



MATERIAL SAFETY DATA SHEET Finished Product.

SECTION 1 – CHEMICAL SUBSTANCE/PRODUCT AND COMPANY IDENTIFICATION

- **Finished Product Name:** Natural Instincts for Men

This product is sold as a three component kit: No Ammonia Colorant, Developing Lotion and Once a Week Color Treat Color Conditioning Treatment.

- No Ammonia Colorant M9 (95700180), M11 (95700181), M13 (95700182), M17 (95700183), M19 (95699941)
- Developing Lotion (95171532)
- Once a Week Color Treat Color Conditioning Treatment (95577702)

- **Company Identification:**
Clairol, A Division of The Procter & Gamble Company,
Stamford, CT 06922

Contact: Consumer Relations at 1-800-252-4765

- **In case of medical emergencies, please contact your local poison control center.**
- **Transportation emergency (24 hour), contact:**
CHEMTREC - Phone # 1-800-424-9300 (U.S. and Canada) or 1-703-527-3887 (for calls originating elsewhere).

- **DATE:** June 2011

SECTION 2 - HAZARDS IDENTIFICATION

EMERGENCY OVERVIEW:

This is a personal care or cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use. Additional information on toxicological endpoints is available from the supplier upon request.

POTENTIAL HEALTH EFFECTS:

- **Eye:**
Contact may cause mild to moderate transient irritation. Redness and/or stinging may occur.

- **Skin:**
May cause irritation or sensitization in sensitive individuals. Depending on the nature of any reaction experienced, a similar reaction may occur on subsequent uses of hair color products.

- **Inhalation:**

May cause mild, transient respiratory irritation. Avoid prolonged contact to concentrated vapors.

- **Ingestion:**

Product used as intended is not expected to cause gastrointestinal irritation. Accidental ingestion of undiluted product may cause mild gastrointestinal irritation with nausea, vomiting and diarrhea.

SECTION 3 - COMPOSITION AND INGREDIENTS

The complete ingredient list for the finished product(s) is as follows:

Natural Instincts Colorant: Shade M9

Water, Hexylene Glycol, Ethanolamine, Propylene Glycol, Trisodium Ethylenediamine Disuccinate, Soytrimonium Chloride, Ethoxydiglycol, Oleth-5, C11-15 Pareth-9, Fragrance, Oleth-2, p-Phenylenediamine, Dilinoleic Acid, Cocamidopropyl Betaine, Tall Oil Acid, Erythorbic Acid, Resorcinol, Sodium Sulfite, Oleamide MIPA, C12-15 Pareth-3, Oleth-10, 2-Methylresorcinol, Panthenol, EDTA, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, m-Aminophenol, 1-Naphthol, p-Aminophenol, Tocopherol, Ascorbic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Silk.

Natural Instincts Colorant: Shade M11

Water, Hexylene Glycol, Ethanolamine, Propylene Glycol, Trisodium Ethylenediamine Disuccinate, Soytrimonium Chloride, Ethoxydiglycol, Oleth-5, C11-15 Pareth-9, p-Phenylenediamine, Fragrance, Oleth-2, Dilinoleic Acid, Cocamidopropyl Betaine, Tall Oil Acid, Resorcinol, Erythorbic Acid, Sodium Sulfite, Oleamide MIPA, C12-15 Pareth-3, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, 2-Methylresorcinol, m-Aminophenol, Oleth-10, Panthenol, EDTA, 1-Naphthol, p-Aminophenol, Tocopherol, Ascorbic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Silk.

Natural Instincts Colorant: Shade M13

Water, Hexylene Glycol, Ethanolamine, Propylene Glycol, Trisodium Ethylenediamine Disuccinate, Soytrimonium Chloride, Ethoxydiglycol, p-Phenylenediamine, Oleth-5, C11-15 Pareth-9, Fragrance, Oleth-2, Resorcinol, Dilinoleic Acid, Cocamidopropyl Betaine, Tall Oil Acid, Erythorbic Acid, Sodium Sulfite, Oleamide MIPA, 2-Methylresorcinol, C12-15 Pareth-3, 1-Naphthol, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, m-Aminophenol, Oleth-10, Panthenol, EDTA, Tocopherol, Ascorbic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Silk.

Natural Instincts Colorant: Shade M17

Water, Hexylene Glycol, Ethanolamine, Propylene Glycol, p-Phenylenediamine, Trisodium Ethylenediamine Disuccinate, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, Soytrimonium Chloride, Ethoxydiglycol, Oleth-5, C11-15 Pareth-9, Fragrance, Resorcinol, Oleth-2, m-Aminophenol, Dilinoleic Acid, Cocamidopropyl Betaine, Tall Oil Acid, Erythorbic Acid, Sodium Sulfite, Oleamide MIPA, C12-15 Pareth-3, 1-Naphthol, Oleth-10, Panthenol, EDTA, Tocopherol, Ascorbic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Silk.

Natural Instincts Colorant: Shade M19

Water, Hexylene Glycol, Ethanolamine, p-Phenylenediamine, Propylene Glycol, Trisodium Ethylenediamine Disuccinate, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate,

Soytrimonium Chloride, Ethoxydiglycol, Oleth-5, C11-15 Pareth-9, Fragrance, Resorcinol, Oleth-2, m-Aminophenol, Dilinoleic Acid, Cocamidopropyl Betaine, Tall Oil Acid, Erythorbic Acid, Sodium Sulfite, Oleamide MIPA, C12-15 Pareth-3, 1-Naphthol, Oleth-10, Panthenol, EDTA, Tocopherol, Ascorbic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Silk.

Natural Instincts Developing Lotion

Water, Hydrogen Peroxide, Acrylates Copolymer, Steareth-21, Oleth-2, Oleth-5, PEG-50 Hydrogenated Palmamide, Acrylates/Steareth-20 Methacrylate Copolymer, Oleyl Alcohol, Etidronic Acid, Disodium EDTA, Simethicone, Sorbitan Stearate, PEG-40 Stearate, Cellulose Gum.

Natural Instincts Color Conditioning Treatment

Water, Bis-Hydroxy/Methoxy Amodimethicone, Stearyl Alcohol, Cetyl Alcohol, Stearamidopropyl Dimethylamine, Glutamic Acid, Fragrance, Benzyl Alcohol, Panthenyl Ethyl Ether, EDTA, Carthamus Tinctorius (Safflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Panthenol, Hydrolyzed Sweet Almond Protein, Trimethylsiloxysilicate, Aloe Barbadosensis Leaf Juice, Methylchloroisothiazolinone, Methylisothiazolinone.

Hazardous Ingredients contained in the Developing Lotion, as defined by OSHA, 29 CFR 1910.1200 and/or WHMIS under the HPA:

Chemical Name	Common Name	CAS No.	Composition Range	LD ₅₀ /LC ₅₀
Hydrogen Peroxide	Hydrogen Peroxide	7722-84-1	1-5%	LD ₅₀ (skin) = 4,060 mg/kg (rat) LC ₅₀ = 2 g/m ³ (4 hours, rat)

SECTION 4 - FIRST AID MEASURES

• **Eye:**

Following accidental eye exposure, thorough rinsing of the affected area for 15-20 minutes with clean, cold water is recommended. If discomfort or irritation persists, contact a physician. If the eyes or face becomes swollen during or following use, consult a physician or emergency room immediately.

• **Skin Problem:**

Thoroughly rinse with water. Discontinue use of product. If discomfort persists and/or the skin reaction worsens, contact a physician immediately. In cases where discomfort persists and/or medical attention is sought, do not use hair color products again until the specific nature of the skin reaction and the causative agent has been identified by a dermatologist, and appropriate medical advice provided.

• **Inhalation:**

If respiratory irritation occurs, remove individual to fresh air.

• **Ingestion:**

Accidental ingestion of product may necessitate medical attention. In case of accidental ingestion dilute with fluids (water or milk) and treat symptomatically. Do not induce vomiting. Note: After first aid treatment, the caller should be advised that 1) a hospital emergency room or family physician should be consulted if anything unusual occurs or appears necessary in the

judgment of the caller, and 2) that the subsequent management of the accident should be dictated by any persistent symptoms and under the direction of the physician.

SECTION 5 - FIRE FIGHTING MEASURES

- **Flash Point & Method:** Not applicable.
- **Extinguishing Media:** Use chemical foam, dry chemical, carbon dioxide or water.
- **Explosion Hazard:** No applicable information has been found. Material will not burn.
- **Fire Fighting Instructions:** Contact emergency personnel. Use self-contained breathing apparatus and full protective gear, if large quantities of product are involved. Hazardous decomposition products may be released. Thermal degradation may produce oxides of carbon and/or nitrogen; hydrocarbons and/or derivatives. Thermal degradation may also produce oxides of silicone. Decomposition of hydrogen peroxide will release oxygen which will increase the explosive limit range and burning rate of flammable materials.

SECTION 6 - ACCIDENTAL RELEASE MEASURES

- **Procedures for Spill/Leak Clean-up:**

For Household Settings: Absorb spills with inert material. Dilute with water. Absorb liquid and scrub the area with detergent.

For Non-Household Settings: Avoid exposure to, or contamination with, liquid organic materials or damp organic materials (e.g., wet paper towels, wood, clothing, etc.). If contaminated, spontaneous combustion may occur. Use safety glasses or safety goggles if splash hazards exist; use gloves and other protective clothing (apron, boots, etc) to prevent skin contact.

SECTION 7 - HANDLING AND STORAGE

- **Precautions for Safe Handling:**

For Household Settings:

Avoid contact with eyes, skin and clothing.

For Non-Household Settings:

Avoid contamination with combustible organic matter (e.g., oil, sawdust, damp paper towels, etc.), metal, powder or reducing agents. Contamination may cause decomposition, leading to fire. Decomposition of oxidizing material releases oxygen which may intensify existing fires.

- **Conditions for Safe Storage:**

For Household Settings:

Keep in cool place. Avoid contamination. Keep closed when not in use. Store in the original tightly capped containers away from sunlight, heat, sparks and flame. Do not store any tint, lightener lotion or bleach powder after it has been mixed with developer; the container may

rupture. Never return unused material to original container. Empty containers should be rinsed with water before discarding. Keep out of reach of children. Decomposition of hydrogen peroxide may occur with increase in pressure and possible container rupture.

For Non-Household Settings:

Store in a well ventilate, cool area. Avoid contamination. Store in the original tightly capped containers away from sunlight, heat, sparks and flame. Decomposition of hydrogen peroxide may occur with increase in pressure and possible container rupture.

Other Recommendations: None.

SECTION 8 – EXPOSURE CONTROLS, PERSONAL PROTECTION

For Household Settings:

This is a personal care or cosmetic product that is safe for consumers and other users under normal and reasonably foreseen use.

For Non-Household Settings:

Use safety glasses or safety goggles if splash hazards exist; use gloves and other protective clothing (apron, boots, etc) to prevent skin contact. Always follow good hygienic work practices. Avoid prolonged contact with skin and clothing.

SECTION 9 - PHYSICAL AND CHEMICAL PROPERTIES

<ul style="list-style-type: none"> Color, Odor and Appearance: Colorant: Yellow to dark amber, may also appear orange to reddish, clear to slightly hazy with characteristic odor. Developing Lotion: creamy white liquid with characteristic odor Color Conditioning Treatment: Light creamy white, creamy, moundy, with characteristic odor. 	<ul style="list-style-type: none"> Melting Point: Colorant: Not Applicable. Developing Lotion: Not Applicable. Color Conditioning Treatment: Not Applicable.
<ul style="list-style-type: none"> Physical State: Colorant: Viscous liquid. Developing Lotion: Viscous liquid Color Conditioning Treatment: Viscous liquid. 	<ul style="list-style-type: none"> Boiling Point: Colorant: >212°F (100°C). Developing Lotion: >212°F (100°C). Color Conditioning Treatment: >212°F (100°C).
<ul style="list-style-type: none"> pH: Colorant: 9.0-11.0 Developing Lotion: 2.4-3.5 Color Conditioning Treatment: 4.8 -5.8 	<ul style="list-style-type: none"> Solubility in Water: Colorant: Slightly insoluble. Developer: Slightly insoluble Color Conditioning Treatment: Slightly insoluble.
<ul style="list-style-type: none"> Flashpoint: Colorant: Not Applicable. Developing Lotion: Not Applicable. Color Conditioning Treatment: Not Applicable. 	<ul style="list-style-type: none"> % VOC: Complies with Federal and State regulations for VOC content.
<ul style="list-style-type: none"> Vapor Density: 	<ul style="list-style-type: none"> Specific Gravity:

Colorant: Not Applicable. Developing Lotion: Not Applicable. Color Conditioning Treatment: Not Applicable.	Colorant: 1.00-1.02 Developing Lotion: > 0.98 Color Conditioning Treatment: > 0.95
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SECTION 10 - STABILITY AND REACTIVITY
<ul style="list-style-type: none"> • Conditions to Avoid: Store away from flammable liquids, flammable solids, aerosols and other incompatible materials. Avoid contamination. Do not store any tint, lightener lotion or bleach powder after it has been mixed with developer; the container may rupture. Never return unused material to original container. Avoid extreme heat and ignition sources.
<ul style="list-style-type: none"> • Other Recommendations: None.

SECTION 11 - TOXICOLOGICAL INFORMATION
<p>This is a personal care or cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use. Additional information on toxicological endpoints is available from the supplier upon request.</p> <p>This product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness.</p> <p>Chronic Effects: Finished product is not expected to have chronic health effects. Target Organs: No adverse health effects on target organs expected for finished product. Carcinogenicity: Finished product is not expected to be carcinogenic. NTP: No IARC: No OSHA: No</p>

SECTION 12 - ECOLOGICAL INFORMATION
<p>The product ingredients are expected to be safe for the environment at concentrations predicted under normal use and accidental spill scenarios. Packaging components are compatible with the conventional solid waste management practices. Additional information is available from the supplier on request.</p>

SECTION 13 - DISPOSAL CONSIDERATIONS
<p>Disposal should be in accordance with Federal, State/Provincial and Local regulations.</p> <p>For Household Settings: The following instructions are for consumer usage only. Do not discharge product into natural waters without pre-treatment or adequate dilution.</p> <p>For Non-Household Settings: Products covered by this MSDS, in their original form, when disposed as waste, are considered non hazardous waste according to Federal RCRA regulations (40 CFR 261). Disposal should be in accordance with local, state and federal regulations.</p> <p>California Waste Code: 331</p>

SECTION 14 - TRANSPORT INFORMATION

Finished packaged product transported by ground (DOT): Non hazardous
Finished packaged product transported by vessel (IMDG): Non hazardous
Finished packaged product transported by air (IATA): Non hazardous

SECTION 15 - ADDITIONAL REGULATORY INFORMATION

EU DPD (Dangerous Products Directive) Classification (DPD 88/379/EEC).

Regulated as a Cosmetic and/or Drug under FDA (US), HPB (Canada), Cosmetic Directive (EU), MHW (Japan) and MOH (China).

While the finished product(s) is not considered hazardous as defined in 29 CFR 1910.1200 (d), this MSDS contains valuable information critical to the safe handling and proper use of the product.

US Federal

The product described in this Material Safety Data Sheet is regulated under the Federal Food, Drug, and Cosmetics Act and is safe to use as per directions on container, box or accompanying literature (where applicable).

CERCLA reportable quantity (RQ):

Colorant:

Ingredient	CAS #	Level	RQ
Glycol Ethers (Ethoxydiglycol)	111-90-0	10-30%	No RQ assigned
p-Phenylenediamine	106-50-3	1-5%	5000 lbs
Resorcinol	108-46-3	0.5-1.5%	5000 lbs
Ethylenediamine Tetraacetic Acid (EDTA)	60-00-4	<0.5%	5000 lbs

Color Conditioning Treatment:

Ingredient	CAS #	Level	RQ
Ethylenediamine Tetraacetic Acid (EDTA)	60-00-4	<0.5%	5000 lbs

SARA 313/302/304/311/312 chemicals:

Colorant:

Ingredient	CAS #	Level	313	302	304	311	312
Certain Glycol Ethers (Ethoxydiglycol)	111-90-0	1-5%	Yes	No	No	No	No
p-Phenylenediamine	106-50-3	1-5%	Yes	No	No	No	No

Canada

All ingredients are CEPA approved for import to Canada. This product has been classified in

accordance with the hazard criteria of the Canadian Controlled Products Regulations (CPR) and this MSDS contains all information required by the CPR.

US States

CA Prop 65:

This product is not subject to warning labeling under California Proposition 65.

State Right-to-Know:

The following ingredients are present in the finished product and are listed on the following state right-to-know lists:

Colorant:

Ingredient	CAS #	Level	State				
Hexylene Glycol	107-41-5	7-13%	IL	MA	NJ	PA	RI
Ethanolamine	141-43-5	3-7%	IL	MA	NJ	PA	RI
Ethoxydiglycol	111-90-0	1-5%			NJ	PA	
Propylene Glycol	57-55-6	1-5%				PA	RI
p-Phenylenediamine	106-50-3	0.5-5%	IL	MA	NJ	PA	RI
Resorcinol	108-46-3	0.5-1.5%	IL	MA	NJ	PA	RI
EDTA	60-00-4	<0.5%	IL	MA	NJ	PA	
m-Aminophenol	591-27-5	0.1-1%			NJ		

Developing Lotion:

Ingredient	CAS #	Level	State				
Hydrogen Peroxide	7722-84-1	1-5%	IL	MA	NJ	PA	RI

Color Conditioning Treatment:

Ingredient	CAS #	Level	State				
Benzyl Alcohol	100-51-6	0.1-1%		MA		PA	
EDTA	60-00-4	<0.5%	IL	MA	NJ	PA	

Other

Perfumes contained within the products covered by this MSDS comply with appropriate IFRA guidance.

SECTION 16 - OTHER INFORMATION

DISCLAIMER: This MSDS is intended to provide a brief summary of our knowledge and guidance regarding the use of this material. The information contained here has been compiled from sources considered by Procter & Gamble to be dependable and is accurate to the best of the Company's knowledge. It is not meant to be an all-inclusive document on worldwide hazard communication regulations.

This information is offered in good faith. Each user of this material needs to evaluate the conditions of use and design the appropriate protective mechanisms to prevent employee exposures, property damage or release to the environment. Procter & Gamble assumed no responsibility for injury to the recipient or third persons, or for any damage to any property resulting from misuse of the product.