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Hair Dye Retention via Traditional and Novel Surfactant Systems

Colonial Chemical Inc.

colonialchem.com

PRODUCT/SERVICE BACKGROUND INFORMATION

A large number of shampoos are claimed to be “color safe”, especially those formulated without alkyl and alkyl ether sulfates (e.g. Sodium Lauryl Sulfate). Previous studies have shown that the majority of color fading is the result of water alone. Testing was conducted to observe changes in color-fastness of hair dye using a number of traditional and novel surfactants to determine if any of the previously uncharacterized surfactants offered differentiated performance.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

This poster offers new insight into the performance of a variety of surfactants, examining if the de facto claim of sulfate-free is sufficient to establish improved color retention of dyed hair. The authors think this entrenched paradigm is worth re-examining in light of the dramatically increased usage of non-traditional surfactants throughout the hair care industry.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

This poster will shed light on instrumentally measured impacts of a wide variety of surfactants on color retention in dyed hair. It will revisit this claim, examining both traditional surfactants as well as new surfactants that previously lacked published testing of this kind. With this information in hand, formulators can make better informed decisions on which ingredients are useful for establishing “color safe” claims.