



# UNICERT® VIOLET Colors

K7025-J & K7116-J  
JUL 2020

# AGENDA

1. MARKET LANDSCAPE
2. PRODUCT DESCRIPTION
3. KEY BENEFITS
4. APPLICATION FORMULA



# HAIR COLOR

It is time now to bring colors to our hair



SS 2021

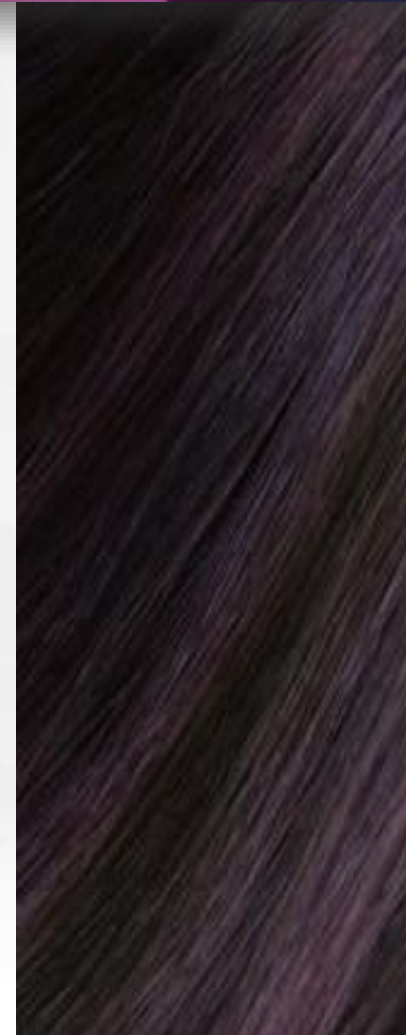


## Hair Color TREND!

- This season's adaption of the purple fashion statement is cool and ashy.
- Although obviously unnatural, the direction is wearable and acceptable for everyday looks, particularly for consumers with a naturally dark hair base.

The solution if you don't want to bleach your hair too much!

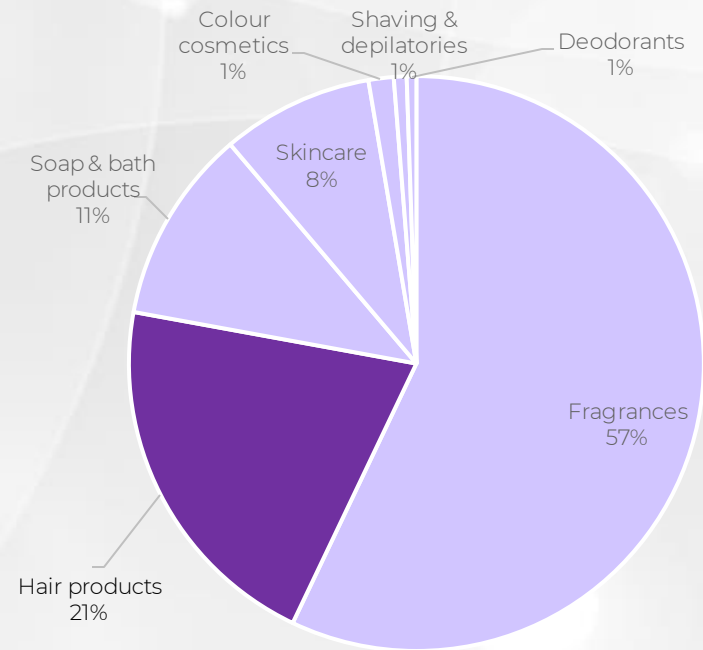
BRAZEN



# MARKET USE

*Acid violet 43/ CI 60370/ Ext. D&C Violet 2 is widely used in the market.*

Number of products containing Acid violet 43/ CI 60730/  
Ext. D&C Violet 2 (2019 and Q2 2020): 3903 launches



Source: Mintel 2020-07-01

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

# MARKET USE

## Market Grade

Poor water solubility

Not always global regulatory compliant

## Unicert Violet K7116-J

Poor water solubility

Global regulatory compliance

## Unicert Violet K7025-J

Good water solubility

Global regulatory compliance

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

PRODUCT  
DESCRIPTION

# WHAT IS UNICERT VIOLET COLOR?



# UNICERT VIOLET K7025-J & K7116-J

Anionic dye for semi-permanent hair color



MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



INCI Name (EU): Acid violet 43/ CI 60370

INCI Name (US): Ext. Violet 2



Regulatory Status: compliancy with EU, USA, Japan, China, Korea regulations



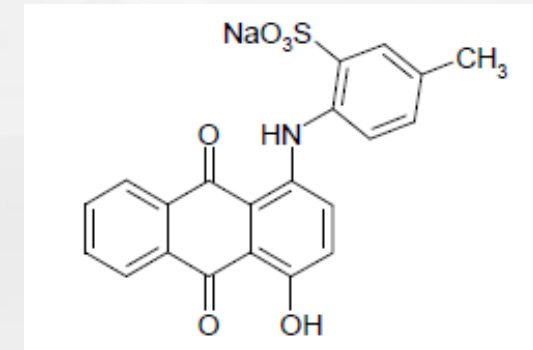
## Technical properties:

- Direct anionic character
- Acid dye
- High Purity grade – **meets SCCS requirements**
- Good compatibility with surfactants
- Highest water solubility
- Batch-to-batch consistency



## Hair coloration benefits:

- Unique grade on the market – K7025-J
- Can be used for hair color
- Provides anti-yellowish effect on hair color correctors





KEY  
BENEFITS

# WHY USE UNICERT VIOLET COLOR?



# UNICERT VIOLET

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

## Solubility Water solubility

According to EU Regulation No 440/2008, method A.6 (flask method)–OECD105  
(20 +/- 0,5°C with pre-incubation at 30 +/- 0,5°C)

Unicert  
Violet  
K7116-J

• 0,30 – 0,60 g/l

Unicert  
Violet  
K7025-J

• **4,40 – 5,00 g/l**



# UNICERT VIOLET

## Solubility

Protocol: See annexe N°1

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

	WATER		WATER / ETHYL ALCOHOL		ETHYL ALCOHOL	
	Unicert Violet K7116-J	Unicert Violet K7025-J	Unicert Violet K7116-J	Unicert Violet K7025-J	Unicert Violet K7116-J	Unicert Violet K7025-J
0,1%	Soluble		Soluble		Soluble	
0,2%	Partially soluble	Soluble	Soluble		Soluble	
0,5%	Not soluble 	Soluble 	Soluble 		Soluble 	Not soluble 

# HAIR TONING EFFECT

- ⊕ Comparison between K7025-J and K7116-J toning effect on bleached hair after 1, 5 and 10 applications of SCT2274 Platinum shampoo.

Before treatment	1 application		5 applications		10 applications	
	K7025-J	K116-J	K7025-J	K116-J	K7025-J	K116-J
						



**Conclusion:** K7025-J gives slight more anti-yellowish effect than K7116-J at 0.10% in a Shampoo formulation after 5 and 10 applications.

- 1** Hair swatch pretreatment  
All tresses were washed with a shampoo composition

**Shampoo composition (%)**

Sodium laureth sulfate – 12,0  
Citric acid – to pH = 5,5  
Demineralized water – to 100

- 2** Shampoo treatment protocol  
Bleached hair – 1 g  
1 g of product, massage during 1 minute,  
rinse off for 30 seconds.

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

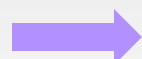
KEY  
BENEFITS

APPLICATION  
FORMULA

# HAIR TONING EFFECT

- ⊕ Comparison between K7025-J and K7116-J toning effect on bleached hair after 1, 5 and 10 applications (5 min) of SCT2009 Platinum conditioner.

Before treatment	1 application		5 applications		10 applications	
	K7025-J	K116-J	K7025-J	K116-J	K7025-J	K116-J
						



**Conclusion:** K7025-J gives slight more anti-yellowish effect than K7116-J at 0.05% in a conditioner formulation after 5 and 10 applications.

- 1** Hair swatch pretreatment  
All tresses were washed with a shampoo composition

**Shampoo composition (%)**

Sodium laureth sulfate – 12,0  
Citric acid – to pH = 5,5  
Demineralized water – to 100

- 2** Conditioner treatment protocol  
Bleached hair – 1 g  
3 g of product, massage during 3 seconds, after 5 minutes, rinse off for 30 seconds.

MARKET LANDSCAPE

PRODUCT DESCRIPTION

KEY BENEFITS

APPLICATION FORMULA

# HAIR TONING EFFECT

- ⊕ Comparison between K7025-J and K7116-J toning effect on bleached hair after 5 Applications of SCT2247 Platinum shampoo + SCT2009 Platinum conditioner.



**Conclusion:** K7025-J gives slight more anti-yellowish effect than K7116-J after Treatment with shampoo and conditioner.

- 1** Hair swatch pretreatment  
All tresses were washed with a shampoo composition

Shampoo composition (%)

Sodium laureth sulfate – 12,0  
Citric acid – to pH = 5,5  
Demineralized water – to 100

- 2** Conditioner treatment protocol  
Bleached hair – 1 g  
3 g of product, massage during 3 seconds, after 5 minutes, rinse off for 30 seconds.

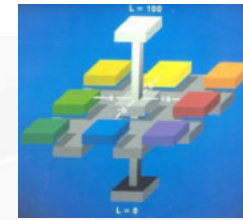
MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

# HAIR TONING EFFECT



⊕ Anti-yellowish effect on natural gray hair

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

HAIR SHADING SHAMPOO WITH UNICERT VIOLET K7025-J							
# of applications	Before	1	2	3	4	5	b* after 5 applications
AR0122-2* 0,1% K7025-J pH=5,5 5 min							12.42
AR0122-3* 0,2% K7025-J pH=5,5 5 min							10.38

Increased anti-yellowish

Protocol

85% Natural Asian gray hair – 1,5g hair swatches  
Apply formula on hair for 5 minutes.  
Rinse with tap water. Dry.  
Repeat any times needed.

(\*) See annexe N°2 & 3

# UNICERT VIOLET

## Recommended grade according to application

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

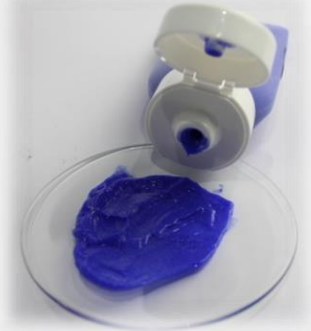
KEY  
BENEFITS

APPLICATION  
FORMULA

Perfume



Hair Color



**Unicert Violet  
K7116-J**

Hair Care

**Unicert Violet  
K7025-J**

Toiletries

Skin Care



Skin Care





APPLICATION  
FORMULA

# HOW TO USE UNICERT VIOLET COLOR?



# HAIR COLOR WITH UNICERT VIOLET

Hair color



MARKET LANDSCAPE

PRODUCT DESCRIPTION

KEY BENEFITS

APPLICATION FORMULA



Anti-yellowish



Highlights



MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

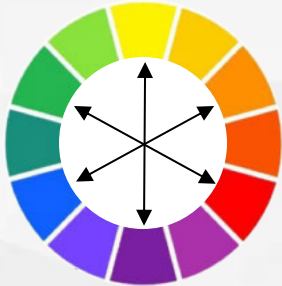
# HAIR COLOR & CARE WITH UNICERT VIOLET

Sunlight, bleaching and coloring the hair can cause hair color to turn with undesired undertones making it look unnatural. Hair correctors are used to eliminate the yellowish effect in gray hair and bleached hair. Neutralize unwanted undertone by toning the hair with a shade opposite on the colour wheel


	Undertone of hair color	Color of neutralizing base
Gray hair Bleached hair		 Anti-yellowish

Dye use level:  
★ 0.001–0.1% for Hair Care

The Color wheel  
Complementary colors



To give purple highlight for consumers with a naturally dark hair base.

	Undertone of hair color	Color of coloring base (highlight)
Black hair		



Dye use level:  
★ 0.01–0.5% for Hair Color

To give purple hair color for consumers with bleached hair.

	Undertone of hair color	Color of coloring base
Bleached hair		



# HAIR COLOR & CARE WITH UNICERT VIOLET

## FORMULATION LIST

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

### Hair color

- *TW2000 Crazy color cream*
- *TW1035 Clear gel hair dye*



### Hair care

- *SCT2008 Platinum shampoo*
- *SCT2009 Platinum conditioner*



### Toiletries

- *SCT2010 Clear purple shower gel*
- *SCT2011 Radiant purple shampoo*



### Skin care

- *SCT2133 Fresh morning cream*
- *TW 872/C/2 Aquacleanser*



# HAIR COLOR & CARE WITH UNICERT VIOLET

Exemple of formulation: hair care

Base composition: « regular » shampoo type

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



## Ingredients:

aqua, sodium laureth sulfate, sodium lauryl sulfate, glycol distearate, cetyl alcohol, betaine, cocamide MEA, parfum, lactic acid, sodium chloride, malic acid, cocamidopropyl betaine, benzyl alcohol, sodium hydroxide, guar hydroxypropyltrimonium chloride, disodium EDTA, disodium distyrylbiphenyl disulfonate, **Acid Violet 43**, glycine, benzophenone-4, ethylhexyl methoxycinnamate, trideceth-9, PEG-40 hydrogenated castor oil, methylchloroisothiazolinone, sodium xylenesulfonate, pentylene glycol, methylisothiazolinone, Lavandula angustifolia flower/leaf/stem extract, propylene glycol, bisabolol, limonene

## Ingredients:

aqua, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, disodium laureth sulfosuccinate, dipropylene glycol, polysilicone-19, sodium chloride, hydroxypropyl guar hydroxypropyltrimonium chloride, glycol distearate, PEG-150 pentaerythrityl tetrastearate, parfum (fragrance), citric acid, sodium hydroxide, PEG-6 caprylic/capric glycerides, glycerin, hexyl cinnamal, polyquaternium-39, laureth-4, panthenol, linalool, butylphenyl methylpropional, magnesium chloride, limonene, coumarin, lactic acid, propylene glycol, sodium benzoate, magnesium nitrate, hexylene glycol, Moringa pterygosperma seed extract, sorbitol, chlorphenesin, methylchloroisothiazolinone, Chamomilla recutita flower extract, methylparaben, methylisothiazolinone, ethylparaben, **acid violet 43**

# HAIR COLOR & CARE WITH UNICERT VIOLET

Example of formulation: SCT2008 Platinum shampoo

Easy and premium anti-yellowness shampoo

Sensient's unique highly water soluble Ext D&C Violet 2/ Unicert Violet K7025-J will provide easy solubility in the formula. Covapearl Mini-Star 9312 AQ enhances the shampoo appearance bringing an extra premium property.

	Commercial name	Supplier	INCI name [EU]	% WW
<b>PHASE A</b>	Pure water		Aqua	19.05
	<b>Covastyle ED</b>	(1)	Tetrasodium EDTA	0.05
	Carbopol Aqua SF-1	(2)	Acrylates Copolymer	8.00
	Texapon NSO IS	(3)	Sodium Laureth Sulfate	40.00
	Sodium hydroxide (30%)		Sodium Hydroxide	1.20
<b>PHASE B</b>	Dehyton K Cos	(3)	Cocamidopropyl Betaine	5.00
<b>PHASE C</b>	Pure water		Aqua	14.30
	Ucare polymer JR-400	(4)	Polyquaternium-10	0.20
<b>PHASE D</b>	Dow Corning 193C fluid	(5)	PEG-12 dimethicone	1.00
	Microcare PM3	(6)	Phenoxxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	0.30
	Fragrance		Fragrance	0.20
<b>PHASE E</b>	<b>Unicert Violet K7025-J</b>	(1)	Acid Violet 43	0.10
	Pure water		Aqua	10.00
<b>PHASE F</b>	<b>Covapearl Satin 931 AQ</b>	(1)	CI 77891 (and) Mica (and) PEG-12 Dimethicone	0.10
<b>PHASE G</b>	Citric acid (20%)		Citric acid	To pH=6.0
	Sodium chloride		Sodium Chloride	0.50

(1) Sensient Cosmetic Technologies (2) Lubrizol (3) BASF (4) Dow Personal care (5) Dow Corning (6) Thor

1. Add covastyle ED to water. Add carbopol Aqua SF-1 polymer and Texapon NSO IS to batch under stirring.
2. Neutralize batch with sodium hydroxide solution to pH -7-7.5. Mix until uniform. Add phase B ingredient. Mix until uniform
3. In a separate vessel, swell under stirring Ucare polymer JR-400 in hot water (80°C). Then introduce in final tank.
4. Add phase D ingredients to batch in order with mixing.
5. In a separate vessel, solubilize Unicert Violet K7025-J into water then add to final tank.
6. Add Covapearl AQ, mix until uniform. Adjust to pH = 6.0+/- 0.2 with citric acid then add sodium chloride to adjust viscosity.



MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

# TOILETRIES WITH UNICERT VIOLET

Exemple of formulation: hair care

Base composition: « regular » shampoo type

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



## Ingredients:

aqua (water), paraffinum liquidum (mineral oil), sodium laureth sulfate, parfum (fragrance), sodium chloride, cocamidopropyl betaine, Argania spinosa (argan) kernel oil, propylene glycol, diazolidinyl urea, methylparaben, propylparaben, disodium EDTA, benzophenone-4, hexyl cinnamal, benzyl salicylate, linalool, geraniol, alpha-isomethyl ionone, hydroxyisohexyl 3-cyclohexene carboxaldehyde, limonene, **CI 60730**, CI 17200, CI 42090

## Ingredients:

water, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, Aloe barbadensis leaf juice, Chamomilla recutita (matricaria) flower extract, Prunus amygdalus dulcis (sweet almond) oil, hydrolyzed oat protein, panthenol, cocamide MIPA, glycol stearate, glycerin, butylene glycol, citric acid, guar hydroxypropyltrimonium chloride, phenoxyethanol, magnesium chloride, magnesium nitrate, methylchloroisothiazolinone, methylisothiazolinone, fragrance (parfum), benzyl salicylate, limonene, hexyl cinnamal, blue 1 (CI 42090), **extract violet 2 (CI 60730)**

**SENSIENT®**  
COSMETIC TECHNOLOGIES

# TOILETRIES WITH UNICERT VIOLET

## Example of formulation: SCT2011 Radiant purple shampoo

Unicert certified water soluble dyes are globally regulatory compliant allowing you to create a joyful palette of colors! Covapearl Mini-Star 5311 AQ brings premium iridescent effect from an innovative visual effect.

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

	Commercial name	Supplier	INCI name [EU]	% W/W
<b>PHASE A</b>	Pure water		Aqua	26.80
	Glycerin	(2)	Glycerin	1.00
	Covastyle ED	(1)	Tetrasodium EDTA	0.05
	Carbopol Aqua SF-1	(3)	Acrylates Copolymer	8.00
	Texapon NSO IS	(4)	Sodium Laureth Sulfate	40.00
<b>PHASE B</b>	Sodium hydroxide (30%)		Sodium Hydroxide	1.20
	Dehyton K Cos	(4)	Cocamidopropyl Betaine	5.00
<b>PHASE C</b>	Pure water		Aqua	14.30
	Ucare polymer JR-400	(5)	Polyquaternium-10	0.20
<b>PHASE D</b>	Citric acid (20%)		Citric Acid	To pH=6.5
<b>PHASE E</b>	Dow Corning 193C fluid	(6)	PEG-12 dimethicone	1.00
	Microcare PM3	(7)	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	0.30
	Fragrance		Fragrance	0.20
<b>PHASE F</b>	Covabsorb DS	(1)	Ethylhexyl Salicylate (and) Butyl Methoxydibenzoylmethane (and) Diethylhexyl Syringylidene Malonate	0.30
	Unicert Violet K7025-J (0.1% in water)	(1)	CI 60730	0.15
<b>PHASE G</b>	Unicert Red K7057-J (0.1% in water)	(1)	CI 17200	0.15
	Covapearl Ministar Purple 5311 AQ	(1)	CI 77891 (and) Synthetic Fluorphlogopite (and) PEG-12 Dimethicone	0.10
<b>PHASE H</b>	Sodium chloride		Sodium Chloride	1.25

(1) Sensient Cosmetic Technologies (2) AMI (3) Lubrizol (4) BASF (5) Dow Personal care (6) Dow Corning (7) Thor

### MANUFACTURING PROCEDURE

1. Add Covastyle ED, glycerin and Carbopol Aqua SF-1 to water. Add Texapon NSO IS to batch under gentle stirring. Neutralize batch with sodium hydroxide solution. Mix until uniform.
2. Add Phase B ingredient. Mix until uniform.
3. In a separate vessel, swell under stirring Ucare Polymer JR-400 in hot water (80°C). Then introduce in a final tank.
4. Adjust to pH=6.5 +/- 0.2 with citric acid solution.
5. Mix Phase E ingredients then add to batch with mixing.
6. Add Unicert color blend.
6. Add Covapearl AQ Mix until uniform. then add sodium chloride to adjust viscosity.







# TOILETRIES WITH UNICERT VIOLET

## Example of formulation: SCT2010 Clear purple shower gel

Covabsorb DS protects both perfume and color in personal care products keeping their intensity in the formula.

Unicert certified water or oil soluble dyes are globally regulatory compliant allowing you to create a joyful palette of colors!

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

	Commercial name	Supplier	INCI name [EU]	% W/W
<b>PHASE A</b>	Pure water		Aqua	45.75
	Dissolvine Na2	(2)	Disodium EDTA	0.05
	Carbopol Aqua SF-1	(3)	Acrylates Copolymer	8.00
	Texapon NSO IS	(4)	Sodium Laureth Sulfate	30.00
	Sodium hydroxide (30%)		Sodium Hydroxide	1.20
<b>PHASE B</b>	Dehyton K Cos	(4)	Cocamidopropyl Betaine	10.00
	Cetiol HE	(4)	PEG-7 Glyceryl Cocoate	2.00
	Microcare PM3	(5)	Phenoxxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	0.30
<b>PHASE C</b>	Citric acid (20%)		Citric Acid	To pH=6.5
<b>PHASE D</b>	Hexylene glycol	(6)	Hexylene Glycol	2.00
	<b>Covabsorb DS</b>	(1)	Ethylhexyl Salicylate (and) Butyl Methoxydibenzoylmethane (and) Diethylhexyl Syringylidene Malonate	0.30
	Fragrance Dovelia (54.690.1596)	(7)	Fragrance	0.50
<b>PHASE E</b>	<b>Unicert Blue 05601-J</b> (0.1% in water)	(1)	CI 42090	0.10
	<b>Unicert Red K7057-J</b> (0.1% in water)		CI 17200	0.20

(1) Sensient Cosmetic Technologies (2) Akzo Nobel (3) Lubrizol (4) BASF (5) Thor (6) Univar (7) Sensient Fragrance

### Manufacturing Procedure

1. Add Carbopol Aqua SF-1 and Dissolvine Na2 to water then add Texapon NSO IS to batch under gentle stirring.
2. Neutralize batch with sodium hydroxide solution. Mix until uniform.
3. Add Phase B ingredient. Mix until uniform.
4. Adjust to pH=6.5 +/- 0.2 with citric acid solution.
5. Pre mix ingredients of phase D then add to batch. Mix until uniform.
6. Add Unicert color blend and mix until uniform.

# HAIR COLOR & CARE WITH UNICERT VIOLET

Exemple of formulation: hair care

Base composition: Cationic lamellar phase

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



## Ingredients:

aqua (water), cetearyl alcohol, paraffinum liquidum (mineral oil), dipalmitoylethyl hydroxyethylmonium methosulfate, cetyl esters, cetrimonium chloride, citric acid, sodium benzoate, sodium hydroxide, caprylyl glycol, salicylic acid, **CI 60730 (acid violet 43)**, limonene, glycerin, sodium hyaluronate, tocopherol, CI 45100 (acid red 52), Leontopodium alpinum flower/leaf extract, Malva sylvestris (mallow) flower extract, potassium sorbate, parfum (fragrance)

## Ingredients:

aqua (water), cetearyl alcohol, behentrimonium chloride, cetyl esters, **acid violet 43 (CI 60730)**, acid red 52 (CI 45100), Cocos nucifera (coconut) oil, sodium hydroxide, phenoxyethanol, ethylhexyl salicylate, trideceth-6, chlorhexidine digluconate, limonene, linalool, benzyl salicylate, benzyl alcohol, amodimethicone, isopropyl alcohol, amodimethicone, isopropyl alcohol, alpha-isomethyl ionone, citric acid, citronellol, cetrimonium chloride, coumarin, hexyl cinnamal, amyl cinnamal, parfum (fragrance)

# HAIR COLOR & CARE WITH UNICERT VIOLET

## Example of formulation: SCT2009 Platinum conditioner

Immediate intense effect and premium anti-yellowness conditioner

Sensient's unique highly water soluble Ext D&C Violet 2/ Unicert Violet K7025-J will provide easy solubility in the formula. Covafix 123 boosts the dye intensity on the hair for an immediate and deeper color result. Covapearl Mini-Star 9312 AQ enhances the conditioner appearance bringing an extra premium property.

	Commercial name	Supplier	INCI name [EU]	% W/W
<b>PHASE A</b>	Pure water		Aqua	83.2
	Dissolvine NA2	(2)	Disodium EDTA	0.05
	Varisoft BT 85	(3)	Behentrimonium Chloride	1.50
	<b>Covafix 123</b>	(1)	Propylene glycol (and) Benzyl alcohol (and) Quaternium-80	6.00
	<b>Unicert Violet K7025-J</b>	(1)	Acid Violet 43	0.05
<b>PHASE B</b>	Lanette O	(4)	Cetearyl Alcohol	5.50
	TEGO Amid S18	(3)	Stearamidopropyl Dimethylamine	1.00
<b>PHASE C</b>	Dow corning 949 Cationic Emulsion	(5)		2.00
	Microcare PM3	(6)	Phenoxyethanol (and) Methylparaben, Ethylparaben (and) propylparaben	0.03
	Fragrance		Fragrance	0.02
	Citric acid (20% in water)		Citric acid	to pH= 4,5 +/- 0.2
<b>PHASE D</b>	<b>Covapearl Ministar Silver 9312 AQ</b>	(1)	CI77891 (and) Synthetic Fluorophlogopite (and) PEG-12 Dimethicone	0.02

(1) Sensient Cosmetic Technologies (2) Akzo Nobel (3) Evonik (4) BASF (5) Dow Corning (6) Thor

1. Add Dissolvine NA2, Varisoft BT 85, Covafix 123 and Unicert Violet K7025-J into water at 70-80°C under stirring.
2. Melt Lanette O and TEGO Amid S18 then pour into phase A. Mix to obtain an emulsion.
3. Below 40°C, add Phase C ingredients to batch with gentle mixing and complete water loss due to evaporation. Mix until uniform. Adjust to pH=4.5 +/- 0.2 with Citric acid solution.
4. Add Covapearl AQ. Mix gently until uniform.



MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

# HAIR COLOR WITH UNICERT VIOLET

Example of formulation: TW1035 Clear gel hair dye

Sodium Laureth Sulfate + Covafix 123 could be used with water to improve Unicert Violet K7116-J solubilization.

	Commercial name	Supplier	INCI name	% W/W
<b>PHASE A</b>	Pure water		Aqua	to 100
	<b>Acid dyes (Unicert and others)</b>	Sensient Cosmetic Technologies		According to shade
	Natrosol 250 MR	Hercules Aqualon	Hydroxyethylcellulose	
	<b>Covafix 123</b>	Sensient Cosmetic Technologies	Propylene Glycol (and) Benzyl Alcohol (and) Quaternium-80	18.0
	Texapon NSO IS	BASF	Sodium Laureth Sulfate	3.5
	Citric acid (20 % in water)	VWR	Citric acid	to pH=3.0 +/-0.1

## Manufacturing Procedure

1. Dissolve the dyes into water at 70-80°C under stirring.
2. Disperse Hydroxyethylcellulose under stirring to obtain an homogeneous gel.
3. Then add Covafix 123 and Sodium Laureth Sulfate .
4. At room temperature adjust pH with citric acid solution.

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

# HAIR COLOR WITH UNICERT VIOLET

Example of formulation: TW2000 Crazy color cream

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

Commercial name	Supplier	INCI name	% W/W
Pure water		Aqua	to 100
<b>Acid dyes (Unicert and others)</b>	Sensient Cosmetic Technologies	Acid dyes	According to shade
Flocare ET 30	SNF	Sodium Acrylate/ Sodium Acryloyldimethyl Taurate Copolymer (and) Mineral Oil (and) Trideceth-6	5.0
<b>Covafix 123</b>	Sensient Cosmetic Technologies	Propylene Glycol (and) Benzyl Alcohol (and) Quaternium-80	18.0
Citric acid (20 % in water)	VWR	Citric acid	to pH=3.0 +/-0.1

## Manufacturing Procedure

1. Dissolve the dyes into water (about 60°C) under stirring.
2. Then add Flocare ET 30 and Covafix 123. Stir to obtain an homogeneous cream.
3. At room temperature adjust pH with citric acid solution.

HAIR COLOR		
<b>Cream - Indigo TW 2000</b> 0,4% - pH=3,0 – 20 min		
Bleached Blonde hair	K7116-J	K7025-J
		

HAIR COLOR		
0.3% - pH = 3,0 – 15 min		
85% natural hair	K7116-J	K7025-J
		

# SKINCARE WITH UNICERT VIOLET

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



## Ingredients:

water, glycerin, cetyl ethylhexanoate, cetearyl alcohol, Zea mays (corn) starch, urea, pentylene glycol, Butyrospermum parkii (shea) butter, Macadamia integrifolia seed oil, Morus alba (mulberry) root extract, Rubus idaeus (raspberry) fruit extract, Vaccinium angustifolium (blueberry) fruit extract, yogurt extract, stearic acid, isopropyl myristate, propanediol, glyceryl stearate, bis-diglyceryl polyacyladipate-2, caprylic/capric triglyceride, PEG-100 stearate, dimethicone, caprylyl glycol, lactose, cellulose, arachidyl glucoside, hydroxypropyl methyl cellulose, arginine, adenosine, jojoba ester, alpha-glucan oligosaccharides, cyclopentasiloxane, ascorbyl palmitate, tocopheryl acetate, butylene glycol, dimethicone/vinyl dimethicone crosspolymer, 1,2-hexanediol, ethylhexylglycerin, arachidyl alcohol, behenyl alcohol, carbomer, xanthan gum, disodium EDTA, phenoxyethanol, parfum (fragrance), ultramarine (CI 77007), **acid violet 43 (CI 60730)**

## Ingredients:

water (aqua), Butyrospermum parkii (shea) butter, dimethicone, cetyl alcohol, stearic acid, C12-15 alkyl benzoate, fragrance (parfum), sorbitol, phenoxyethanol, glycol cetearate, PEG-100 stearate, vegetable oil (olus oil), glyceryl stearate, caprylyl glycol, magnesium aluminum silicate, carbomer, tocopheryl acetate, benzotriazolyl dodecyl p-cresol, sodium hydroxide, panthenol, Olea europaea (olive) fruit oil, alcohol, tris(tetramethylhydroxypiperidinol) citrate, linalool, limonene, hydroxycitronellal, geraniol, coumarin, **acid violet 43 (CI 60730)**, red 40 lake (CI 16035)

# SKINCARE WITH UNICERT VIOLET

Example of formulation: SCT2133 Fresh morning cream



UNICERT VIOLET 7025-J gives the beautiful lilac colour.

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

	Commercial name	Supplier	INCI name [EU]	% W/W
<b>PHASE A</b>	Emulsiphos	(2)	Potassium Cetyl Phosphate (and) Hydrogenated Palm Glycerides	1,70
	PCL Liquid 100	(2)	Cetearyl Ethylhexanoate	5,00
	Citrol GMS 0400EP	(3)	Glyceryl Stearate	1,00
	Synthetic Beeswax	(4)	Synthetic Beeswax	0,50
	<b>Natpure feel-M ECO</b>	(1)	Isopropyl Palmitate (and) Isostearyl Isostearate (and) Octyl dodecanol (and) Octyl dodecyl Myristate	5,00
	Vitamine E	(2)	Tocopheryl Acetate	0,20
	DC 200,350cs t	(5)	Dimethicone	2,00
<b>PHASE B</b>	<b>Thickagent LC</b>	(1)	Xanthan Gum (and) Hectorite (and) Cellulose	0,20
	Glycerine	(6)	Glycerin	5,00
<b>PHASE C</b>	Pure water		Aqua	71,05
	<b>Covacryl RH</b>	(1)	Sodium Polyacrylate	0,80
	Microcare PM3	(7)	Phenoxy ethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	0,30
<b>PHASE D</b>	Citric acid	(8)	Citric Acid	0,20
<b>PHASE E</b>	<b>Hydrofacteur LC WP</b>	(1)	Water (and) Butylene Glycol (and) Allantoin (and) Hydrolyzed Wheat Protein (and) Urea (and) Glycerin (and) Sorbitol (and) Lactic Acid (and) Sodium Benzoate (and) Potassium Sorbate	1,00
<b>PHASE F</b>	<b>Unicert Violet 7025-J</b> (0,1% in water)	(1)	CI 60730	1,50
	<b>Sensibead SI 320</b>	(1)	Silica	4,00
	<b>Covapearl Ministar</b>	(1)	Synthetic Fluorphlogopite (and) CI 77891 (and) PEG-12 Dimethicone	0,50
	<b>PURP5311 AQ</b>			
<b>PHASE G</b>	<b>Fresh Skin (545600314)</b>	(9)	Perfume	0,05

(1) Sensient Cosmetic Technologies (2) Symrise (3) Croda (4) Baerlocher (5) Dow Corning (6) AMI (7) THOR (8) VWR (9) Sensient Fragrances & Flavors

## Manufacturing Procedure (100 gr)

1. Prepare A and B : heat at 85°C on a water bath
2. Add C to A under high shear (Rayneri, 500 rpm)
3. When the emulsification is done, add B under stirring (Rayneri, 500 rpm - 10 min)
4. At 40°C, adjust the pH at 5,5-6 with D under stirring (Rayneri, 500 rpm - 5 min)
5. Add Phase E under stirring (Rayneri, 500 rpm - 5 min)
6. Add Phase F and G under stirring (Rayneri, 500 rpm - 10 min)

# SKINCARE WITH UNICERT VIOLET

## Example of formulation: TW872C/2 Aquacleanser

Solubilisant LRI is the solution to cleanse gently and efficiently the eye area as well as the rest of the face. Hydrofacteur LC WP is an NMF substitute to add moisturizing properties. Covabsorb DS is a color protector.

	Commercial name	Supplier	INCI name [EU]	% W/W
<b>PHASEA</b>	Pure water		Aqua	73.64
	Microcare PM3	(2)	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	0.30
	<b>Unicert dyes</b> (solution at 0,1% in water)	(1)	Color CI (and) Aqua	0.76
<b>PHASEB</b>	<b>Solubilisant LRI</b>	(1)	PPG-26 Buteth-26 (and) PEG-40 Hydrogenated Castor Oil (and) Aqua	15.00
	<b>Hydrofacteur LC WP</b>	(1)	Lactic Acid (and) Urea (and) Sorbitol (and) Hydrolyzed Wheat Protein (and) Glycerin (and) Allantoin (and) Aqua (and) Butylene Glycol (and) Triethanolamine (and) Sodium Benzoate (and) Potassium Sorbate	5.00
	Butylene glycol <b>Covabsorb DS</b>	(1)	Butylene Glycol Ethylhexyl Salicylate (and) Butyl Methoxydibenzoylmethane (and) Diethylhexyl Syringylidenemalonate	5.00 0.30

(1) Sensient Cosmetic Technologies (2) Thor

### Manufacturing Procedure

1. Prepare phase A under stirring.
2. When the phase A is clear, add the ingredients of phase B one after another and blend well.

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



# Formulation advices



% of use	0.001 – 0.1% for Hair care 0.01- 0.5% for Hair color 0.001 – 0.05% for Toiletries *staining formulation with medium or high concentrates of dyes
pH stability	2 to 4
Format	gel, cream, lotion, shampoo, conditioner
Compatibility	Limited compatibility with cationic ingredients <ul style="list-style-type: none"><li>• Conditioning agent for ex</li></ul>
Solvent system effect	<ul style="list-style-type: none"><li>• Use Covafix 123 to improve dye penetration on hair and color performance</li></ul>

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA



## Guidelines to application

Unicert violet best use:

- Hair care and crazy chromatic shades
- Compatibility in shampoo
- Cost effective



A woman with vibrant purple hair and blue eye makeup is shown in profile against a purple background. The text "Thank You" is centered in a white box.

Thank You

## Annex N°1 : Solubility protocols

### Water

Dissolve X% of Acid violet 43 into cold water under magnetic stirring for 30 minutes. Put the mix under an ultrason bath for 15 minutes. Re-homogenize with manual stirring. Leave the mix for 30 minutes, turn the bottle upside down.

### Water/ Ethyl alcohol (50/50)

Dissolve X% of Acid violet 43 into a 50 / 50 blend of water and denatured ethyl alcohol 95° under magnetic stirring for 30 minutes. Put the mix under an ultrason bath for 15 minutes. Re-homogenize with manual stirring. Leave the mix for 30 minutes , then turn the bottle upside down.

### Ethyl alcohol

Dissolve 0,05% of Acid violet 43 into denatured ethyl alcohol 95° under magnetic stirring for 30 minutes. Put the mix under an ultrason bath for 15 min. Re-homogenize with manual stirring. Leave the mix for 30 minutes, then turn the bottle upside down.

# Annex N°2: Anti-yellowish test formulas

	Commercial name	Supplier	INCI name [EU]	AR0122-2 % W/W	AR0122-3 % W/W
<b>PHASE A</b>	Pure water		Aqua	19.05	18.95
	Disodium EDTA		Disodium EDTA	0.05	0.05
	Carbopol Aqua SF-1	(2)	Acrylates Copolymer	10.00	10.00
	Plantacare 1200 UP	(3)	Lauryl Glucoside	8.00	8.00
	Plantapon LCG Sorb	(3)	Sodium lauryl glucose carboxylate (and) lauryl glucoside	17.00	17.00
	Dehyton K Cos	(3)	Cocamidopropyl Betaine	16.00	16.00
<b>PHASE B</b>	Pure water		Aqua	15.00	15.00
	Jaguar C13S	(4)	Guar hydroxypropyltrimonium chloride	0.10	0.10
<b>PHASE C</b>	Triethanolamine 99%		Ethanolamine	2.20	2.20
<b>PHASE D</b>	<b>Natpure Feel M Eco</b>	(1)	Isopropyl Palmitate (and) Isostearyl Isostearate (and) Octyldodecanol (and) Octyldodecyl Myristate	1.00	1.00
	Euxyl PE 9010	(5)	Phenoxyethanol (and) Ethylhexylglycerin	0.50	0.50
<b>PHASE E</b>	<b>Unicert Violet K7025-J</b>	(1)	Acid Violet 43	0.10	0.20
	Pure water		Aqua	10.00	10.00
<b>PHASE F</b>	<b>Covarine Black WS 9199</b>	(1)	CI 77266 (and) Glycerin (and) Caprylyl glycol	1.00	1.00
<b>PHASE G</b>	Citric acid (20%)		Citric acid	To pH=5.5	To pH=5.5

(1) Sensient Cosmetic Technologies (2) Lubrizol (3) BASF (4) Solvay (5) Schülke & Mayr

## Manufacturing Procedure

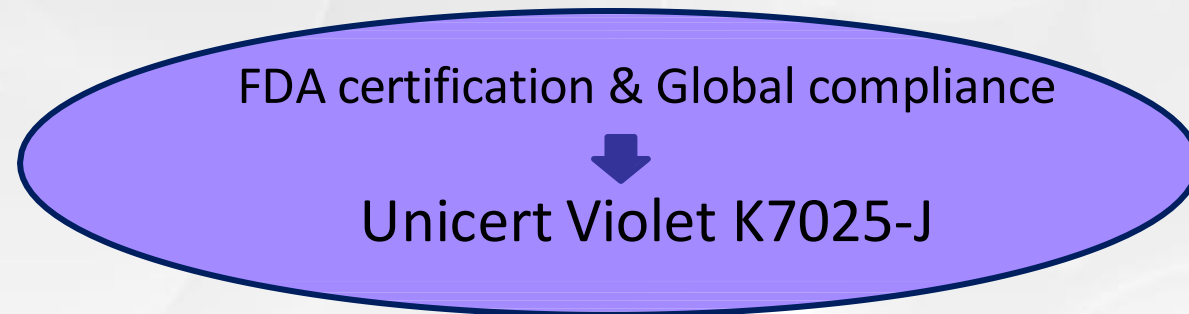
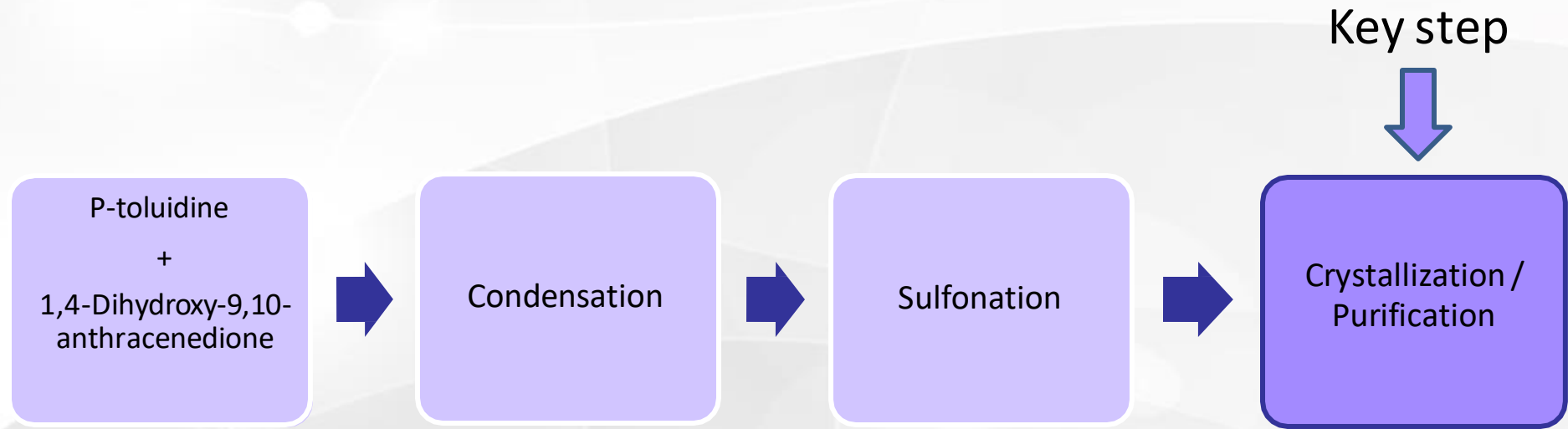
1. Add the different ingredient of phase A. Mix until homogeneous
2. Prepare phase B then pour into phase A.
3. Adjust pH with Triethanolamine.
4. Add phase D ingredients to batch. Mix to uniform.
5. In a separate vessel, solubilize Unicert Violet K7025-J into water then add to final tank.
6. Add Covarine black WS 9199, mix until uniform. Adjust to pH = 5.5+/- 0.2 with citric acid.

## Annex N°3: Method and device for anti-yellowish test



- For all the hair swatch samples, the Luminance are measured with X-rite VS450-45/0 non contact benchtop spectrophotometer with 6mm aperture size.
- 85% Asian gray hair is treated with AR0122-2 & AR0122-3 with respective protocol. Hair samples are kept at lab condition.
- The standard of each hair swatch sample is measured on the middle part of the hair.
- 9 measurement are taken per hair swatch from root, middle and tip of the hair, 3 measurements per area.
- Average b value and standard deviation are then calculated

## Annex: Manufacturing Process



# SPECIFICATIONS

High purity grade

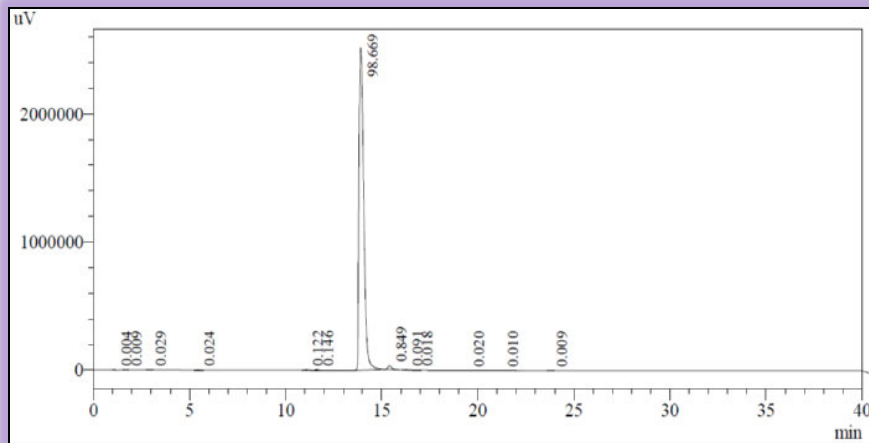
MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

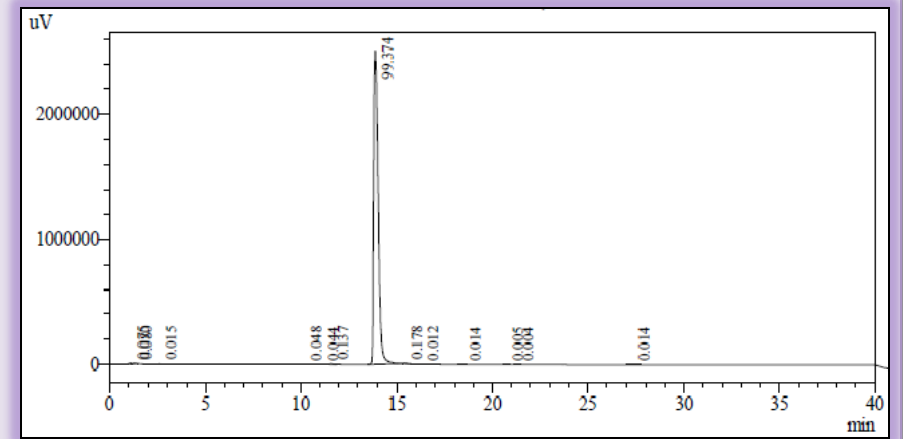
### Unicert Violet K7116-J



Lot 1031888

pH (in water): 6 - 10

### Unicert Violet K7025-J



Lot C7618

pH (in water): 9 - 12

# SPECIFICATIONS

Unicert Violet 7116-J & Unicert Violet 7025-J – Global compliant

MARKET  
LANDSCAPE

PRODUCT  
DESCRIPTION

KEY  
BENEFITS

APPLICATION  
FORMULA

	EUROPE		FDA	JAPAN	CHINA	
<b>INCI NAME</b>	Cosmetic Color CI 60730* Annex IV/90	Hair dye Acid Violet 43	Ext. Violet 2**	Violet 401 IIb	Cosmetic Color CI 60730 Annex 6/90	Hair dye Acid Violet 43 Annex 7/45 : Conc. max : 1%
<b>Pure dye content</b>	No specification	Annexe III/291 (0,5% max in non-oxidative)	80% min	80% - 101%	---	80% min
<b>Water- insoluble matter</b>			0,4% max	0,4% max	---	0,4 % min
<b>Volatile matter</b>			18% max (135°C)	10% max (105°C)	---	18% max (135°C)
<b>Chlorides and sulfates (as sodium salts)</b>			15% max	---	---	1% max
<b>Intermediates, subsidiary colors</b>			1% max	---	---	0,2% max
<b>1-Hydroxy-9,10-anthracenedione</b>			0,2% max	---	0,2% max	---
<b>1,4-Dihydroxy-9,10-anthracenedione</b>			0,2% max	---	0,2% max	---
<b>p-Toluidine</b>			0,1% max	---	0,1% max	0,1% max
<b>p-Toluidine sulfonic acids</b>			0,2% max	---	0,2% max	0,2% max
<b>Total plate count (CFU/g) - Microbiology</b>			100 max – pathogens free			

\* Product type, body parts : allowed exclusively for cosmetics intended not to come into contact with the mucous membranes.

\*\* Certified grade: for coloring externally applied cosmetics. [1] including amendments.