

## SAFETY DATA SHEET

according to 1907/2006 EC, Article 31

### KERASTRAIGHT COLOUR PROTECT TREATMENT

Revision 0  
Revision date 22-Jun-2011

#### 1. IDENTIFICATION OF THE SUBSTANCE / PREPARATION AND THE COMPANY

<b>Product name</b>	KERASTRAIGHT COLOUR PROTECT TREATMENT
<b>Description</b>	<p>KeraStraight Colour Protect Treatment is an advanced Brazilian Keratin Repairing &amp; Straightening Treatment that has been designed for weak and fragile hair as well as highly coloured, very light blonde and white hair. KeraStraight Colour Protect Treatment rebuilds with Keratin and creates a straight effect that lasts up to 4 months. KeraStraight Colour Protect Treatment has been designed to work at lower temperatures for these hair types. This ground breaking aldehyde free treatment has been passed completely safe and acceptable for use as a hair treatment.</p>
<b>Company</b>	<p>KeraStraight Ltd Office 404, 4th Floor Albany House 324/326 Regent Street London W1B 3HH United Kingdom info@kerastraight.co.uk    www.kerastraight.co.uk</p>
<b>Telephone</b>	0845 459 0026
<b>Fax</b>	01582 380146

#### 2 HAZARDS IDENTIFICATION.

<b>Main hazards</b>	May cause sensitisation by skin contact.
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## 3 . COMPOSITION / INFORMATION ON INGREDIENTS.

### Hazardous ingredients

	Conc.	CAS	EINECS	Symbols/Risk phrases
AQUA	80 - 90%	7732-18-5		
DICAPRYLYL CARBONATE	1 - 10%	1680-31-5		
CETYL ALCOHOL	1 - 10%	36653-82-4	253-149-0	Xi; R38
HYDROLYZED KERATIN	0.5 - 1%	69430-36-0		
ISOHEXADECANE	0.5 - 1%	93685-80-4	297-628-2	Xn; R65
LANOLIN	0.5 - 1%	8006-54-0	232-348-6	
MORINGA OLEIFERA LEAF EXTRACT	0.5 - 1%	93163-54-9		
PARFUM	0.5 - 1%			Xi; R43 N; R51/53
UREA	0.5 - 1%	57-13-6	200-315-5	
DIMETHICONOL	0.5 - 1%	31692-79-2		
CARBOCYSTEINE	0.5 - 1%	638-23-3		
DIMETHICONE	0 - 0.5%	63148-62-9		
HYDROLYZED COLLAGEN	0 - 0.5%	92113-31-0		
D-PANTHENOL	0 - 0.5%	81-13-0	201-327-3	
POLYQUATERNIUM 7	0 - 0.5%	26590-05-6		
CETRIMONIUM CHLORIDE	0 - 0.5%	112-01-7	203-928-6	Xi; R37/38-41 N; R50
CYCLOPENTASILOXANE	0 - 0.5%	541-02-6	208-764-9	Xi; R36/37/38
POLYQUATERNIUM-37	0 - 0.5%	26161-33-1		
THEOBROMA GRANDIFLORUM SEED BUTTER	0 - 0.5%	394236-97-6		
HYDROLYZED WHEAT GLUTEN	0 - 0.5%	100684-25-1		
METHICONE	0 - 0.5%	9004-73-3		
POLYQUATERNIUM-10	0 - 0.5%	68610-92-4		
C.I. 77480 (GOLD)	0 - 0.5%	7440-57-5	231-165-9	
CITRIC ACID	0 - 0.5%	77-92-9	201-069-1	
METHYLCHLOROISOTHIAZOLINONE	0 - 0.5%	26172-55-4	247-500-7	C; R34 Xi; R43 N; R50
METHYLLISOTHIAZOLIONE	0 - 0.5%	2682-20-4	220-239-6	T; R23/24/25 C; R34 Xi; R43 N; R50

## 4. FIRST AID MEASURES

<b>Skin contact</b>	Seek medical attention if irritation or symptoms persist.
<b>Eye contact</b>	Avoid contact with eyes. Rinse immediately with plenty of water. Seek medical attention if irritation or symptoms persist.
<b>Inhalation</b>	Move the exposed person to fresh air.
<b>Ingestion</b>	DO NOT INDUCE VOMITING. Rinse mouth thoroughly.

## 5. FIRE FIGHTING MEASURES

<b>Extinguishing media</b>	Use extinguishing media appropriate to the surrounding fire conditions.
<b>Fire hazards</b>	This product is not flammable.
<b>Protective equipment</b>	Wear self contained breathing apparatus and protective clothing.

## 6. ACCIDENTAL RELEASE MEASURES

<b>Personal precautions</b>	Avoid contact with eyes.
<b>Clean up methods</b>	Absorb with inert, absorbent material. Transfer to suitable, labelled containers for disposal. Clean spillage area thoroughly with plenty of water. Surfaces contaminated with the product will become slippery.

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## 7. HANDLING AND STORAGE

**Storage** Keep in a cool, dry, well ventilated area.  
Keep containers tightly closed.  
Store in correctly labelled containers.  
This product should be stored in a clean environment away from direct heat sources.  
Follow good hygiene practice.

## 8. EXPOSURE CONTROLS / PERSONAL PROTECTION

**Engineering measures** Ensure adequate ventilation of the working area.  
**Occupational exposure controls** Keep away from food, drink and animal feedingstuffs.  
**Respiratory protection** Not normally required.  
**Hand protection** Sensitive individuals should wear gloves when handling this product.  
Gloves should be worn for extended use with the product. Wash hands after handling the product.  
**Eye protection** Avoid contact with eyes.

## 9. PHYSICAL AND CHEMICAL PROPERTIES

**Description** Cream emulsion.  
**Colour** White.  
**Odour** Characteristic.  
**pH** 2.2

## 10. STABILITY AND REACTIVITY

**Stability** Stable under normal conditions.

## 11. TOXICOLOGICAL INFORMATION

### Toxicological information

AQUA	Oral Rat LD50 = >90 mL/kg
CETYL ALCOHOL	Oral Mouse LD50 = 3200 mg/kg Oral Rat LD50 = 5 gm/kg Dermal Rabbit LD50 = >2600 mg/kg
UREA	Oral Mouse LD50 = 11 gm/kg Oral Rat LD50 = 8471 mg/kg
CARBOCYSTEINE	Oral Mouse LD50 = 8400 mg/kg Oral Rat LD50 = >15 gm/kg
HYDROLYZED WHEAT GLUTEN	Oral Rat LD50 = >2000 mg/kg
CITRIC ACID	Oral Mouse LD50 = 7280 mg/kg Oral Rat LD50 = 3 gm/kg

**Acute toxicity** No specific toxicological testing has been carried out on this product. All ingredients in this preparation have been incorporated under the controls of the current legislative requirements.

**Corrosivity** May cause irritation to eyes.

**Repeated or prolonged exposure** May cause irritation to skin.

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## 12. ECOLOGICAL INFORMATION

**Mobility** Soluble in water.  
**Degradability** Readily biodegradable.

## 13. DISPOSAL CONSIDERATIONS

**General information** Dispose of in compliance with all local and national regulations.  
**Disposal of packaging** Containers can be recycled if in compliance with local and national regulations.

## 14. TRANSPORT INFORMATION

**Further information** The product is not classified as dangerous for carriage.

## 15. REGULATORY INFORMATION

**Labelling** The product has been classified in accordance with EU Directives 1999/45/EC and amendments, and 76/768/EEC and amendments.

**Symbols** Xi - Irritant



**Risk phrases** R43 - May cause sensitisation by skin contact.

**Safety phrases** S24 - Avoid contact with skin.  
S37 - Wear suitable gloves.

## 16. OTHER INFORMATION

**Text of risk phrases in Section 3.** R23/24/25 - Toxic by inhalation, in contact with skin and if swallowed.  
R34 - Causes burns.  
R36/37/38 - Irritating to eyes, respiratory system and skin.  
R37/38 - Irritating to respiratory system and skin.  
R38 - Irritating to skin.  
R41 - Risk of serious damage to eyes.  
R43 - May cause sensitisation by skin contact.  
R50 - Very toxic to aquatic organisms.  
R51/53 - Toxic to aquatic organisms, may cause long-term adverse effects in the aquatic environment.  
R65 - Harmful: may cause lung damage if swallowed.

**Further information** The information supplied in this Safety Data Sheet is designed only as guidance for the safe use, storage and handling of the product. This information is correct to the best of our knowledge and belief at the date of publication however no guarantee is made to its accuracy. This information relates only to the specific material designated and may not be valid for such material used in combination with any other materials or in any other process.

To: Jez Barnett  
KeraStraight Ltd.

Intertek ASG  
PO Box 42  
Hexagon Tower  
Blackley  
Manchester  
M9 8ZS

20<sup>th</sup> June 2011

From: Aled Williams

Tel: 0161 721 2957 Copies: File

**Title: Quantification of Formaldehyde Using HPLC With FLD Detection**

**Samples:**

<u>ASG Ref.</u>	<u>Your ref.</u>	<u>Sample Description</u>
10439805	2	KeraStraight Colour Protect

**Date of Sample Receipt: 3<sup>rd</sup> June 2011**

**Date of Analysis: 10<sup>th</sup> June 2011**

**Notebook Reference: ANBS1096**

**Techniques/Instrumentation/Test Method Ref/Test Specification Ref:**

HPLC using Fluorescence detection/LIMS 2034. Based on European directive method 90/207/EEC  
Quantification of Free Formaldehyde

**Report:**

The following data were determined using an external standard calibration of formalin,

ASG Ref.	Your ref.	Sample Description	Free Formaldehyde Level (ppm)	Free Formaldehyde Level (%)
10439805	2	KeraStraight Colour Protect	2.27	0.000227

The method used is based on L 108/92 specified in EU Directive 82/434/EEC amendment 90/207/EEC. The method was altered with respect to detection (Fluorescence detection preferred to Ultra Violet) to improve specificity and sensitivity.

The European Directive states that the limit for formaldehyde in a personal product is 2000ppm (0.2%). These samples are clearly below this limit and are therefore, with respect to formaldehyde, considered safe to use within the European Community.

The particularly low level of formaldehyde suggests that this has not been added as part of the formulation but is likely to be present from stabilisation of one or more of the raw materials.

Analyst:.....*Aled Williams*.....  
Aled Williams

Date: 20<sup>th</sup> June 2011

# Research & Management Consultancy

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KeraStraight Ltd  
Office 404, 4th Floor  
Albany House  
324/326 Regent Street  
London  
W1B 3HH

13 June 2011

Re KeraStraight Colour Protect Treatment formulation dated 8 June 2011

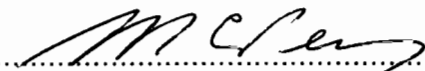
Following review of the information provided for KeraStraight Colour Protect Treatment formulation dated 8 June 2011, and its ingredients, the product is considered acceptable for the intended use as a hair treatment.

This safety assessment for human health is based upon the information available at this date. Reviews of this assessment will be made as and when new information becomes available. If significant adverse reactions are reported by consumers, a new evaluation will be made and any appropriate action taken.

This letter constitutes formal notification of safety required by European Union Council under Directive 93/35 EEC and the UK Cosmetic Product (safety) Regulations 2004 (S.I. 2152) as updated. A summary of the information to support this declaration is held on file with KeraStraight Ltd.

## Ingredient Listing

Aqua  
Dicaprylyl carbonate  
Cetyl alcohol  
Hydrolyzed keratin  
Isohexadecane  
Lanolin  
Moringa oleifera leaf extract  
Parfum  
Urea  
Dimethiconol  
Carbocysteine  
Dimethicone  
Hydrolyzed collagen  
Panthenol  
Polyquaternium-7  
Cetrimonium chloride  
Cyclopentasiloxane  
Polyquaternium-37  
Theobroma Grandiflorum Seed Butter  
Hydrolysed wheat protein  
Methicone  
Polyquaternium-10  
CI 77480  
Citric acid  
Methylchloroisothiazolinone  
Methylisothiazolinone

  
.....  
M C Perry B.Sc., C.Biol., MSB., MTOPRA  
Consultant to KeraStraight Ltd