



CØR.color™ INGREDIENTS GUIDE

O&M COR.COLOR FULL INGREDIENTS LIST

INGREDIENT	DERIVED	FUNCTION
Reverse Osmosis Water	Spring Water	Purified Water
Polysorbate-80	Synthetic	Surfactant
Laureth-3	Salt	Surfactant
Sorbitan Stearate	Fatty Acid	Surfactant
Betaine	Synthetic	Foam Boosting Agent, Surfactant
Octyldodecanol	Synthetic	Emollient, Emulsifier
Glyceryl Stearate	Vegetable	Surfactant, Emulsifier
Cocamidopropyl Betaine	Coconut	Surfactant
Oleth-4 Phosphate	Synthetic	Surfactant
Oleyl Alcohol	Natural Sources	Viscosity Increaser
Sorbitan Oleate	Fatty Acid	Surfactant, Fragrance Ingredient
Glycol Distearate	Vegetable	Conditioning Agent, Emulsifier
Oleyl Phosphate	Synthetic	Surfactant, Emulsifier
Stearic Acid	Shea Butter	Emollient
Palmitic Acid	Amino Acids	Emollient, Fragrance Agent
Glycerin	Vegetable	Conditioning Agent
Santalum Acuminatum Fruit Extract (Organic Desert Peach)**	Fruit	Antioxidant, Promotes Elasticity
Citrus Glauca Fruit Extract (Organic Desert Lime)**	Fruit	Antioxidant, Hydration
Acacia Victoriae Fruit Extract (Organic Wattle Seed)**	Fruit	Antioxidant, Anti-Inflammatory
Macadamia Integrifolia Seed Oil (Organic Macadamia Oil)**	Plant	Conditioning Agent
Cocos Nucifera Oil (Organic Coconut Oil)**	Coconut	Conditioning Agent
Acrylates/Ceteth-20 Itaconate Copolymer	Synthetic	Thickening Agent
Cetearyl Alcohol	Coconut	Emulsion Stabilizer
Ethanolamine	Coconut	pH Riser
Propylene Glycol	Vegetable	Humectant, Viscosity Controlling
Pentasodium Pentetate	Synthetic	Chelating Agent
Cetareth-20	Synthetic	Surfactant
Hydrogenated Castor Oil	Plant	Conditioning Agent
Tetrasodium EDTA	Amino Acids	Chelating Agent
Sodium Hydrosulfite	Salt	Viscosity Controller
Sodium Sulfite	Salt	Preservative
Ascorbic Acid	Citrus	Natural Preservative
Sodium Lauryl Sulfate	Derived from lauryl plant	Foaming agent, Emulsifier (< 0.5%)
Simethicone	Synthetic	Anti-Foaming Agent

O&M COR.COLOR PIGMENTS

INGREDIENT	DERIVED	FUNCTION
Toluene-2 5-Diamine Sulfate	Synthetic	Pigment
2-Methylresorcinol	Synthetic	Pigment
2-Amino-4-Hydroxyethyl Aminoaniso Sulfate	Synthetic	Pigment
1-Hydroxyethyl	Synthetic	Pigment
4,5-Diamino Pyrazole Sulfate	Synthetic	Pigment
4-Chlororesorcinol	Synthetic	Pigment
Alpha- Isomethyl Ionone	Synthetic	Pigment
Scent	Essential Oil Blend	Scent
4-amino-2-hydroxytoluene	Synthetic	Pigment
2-amino-3-Hydroxypyridine	Synthetic	Pigment
P-Aminophenol	Synthetic	Pigment
M-Aminophenol	Synthetic	Pigment
4-Amino-M-Cresol	Synthetic	Pigment
2,4 diaminophenoxyethanol	Synthetic	Pigment

NOTE: Not all ingredients are found in each color tube, as pigments listed cover the entire range. Many pigments are not in each level or shade, so please always consider a patch test when working with allergies.

Original Exclusions

Ø **Ammonia:** A known respiratory and skin irritant, Ammonium Hydroxide is a caustic gaseous substance causing bodily cell damage through disruption of cell membranes lipids (saponification) which leads to cellular destruction. As cell proteins break down, water is extracted, resulting in an inflammation that causes further damage.¹

Our Solution: We've replaced Ammonia with miniscule percentages of Ethanolamine (MEA), a non-gaseous pH-adjuster proven to be gentler on the skin, hair and respiratory system.

Ø **PPD (P-paraphenyldiamine):** We've removed the most common allergen in hair color - PPDs - known to cause dermatitis, reddening and swelling of the scalp and face.

Our Solution: We've replaced it with low levels of Toluene-2,5-Diamine Sulfate (PTDS). According to a 2011 Northwestern University Medical Center Study, 57% of patients who reacted to PPDs did not react to PTDS.²

Ø **Resorcinol:** is a popular coloring agent toxic to wildlife and the human immune system.

Our Solution: We've replaced it with 2-Methylresorcinol or 4-Methylresorcinol - two pigments known to be kinder to the environment with a reduced risk of sensitization.

Ø **Gluten or Soy:** As more individuals become sensitive to wheat, soy and gluten-based ingredients, we strengthened our commitment to creating a conscious hair color product.

Our Solution: We've replaced wheat with one of our Desert Harvest Botanicals - Organic Wattle Seed - a plant-based protein to strengthen and protect the hair.

Ø **Animal Testing:** We do not test our products nor individual ingredients on animals. We've also ensured none of our ingredients are derived from animal sources, earning O&M CØR.color the prestigious Cruelty-Free & Vegan certification from PETA (People for the Ethical Treatment of Animals).

Sources:

¹ Department of Health, New York State. "The Facts About Ammonia" <https://www.health.ny.gov/> (Oct. 2017)

² Scheman, A. "Alternative hair-dye products for persons allergic to para-phenylenediamine." *Dermatitis* (2011) Jul-Aug;22(4):189-92

Original Inclusions



Organic Desert Peach

Santalum acuminatum

Native to the Australian desert, Quandong Fruit or “Desert Peach” is a unique superfood due to its ability to flourish in dry conditions. Learning from mother nature, we’ve harnessed the moisture retention powers of this desert fruit to keep the hair healthy and hydrated during the color process. Rich in antioxidants, Vitamin C & E, and phenolic acids, these properties condition and protect the hair and scalp from oxidative stress.



Organic Desert Lime

Citrus glauca

Rich in methoxy flavone glycosides – limocitrin. Glycosides are skin healers, making them natural repairers of the scalp. This special lime also helps in absorption of vital nutrients needed for healthy hair.



Organic Wattle Seed

Acacia victoriae

Coveted by Australian Aboriginals for over 40,000 years, this plant-based protein aids in cell regeneration and synthesis of keratin during the color process. Rich in Folate, B12, Zinc, Magnesium it prevents damage of the hair, skin and scalp.



Organic Coconut Oil

Cocos nucifera

One of our hero ingredients, Organic Coconut Oil not only defrizzes the hair and nourishes the scalp, its unique molecular structure also aids in color molecule penetration and promotes healthy hair growth.



Organic Macadamia Oil

Macadamia integrifolia

Part two of our Signature Oil Blend, Macadamia Oil is a native Australian ingredient renowned for its hydration and conditioning benefits for the hair and scalp.