

Title (en)

AGENT FOR ALTERING THE COLOR OF KERATIN FIBERS COMPRISING A FATTY SUBSTANCE, A RHEOLOGY MODIFYING POLYMER, AND DIRECT DYES IN AN EMULSION SYSTEM

Title (de)

MITTEL ZUR VERÄNDERUNG DER FÄRBUNG VON KERATINFASERN MIT EINER FETTHALTIGEN SUBSTANZ, RHEOLOGIEMODIFIZIERENDES POLYMER UND DIREKTE FÄRBEMITTEL IN EINEM EMULSIONSSYSTEM

Title (fr)

AGENT PERMETTANT DE MODIFIER LA COULEUR DES FIBRES DE KÉRATINE COMPRENANT UN CORPS GRAS ET POLYMÈRE MODIFICATEUR DE RHÉOLOGIE DANS UN SYSTÈME D'ÉMULSION

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Abstract (en)

[origin: WO2014053503A2] The present invention is drawn to an agent and process for altering the color of keratin fibers wherein the agent comprises: (A) a color base composition containing a fatty substance having a viscosity greater than about 50 mm²/s at 40 °C; a rheology modifying polymer; and an alkalizing agent; a short alkyl chain hydroxy compound chosen from monoalcohols and polyols; a direct dye; and optionally an oxidative dye precursor; and (B) optionally, an oxidizing composition comprising an oxidizing agent.

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