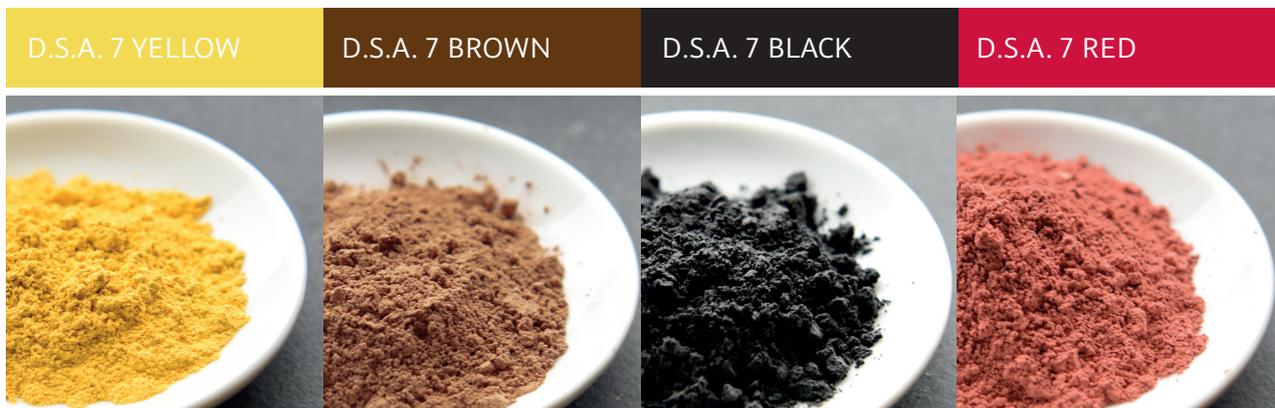


## COLORED DRY SHAMPOOS / ROOT CONCEALER

Today's women, especially young ladies with long hair swear by dry shampoos, and stylists consider them a valuable tool in their repertoire. Dry shampoo sales have surged in popularity in the past decade – mainly in Northern Europe and UK.

Starches used as absorbing agents are white, and therefore perfectly suited to blonde hair.

As most of the world's population has dark hair AGRANA developed colored starches based on physically activated rice starch D.S.A. 7:



AGRANA coats PC-grade iron oxides onto the surface of a high-performance rice starch using dimethicone. This coating process ensures that no phase segregation occurs between the iron oxide and the starch in the aerosol can. Therefore a uniform color and consistent quality is guaranteed.

Most important is improved safety: since the small-sized iron oxides are attached on the starch surface these iron oxide particles are not inhaled during the spray application.

Colored Dry Hair Shampoos can be used for refreshing the hair with the additional benefit of being a root concealer spray to cover for example grey roots.

Both men and women can use colored dry shampoo to give their hair more texture and volume, as well as to prevent it looking greasy. A colored root concealer spray has the added benefit by combining D.S.A. 7 white standard grade with colored D.S.A. 7 that it can not only be used at the roots of the hair to absorb oil but also to cover the undesired grey roots.

## ROOT COVER-UP

Professional hair colouring can be expensive and time consuming. It is now possible to lengthen the time between treatments due to the creation of a category of temporary concealers or root covering products which are now available on the market.

Root cover-ups are available in a range of formats and formulation types:

### ■ SPRAY (typically aerosol)

AGRANA's coloured starches can be easily combined with D.S.A. 7 or lipophilic starch like AGENAFLO OS 9051 in order to combine cleansing effect with its covering characteristics.

The use of root cover-ups in spray form is very common as it enables the blending in of root regrowth on colour-treated hair without leaving any residue. It offers a quick and easy solution to maintaining consistent colour, without the need for frequent colouring or washing which can lead to loss of colour.

The mode of application begins with shaking the product well. It is then lightly sprayed onto the roots until they are completely concealed. This is then allowed to dry for one minute. To remove, it is then simply washed away with shampoo.

### ■ POWDER

Powder products can be in either loose or pressed form and are applied either with a "shaker" or a brush. Traditionally decorative cosmetic manufacturers can use such concepts to create such products which incorporate AGRANA's coloured starches.

Our coloured starches are based on physically activated rice starch D.S.A. 7 coated with iron oxides and dimethicone as processing aid.

Both the spray and powder formats utilise the range of starches available, and can be used alone or as part of a combination of starches to achieve the perfect result.



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All formulations are indicative only and no responsibility whatsoever will be assumed.