupler	0.15
2,4-Diaminophenoxyethanol HCL ³	Coupler	0.15
m-Aminophenol ³	Coupler	0.10
Part E		
Monoethanolamine ⁴	Ph adjuster	1.30

Suppliers: 1: **Croda** 2: Merck 3: Chemstar India 4: Fischer Scientific 5: CP Kelco

Ingredients

Permanent & demi-permanent, semi-permanent & temporary Hair Colour

Phosphate esters

Unique mixed emulsifiers key to hair colour delivery

- Ionic phosphate group that acts as a powerful O/W emulsifier
- Stable at extreme pH, can be used in both colourants and developers
- Compatible with cationics thanks to alkyl chains
- Electrolytes tolerant
- Mild
- Shear thinning characteristics

Crodafos™ HCE

INCI: Oleth-5 Phosphate (and) Dioleyl Phosphate

100% active

Liquid form

→ Ideal for liquids, gels, lotions (ex. developers)

Crodafos™ CES

INCI: Cetearyl Alcohol (and) Dicetyl Phosphate (and) Ceteth-10 Phosphate

25% active emulsifier

Pastille form

→ Ideal for creams (ex. colourant cream)

Crodafos™ CS20A

INCI: Cetearyl alcohol (and) Ceteth-20 Phosphate (and) Dicetyl Phosphate

50% active emulsifier

Pastille form

Crodafos™ SCP

INCI: Dicetyl Phosphate and Ceteth-10 Phosphate

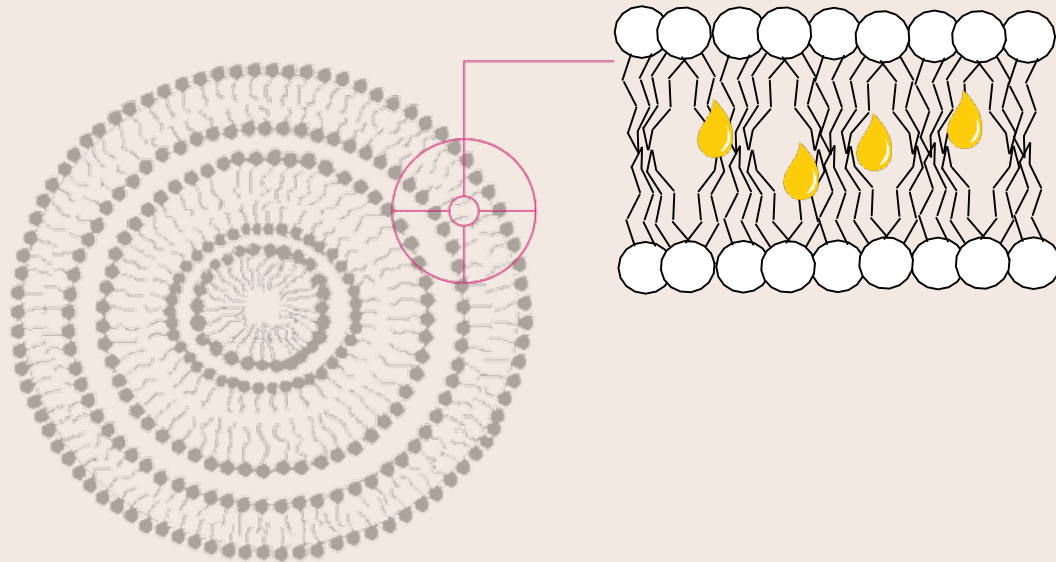
100% active

Pastille form

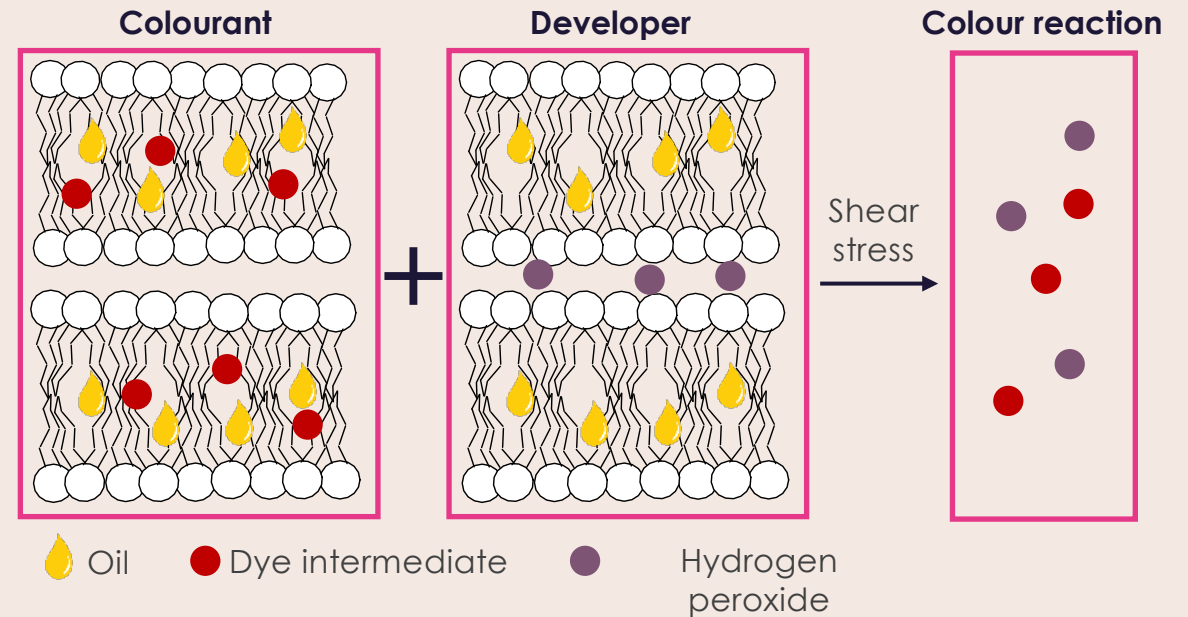
Phosphate esters

Form **liquid crystalline lamellar phases**, which network build-up in the continuous water phase in the form of **multilayer lamellar vesicle (MLV)**.

When bilayer structures are formed, they can trap within them lipids that make up the oil phase.



Hair colour mixing



The lamellar structure formed can only be broken up by shear stress during application.

It allows the reaction to take place mainly inside the hair and not just after mixing.

→ Results in **faster and better colour uptake** than with nonionic emulsifier.



Crodafos™ HCE

INCI: Oleth-5 Phosphate (and) Dioleoyl Phosphate

Emulsifier enhancing hair colour benefits

- Protects the dyes until they are deep inside the cortex
 - Delays oxidation in dye mixture
- Faster and deeper colour formation
- Better hair dye penetration
- Greater colour intensity
- Provides better color wash fastness
- Provides stable, uniform emulsions
- Recommended use level: 1.5 – 5%

Medium Auburn on Gray Hair

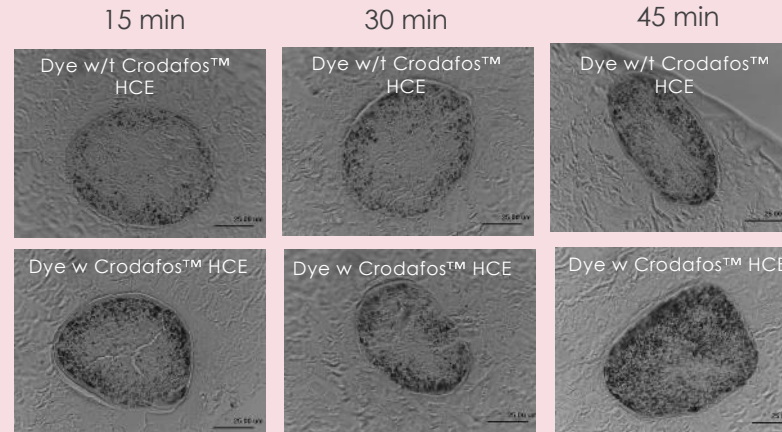


10 min permanent Hair Dye with 4,0% Crodafos HCE – Tress is much darker, indicating a richer, deeper color



- 65% natural
- Biodegradable*
- Halal
- Liquid form
- Preservative-free
- IECIC

Cross-sectional photo of fiber treated with Crodafos HCE



Demonstrates more hair dye present inside the hair fiber with time

Recommended applications

Colourant
Developer
Permanent, demi-permanent & semi-permanent hair colour

Consumer benefits

Colour vibrancy
Long-lasting colour
Faster deposition



Crodafos™ CES

INCI: Cetearyl Alcohol (and) Dicetyl Phosphate (and) Ceteth-10 Phosphate

Emulsifier enhancing hair colour benefits

- Better and faster hair dye penetration
- Provides better color wash fastness
- Better colour stability
- Cuticle damage reduction in relaxer
- Recommended use level: 6%



- 99% natural
- Biodegradable*
- Halal, vegan suitable**
- Pastille form
- Preservative-free
- IECIC

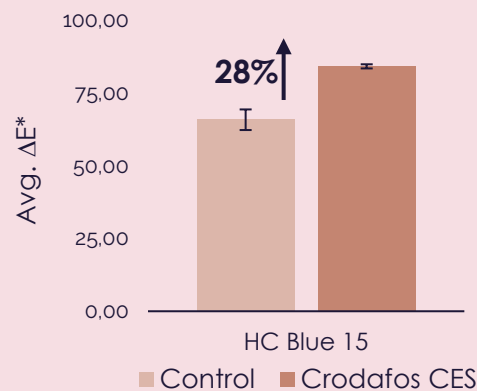
Recommended applications

Colourant
Developer
Permanent, demi-permanent & semi-permanent hair colour

Consumer benefits

Colour vibrancy
Long-lasting colour
Faster deposition

Dye uptake of type II bleached Caucasian hair



10 min application hair dye with 6% of Crodafos CES shows significantly better colour uptake than the control

Colour wash fastness after up to 5 wash cycles



Hair coloured using 6% of Crodafos CES in a semi-permanent dye show better colour retention

Keratint™ EZ

INCI: Cetyl Alcohol (and) Stearyl Alcohol (and) PPG-5 Ceteth-20 (and) Dicetyl Phosphate (and) Ceteth-10 Phosphate (and) Behentrimonium Methosulfate

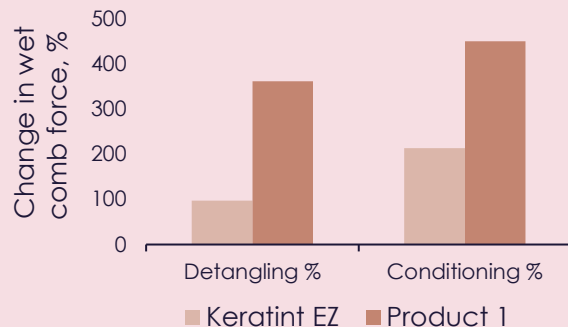
One step system for hair colour system that provides emulsifying, conditioning and thickening properties

- Improves colour wash fastness
- Provides conditioning and detangling benefits
- Provides viscosity to the colour cream
- Can be utilized as the complete oil phase
- Easy manufacturing and reduced costs
- Recommended use level: 7-25%



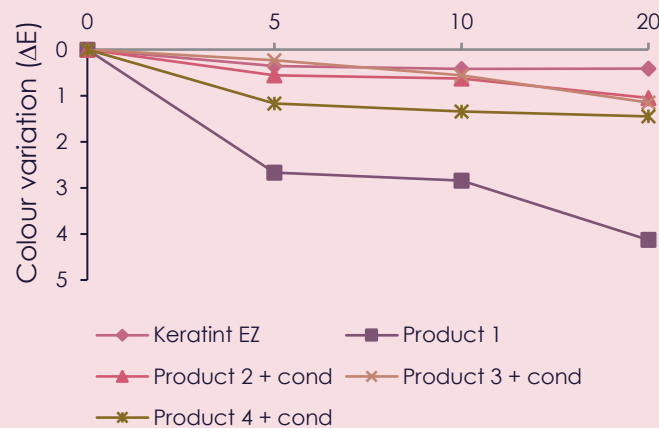
- 84% natural
- Biodegradable*
- Halal, vegan suitable**
- Pastille form
- Preservative-free
- IECIC

Conditioning & detangling on wet hair



Permanent hair coloured using 8% Keratint EZ show better combability than the control

Colour wash fastness after up to 20 wash cycles



Permanent hair coloured using 8% Keratint EZ show better colour retention

Recommended applications

Colourant
Permanent, demi-permanent & semi-permanent hair colour
Post dye conditioner

Consumer benefits

Long-lasting colour
Conditioning

* Expected to be readily biodegradable



VibraRiche™

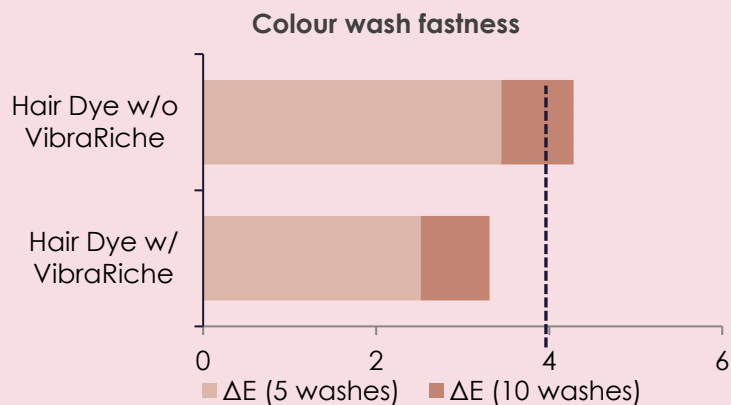
INCI: Rapeseedamidopropyl Ethyldimonium Ethosulfate (and) Quaternium-96 (and) Dipropylene Glycol (and) Propanediol



- Vegan suitable**
- Easy to use liquid
- 70% active
- IECIC

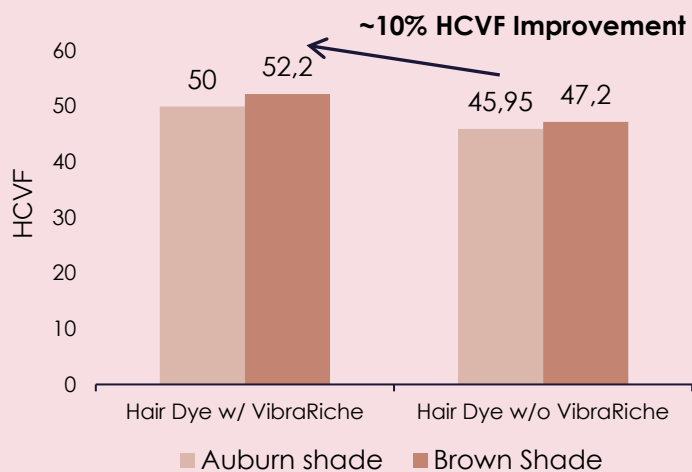
Delivers more vibrant hair colour

- Enhances hair shine from the hair dye system
- Provides excellent conditioning and detangling benefits
- Improves hair softness
- Improves colour wash fastness
- Compatible with high and low pH
- Recommended use level: 1.5-5%



After 10 washes, hair colored with 2.2% VibraRiche has equivalent color shift to hair colored with the control after 5 washes

Hair Colour Vibrance Factor (HCVF)



2.2% VibraRiche helps to achieve a 10% increase in colour vibrancy

Recommended applications

Colourant
Permanent, demi-permanent & semi-permanent hair colour
Post dye conditioner

Consumer benefits

Colour vibrancy
Long-lasting colour
Conditioning

Kereffect™ SD

INCI: Aqua (and) Hydrolyzed Keratin

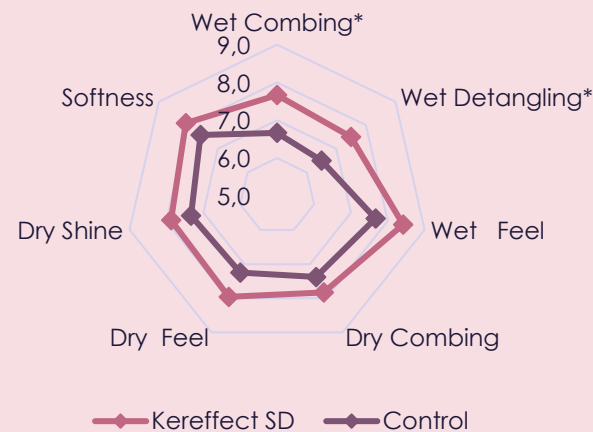
Improves the sensory attributes of hair when included in oxidative hair dye system

- Improves the sensory of hair
 - Wet and dry detangling and combing
 - Softness
 - Wet and dry feel
 - Shine
- Can be formulated into the colourant or can be added in situ to an existing dye formulation
- No impact on colour uptake or intensity
- Recommended use level: 3%



- 97% natural
- Halal
- Clear liquid
- 25% active
- IECIC

Salon evaluation results



Oxidative hair dye formula with 3% Kereffect SD outperformed the control in all attributes, with significant differences for wet combing and wet detangling

Recommended applications

Colourant
Permanent, demi-permanent

Consumer benefits

Shine
Softness & feel
Combing & detangling



Volarest™ FL

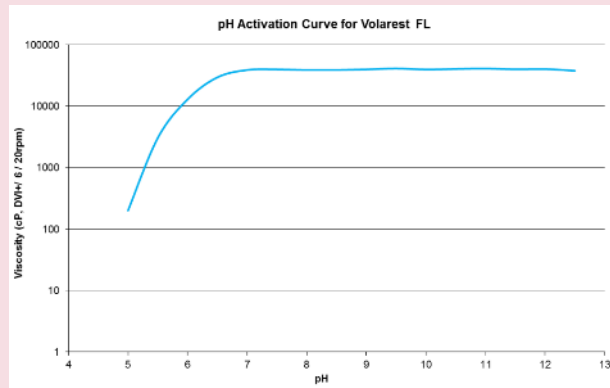
INCI: Acrylates/ Beheneth-25 Methacrylate Copolymer

Develops viscosity in liquid hair dyes

- Hydrogen peroxide stable
- Liquid thin at low pH, perfect for the developer
- Thickens when neutralized, upon mixing with the colourant
- Excellent electrolyte tolerance
- Easy to use, cold processable liquid
- Recommended use level: 0.1-3%

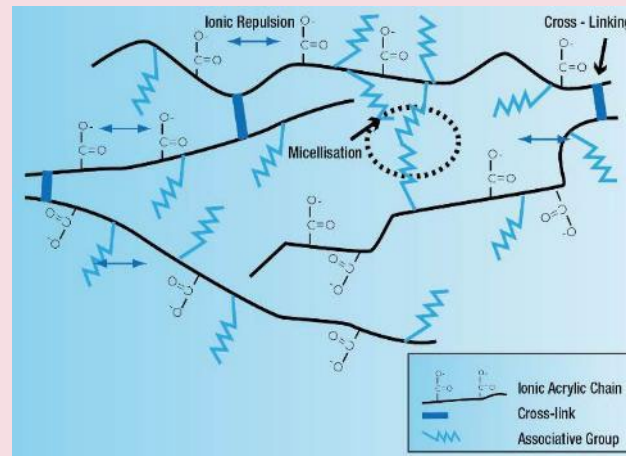


- Vegan suitable**
- Halal
- White liquid
- 30% active
- pH as supplied: 3
- IECIC



The effective pH range for Volarest FL is pH 6 – 12

Volarest FL mode of action



Recommended applications

*Developer
Permanent, demi-
permanent*

Consumer benefits

*Form ideal hair colour
viscosity for application on
hair*

Promidium™ Range

Promidium CO

INCI: PPG-2-Hydroxyethyl Cocamide

Promidium 2

INCI: PPG-2 Hydroxyethyl Coco/Isostearamide

Improves viscosity control

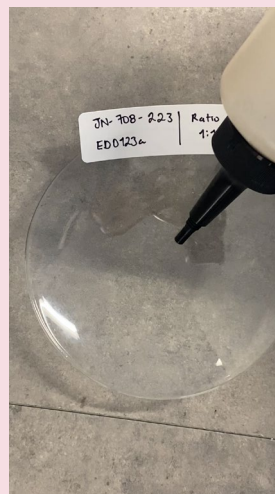
- Shear thinning rheology
- Drop-in replacement for traditional amides (Cocamide DEA, Cocamide MEA)
- Enhances feel & lubricity
- Easy to use, cold processable
- Fragrances and actives solubilisation
- Recommended use level: 2-4%



- 54% natural (Promidium CO)
- 52% natural (Promidium 2)
- Biodegradable*
- Vegan suitable**
- Halal
- Liquid form
- IECIC

COCAMIDE MEA

Mixture Viscosity* = 13,200 cps



PROMIDIUM 2

Mixture Viscosity* = 15,600 cps



Mixture:
Ratio 1:1 with 20vol developer ED0123a

Recommended applications

Colourant
Permanent, demi-
permanent & semi-
permanent
Shampoos

Consumer benefits

Form ideal hair colour
viscosity for application on
hair

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* Readily biodegradable



Preserve & protect

Hair & colour protection and sublimation

CRODA Beauty

Protection & sublimation

Hair colour & health



Market context

Vibrancy & health

There is an increasing demand for **hybrid solution**. The shift in consumers' interest has led to a new generation of hair dye products designed to deliver **vibrant colour** while nourishing and **supporting healthier hair**.

- Growing focus on hair longevity and scalp health, with a demand for **damage-free hair colour solutions**.
- Help consumers extend and **maintain colour vibrancy** in between hair colour.
- Adopt wholistic approach, with care, protection and wellness.

Consumers' need: Essentially preserve and protect hair health and colour.

Healthy coloured hair

The '**skinification**' trend is redefining the Hair Colour market, with colour function now perceived as a basic but not enough anymore:

- Higher demand for **gentle**, more natural hair colouring solutions, and safe dyes.
- Need for **multifunctional** solutions, that preserve and enhance the condition of the hair, with **strengthening** benefits.

85% of Italian consumers believe maintaining hair health is more important than achieving the perfect colour

25% of UK consumers are interested in hair colourants that strengthen the hair

→ Demand for bond repair, scalp safe hair colour solutions, but also products that take a deep care of coloured hair for hair and scalp health.





Hair colour over time

Take care of coloured hair remains important for consumers. They want to **preserve** and **keep the colour vibrant** as long as possible:

- To extend the time between appointments, for greater convenience and cost-effectiveness.
- To limit the use of damaging hair colouring products and maintain their hair healthy.
- To maintain a perfect looking hair colour.

+72% YoY “fade-resistant” search volume on Google
+65% YoY “colour retouch” search volume on Google

→ Demand for colour protection, colour extenders, colour boosters, hair enrichers through different formats (such as shampoos, conditioners, masks or treatments).

Ingredients suggestions

Repair:

[KeraBio™ K31*](#)
Keravis™
Kerestore™ 2.0
Crodabond™ CSN
Cutissential™ 18-MEA

Colour protection:

[VibraRiche™*](#)
[Arlasilk™ PLN*](#)
[Crodazosoft™ DBQ*](#)
[ChromaVeil™*](#)
[Heliogenol™*](#)

Conditioners:

Crodabond™ CSN
Crodamol™ GTS
Incromine BD22
[Crodazosoft™ DBQ*](#)
Crodazoquat™ MCC
Incroquat™ Behenyl TMS-50



Formulation *inspiration*

K31 Pro Mist CH0257

A lightweight, leave-in mist concept that aims to strengthen hair's structure ahead of chemical services. In just four minutes, hair is recharged with keratin, regaining strength and elasticity.

Key ingredients

- **KeraBio K31:** Biomimetic bond builder repairs and reinforces the hair fibre, preparing it for bleaching, colouring and other technical treatments.

K31 Pro Mist

CH0257

Ingredient/INCI Name	Functionality	% w/w
Part A		
Deionised water	-	To 100
Kerabio™ K31 (Aqua (and) Hydrolyzed sr-(Tripeptide-137 Hexapeptide-40 sh-Polypeptide-184 sh-Polypeptide-146)) ¹	Bond builder	10.00
Euxyl PE9010 (Phenoxyethanol (and) Ethylhexylglycerin) ³	Preservative	0.80
Part B		
ECO Tween™ 20 MBAL (Polysorbate 20) ¹	Solubiliser	4.00
2062185 Wild Adventure (Parfum, Hexyl Cinnamal, Linalool, Tetramethyl Acetyloctahydronaphthalenes, Citronellol, Dimethyl Phenethyl Acetate, Pinene) ²	Fragrance	0.50

Suppliers: **1: Croda** **2: Parfex** 3 : Ashland



Formulation *inspiration*

Post Dye Conditioner ED0021a

Nourishes your hair and seals the cuticle to ensure that your colour stays put!

Key ingredients

- **Crodazosoft DBQ & Arlasilk PLN:** Increase hair softness and improve hair colour retention
- **Crodazoquat MCC:** Inclusive conditioner, improves wet and dry attributes
- **Keravis:** Penetrates into the hair cortex and strengthens hair from the inside out

Post Dye Conditioner

ED0021a

Ingredient/INCI Name	Functionality	% w/w
Part A		
Water		87.50
Arlasilk™ PLN (Linoleamidopropyl PG-Dimonium Chloride Phosphate Dimethicone (and) Aqua) ¹	Provides colour lock	2.50
Glycerin	Humectant	1.00
Part B		
Crodazosoft™ DBQ (Quaternium-91 (and) Cetrimonium Methosulfate (and) Cetearyl Alcohol) ¹	Conditioning agent	1.50
Crodazoquat™ MCC (Behentrimonium Methosulfate (and) Quaternium-87 (and) Cetearyl Alcohol) ¹	Conditioning agent	0.50
Crodacol™ CS50 (Cetearyl Alcohol) ¹	Emulsion stabiliser	6.00
Part C		
Keravis™ NSP ET (Aqua and Hydrolyzed Vegetable Protein PG-Propyl Silanetriol) ¹	Strengthenener	0.50
Euxyl PE 9010 (Phenoxyethanol (and) Ethylhexylglycerin) ²	Preservative	0.50
Citric Acid (10%)	pH adjuster	q.s.

Suppliers: **1: Croda** 2: Schülke Inc.

Ingredients

Hair & colour protection and sublimation

KeraBio™ K31

INCI: Hydrolyzed sr-(Tripeptide-137 Hexapeptide-40 sh-Polypeptide-184 sh-Polypeptide-146)

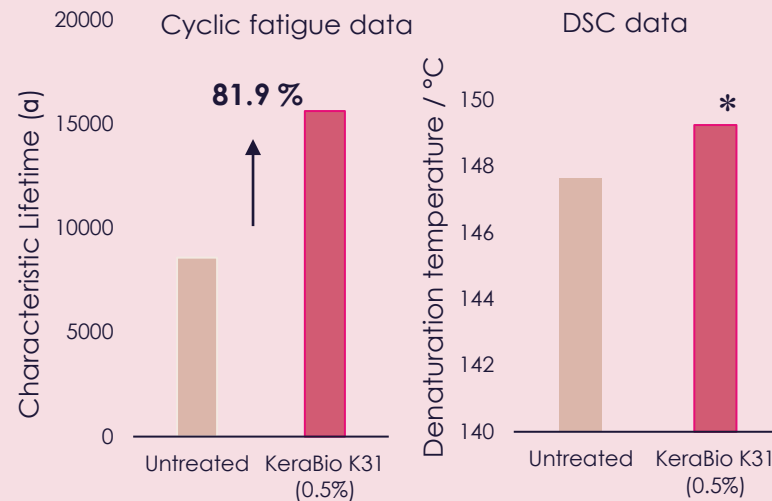
Biomimetic bond builder

- Forms durable bonds with peptides
- Delivers a keratin recharge through biomimetic integration
- Builds 100% stronger hair than the leading commercial bond builder
- The more often you use it, the stronger your hair gets
- Reinforces resilience before transformation
- 360° root-to-tip repair, enhancing manageability and pre-styling performance
- Recommended use level: Up to 1%



- 99% natural
- Biodegradable*
- Non-aquatoxic
- Vegan suitable**
- 5% active
- Yellow/amber liquid
- Preservative: Benzyl alcohol

Protective effect from bleaching



Even after bleaching, hair treated with KeraBio K31 was 81.9% stronger than the untreated bleached hair

* Statistically significant, $p < 0.05$, vs untreated hair
n= 50 fibres

* Readily biodegradable

Recommended applications

*Pre-chemical services
Post dye treatment
products*

Consumer benefits

*Hair protection
Stronger hair
Hair easier to manage
Hair feels and looks
healthier*

Crodazosoft™ DBQ

INCI: Quaternium-91 (and) Cetrimonium Methosulfate (and) Cetearyl Alcohol

Provides softening and colour protection

- Provides colourwash fastness benefits for coloured hair
- Delivers softness to:
 - Virgin and dyed hair
 - Grey hair for an anti-ageing effect
- Provides excellent conditioning and improved combability
- Defends against cuticle abrasion from combing
- Promotes delivery of lipophilic actives
- Consumer perceivable conditioning
- Recommended use level: 1-5%

Colour wash fastness after 15 shampoo washes
- DBQ is added at 2.14% in conditioner

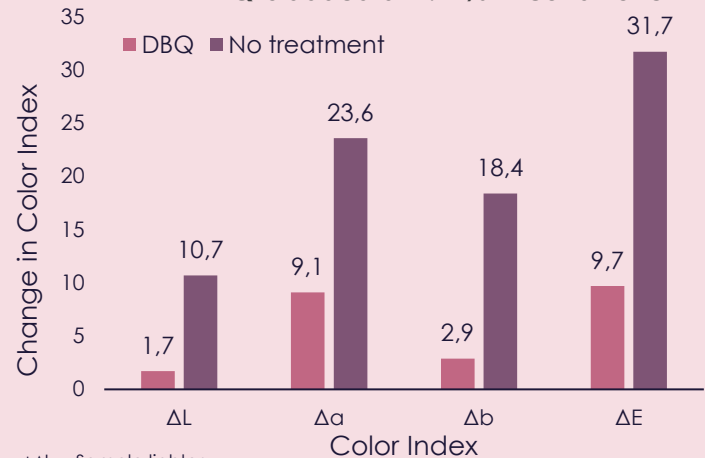


Original Crodazosoft DBQ No Treatment



- 80% natural
- Vegan suitable**
- Halal
- 70% active
- Pastille form
- Preservative-free

Hair colour wash fastness after 15 shampoo
- DBQ is added at 2.14% in conditioner



+ΔL = Sample lighter
 -ΔL = Sample darker
 +Δa = Sample redder (or less green)
 -Δa = Sample greener (or less red)
 +Δb = Sample yellower (or less blue)
 -Δb = Sample bluer (or less yellow)
 $\Delta E = [(\Delta L)^2 + (\Delta a)^2 + (\Delta b)^2]^{1/2}$ (Total Color Difference)

Recommended applications

Post dye treatment products (conditioner, treatment)

Consumer benefits

Long-lasting hair colour
 Softer hair
 Hair easier to manage



Arlasilk™ PLN

INCI: Linoleamidopropyl PG-Dimonium Chloride Phosphate Dimethicone

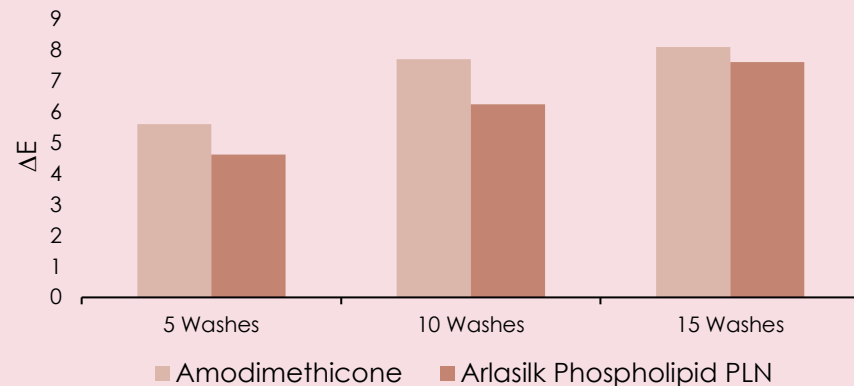
Provides colour lock benefits

- Highly substantive
- Provides colour wash fastness benefits for coloured hair
- Provides silky feel
- Improves damaged hair combing and detangling
- Recommended use level: 1-5%



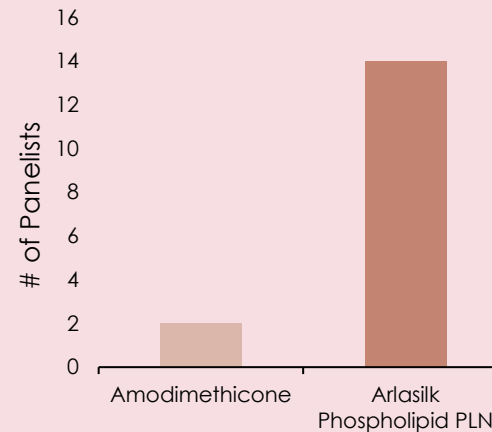
- Pale yellow liquid
- Preservative-free
- IECIC

Colour wash fastness after 5, 10 and 15 shampoo washes



Dyed hair treated with a conditioner containing 4% Arlasilk PLN present better colour retention

Color retention panel study



88% of panellists prefer tresses treated with 4% Arlasilk PLN thanks to its colour retention

Recommended applications

Post dye treatment products

Consumer benefits

Long-lasting hair colour
Silky hair
Hair easier to manage

ChromAveil™

INCI: Quaternium-95 (And) Propanediol

Broad spectrum UV protection

- Delivers excellent color protection
- Protects natural hair colour
- Highly substantive to the hair surface, even from rinse-off systems
- Consumer perceivable benefits in salon panel evaluations
- Protects hair fiber integrity from sun exposure
- Recommended use level: 1 – 10 %

Shampoo evaluation on medium brown hair

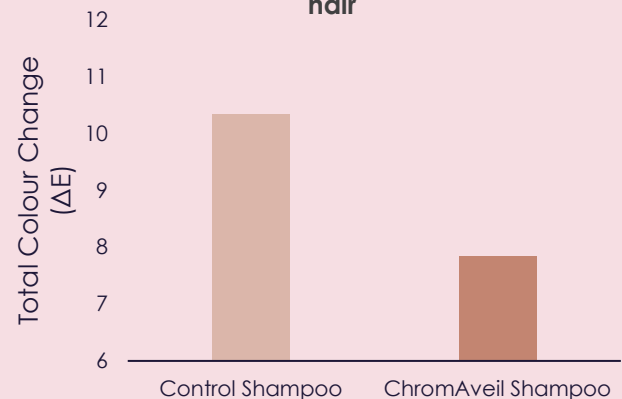


Tresses 1 & 2: Dyed with no UV exposure
Tresses 3 & 4: Control shampoo with UV exposure
Tresses 5 & 6: Shampoo with 2% ChromAveil & UV exposure



- Vegan suitable**
- 75% active
- Amber liquid
- Preservative-free

Total colour loss – Delata E on medium brown hair



Shampoo containing 2% ChromAveil retained more colour than the control

Recommended applications

Shampoos
Conditioners
Leave-on products

Consumer benefits

Long-lasting hair colour
UV protection
Fibre integrity protection

Heliogenol™

INCI: Butylene Glycol (and) Helianthus Annuss (Sunflower) Seed Extract

Protects hair colour from free radicals

- Prevents UVA induced radical formation
- Prevents hair colour from fading
- Provides colour wash fastness
- Protects hair dyes from UV
- Protects natural hair colour
- Protect and repair natural hair
- Recommended use level: 0.2 to 1% active



- Biodegradable*
- Vegan suitable**
- 75% active
- Liquid form
- IECIC

Hair UVA Colour Protection



Evaluation on dyed red hair during one month with control shampoo application every three days during the treatment

Recommended applications

Shampoos
Conditioners
Leave-on products

Consumer benefits

Long-lasting hair colour
UV protection
Fibre integrity protection

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