

# MATERIAL SAFETY DATA SHEET

**PRAVANA™**  
NATURCEUTICALS  
**ZERO LIFT COLOR ACTIVATOR (1.5%)**

## I. PRODUCT AND COMPANY INFORMATION

**Product Name** PRAVANA<sup>®</sup> Zero Lift Color Activator (1.5%)  
**Internal Product Number** 43096  
**Product Class** Creme Developer  
**Description** Withe Liquid  
**Recommended Use** Air Bleaching  
**Restrictions of Use** Avoid contact with eyes. If contact occurs, flush eyes with water. Keep out of the reach of children. Keep in a cool, dark location.  
**Company Name** Nattura Laboratorios, S.A. de C.V.  
Pedro Martinez Rivas # 746.  
Parque Industrial Belenes Norte.  
Zapopan, Jalisco, México. C.P. 45145  
**Telephone Number** (52 33) 38363850, (5233) 32088282  
**For all emergencies, call CHEMTREC day or night:**  
**Domestic North America:** 800-424-9300.  
**International, call:** 1-703-527-3887 (Collect calls accepted).

## II. HAZARDS IDENTIFICATION

### Emergency Overview:

Contact with combustibles may cause fire. Decomposes yielding oxygen that supports combustion of organic matters and can cause overpressure if confined.

### Route(s) of Entry

**Inhalation:** Yes  
**Ingestion:** Yes  
**Skin:** Yes

### Signs and Symptoms of Exposure

Irritating to eyes  
Prolonged skin contact may cause skin irritation.  
Harmful if swallowed.

Carcinogenicity (NTP): No  
Carcinogenicity (IARC): No  
Carcinogenicity (OSHA): No

### Potential Health Effects:

Corrosive to eyes, nose, throat and lungs. May cause irreversible tissue damage to the eyes including blindness. May cause skin irritation.

## III. COMPOSITION/INFORMATION ON INGREDIENTS

INGREDIENT NAME	CAS #	EINECS #
1. Water (Aqua)	7732-18-5	231-791-2
2. Hydrogen peroxide	7722-84-1	231-765-0
3. Cetearyl alcohol	8005-44-5	N/A
4. Isopropyl Myristate	110-27-0	203-751-4
5. Sodium Laureth Sulfate	3088-31-1/9004-82-4/68891-38-3/1335-72 4/68585-34-2/ 91648-56-5	221-416-0/ - / 500-234-8 / - / 500- 223-8 / 293-918-8

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6. Ceteareth 25	68439-49-6	N/A
7. Tetrasodium EDTA	64-02-8	200-573-9
8. Etidronic Acid	2809-21-4	220-552-8

## IV. FIRST AID MEASURES

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### General information

Immediately rinse any splashes on the skin and clothing

### After inhalation:

Remove individual to fresh air. If breathing difficulty or discomfort occurs and persists, call a physician.

### After skin contact:

Wash with plenty of soap and water. Get medical attention if irritation occurs and persists.

### After eye contact:

Immediately flush with water for at least 15 minutes, lifting the upper and lower eyelids intermittently. See a medical doctor or ophthalmologists immediately.

### After ingestion:

Do not induce vomiting. Rinse mouth with water. Dilute by giving 1 or 2 glasses of water. Never give anything by mouth to an unconscious person. See a medical doctor immediately.

### Notes to Medical Doctor:

Hydrogen peroxide at these concentrations is a strong oxidant. Direct contact with the eye is likely to cause corneal damage especially if not washed immediately. Careful ophthalmologic evaluation recommended and the possibility of local corticosteroid therapy should be considered. Because of the likelihood of corrosive effects on the gastrointestinal tract after ingestion, and the unlikelihood of systemic effects, attempts at evacuating the stomach via emesis induction or gastric lavage should be avoided. There is a remote possibility, however, that a nasogastric or orogastric tube may be required for the reduction of severe distension due to gas formation.

## V. FIRE FIGHTING MEASURES

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**Flammable Properties:** Contact with combustible material may cause fire.

### Flash Point:

No applicable

### Fire/Explosion Hazards:

Material may be ignited only if preheated to high temperatures, for example in a fire. Relative hazard is anticipated to be the same as typical combustible materials.

### Extinguishing Media:

Use foam, dry chemical or water spray when fighting fires.

### Fire Fighting Instructions:

In case of fire, use normal firefighting equipment including a NIOSH approved self-contained breathing apparatus (SCBA). Use water to cool containers.

### Hazardous Combustion Products:

Oxygen, Carbon Dioxide, Carbon Monoxide

## VI. ACCIDENTAL RELEASE AND MEASURES

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### Personal precautions

Avoid contact with skin, eyes and clothing.  
Do not breathe in vapors.  
Ensure adequate ventilation.

### Environmental precautions

Do not flush into surface water or sanitary sewer system. (Undiluted)

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## Methods for cleaning up/taking up

**Small amounts:** Flush into sewer with plenty of water.

Do not soak up with combustible material, e.g. paper

## Release Note:

Dilute with a large volume of water and hold in a pond or diked area until hydrogen peroxide decomposes. Hydrogen peroxide may be decomposing by adding sodium metabisulfite or sodium sulfite after diluting to about 5%. Dispose according to methods outlined for waste disposal. Combustible materials exposed to hydrogen peroxide should be immediately submerged in or rinsed with large amounts of water to ensure that all hydrogen peroxide be removing. Residual hydrogen peroxide that is allowed to dry (upon evaporation hydrogen peroxide can concentrate) on organic materials such as paper, fabrics, cotton, leather, wood or other combustibles can cause the material to ignite and result in a fire.

## VII. HANDLING AND STORAGE

### Handling:

Wear cup type chemical safety goggles and full-face shield, impervious clothing, such as rubber, PVC, etc., and rubber or neoprene gloves and shoes. Avoid cotton, wool and leather. Avoid excessive heat and contamination. Contamination may cause decomposition and generation of oxygen gas that could result in high pressures and possible container rupture. Hydrogen peroxide should be stored only in vented containers and transferred only in a prescribed manner. Never return unused hydrogen peroxide to original container, empty drums should be triple rinsed with water before discarding. Utensils used for handling hydrogen peroxide should only be made of glass, stainless steel, aluminum or plastic.

Contact with combustible material may cause fire. Do not use metal bowl/stirrer for mixing.

Use mixture immediately. If the components are mixed in a bottle: Do not leave the mixture in the closed bottle (bottle may expand/burst).

Follow the instructions. Do not use when the hair has previously been colored with metal dyes.

Do not exceed the development time stated. Rinse hair well after application.

### Storage and Disposal:

Store in cool areas out of direct sunlight and away from combustibles. Keep out of reach children

### Ventilation:

Provide mechanical general and/or local exhaust ventilation to prevent release of vapor or mist into the work environment.

## VIII. EXPOSURE CONTROLS/PERSONAL PROTECTION

### Exposure Limits:

<u>Chemical Name</u>	<u>TWA (ACGIH)</u>	<u>STEL/Ceiling (ACGIH)</u>	<u>PEL (OSHA)</u>	<u>STEL/Ceiling (OSHA)</u>
Hydrogen Peroxide	1 ppm	-	1 ppm	-

### National Exposure Standards:

No exposure limits established for this product.

### Biological Limit Values:

No exposure limits established for this product.

### Engineering Controls:

Ventilation should be provided to minimize the release of hydrogen peroxide vapor and mists into the work environment. Spills should be minimize or confined immediately to prevent release into work area. Remove contaminated clothing immediately and wash before reuse.

### Protective and hygiene measures

When using, do not eat, drink or smoke.

Wash hands before breaks and at the end of workday.

### Personal Protective Equipment (PPE):

### Eyes and face:

Use type chemical goggles. Full-face shield may be used.

### Hand protection

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Wear suitable gloves

## IX. PHYSICAL AND CHEMICAL PROPERTIES

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### Appearance

**Form:** Liquid  
**Color:** White  
**Odor:** Characteristic

### Health, Safety and Environmental Information

**pH Value:** 3.8 - 4.0  
**Bulk Density:** Not Available  
**Vapor Density:** Heavier than air  
**Evaporation Rate:** Slower than ether  
**Water Solubility:** Soluble  
**Boiling Point (°F):** >212°F (100°C)  
**Freezing Point (°F):** Not applicable  
**Melting Point (°F):** Not applicable  
**Flash Point (°F):** Not applicable  
**Autoignition Temp (°F):** Not applicable  
**Decomposition Temp (°C):** 40.00 °C

## X. STABILITY AND REACTIVITY

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### Stability and Reactivity Summary:

Stable under normal conditions

### Chemical Incompatibility:

Reducing agents, combustible materials such as wood, cloth, or organic materials, metal such as iron, copper, and their alloys and dirt.

### Hazardous Polymerization:

Will not occur

### Hazardous Decomposition Products:

Oxygen

### Conditions to Avoid:

Avoid heat and sunlight, Store away from flammable liquids, flammable solids, aerosols and other incompatible materials. Avoid contamination. Do not store any tint, lightener lotion or bleach powder if it has been mixed with developer cream; the container may rupture. Never return unused material to original container. Avoid extreme heat and return ignition sources.

## XI. TOXICOLOGICAL INFORMATION

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### Acute toxicity

Harmful if swallowed.  
Hydrogen Peroxide 9.6%  
LD50/oral/rat= 1500 ó 1600 mg/kg

### Irritancy and corrosiveness

Eye irritation: Hydrogen Peroxide 8%; Risk of serious damage to eyes.  
Skin irritation: Patch test on human volunteers did not demonstrate irritating properties (argument by analogy).

### Sensitizing effect

No known sensitizing effect.

### Subacute, subchronic and prolonged toxicity

Prolonged skin contact may cause skin irritation.

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**XII. ECOLOGICAL CONSIDERATIONS**

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**Ecotoxicity:**

Acute fish toxicity= LC50(96h)=16.4mg/l (pimephales promelas, US EPA)  
EC50/48 h/daphnia= 2.4 mg/l (daphnia pulex , US EPA)  
EC50/72h/algae=2.5mg/l(chlorella vulgaris, OECD 201 mod.)  
Toxicity to bacteria: EC50(3h) =466 mg/l (OECD 209)

**Bioaccumulation:**

Biodegradable

**Environmental Fate and Distribution:**

Biodegradable

**Fate and Effect in Waste Water Treatment Plants:**

Biodegradable; rapid elimination in sewage treatment plants.

**XIII. DISPOSAL CONSIDERATIONS**

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**Disposal Method:**

The bottle must be completely empty before disposal.  
Disposal should be in accordance with all applicable local, state and federal regulations.

**XIV. TRANSPORTATION METHOD**

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U.S. DEPARTMENT OF TRANSPORTATION (DOT) 49 CFR 172.101

**Proper Shipping Name** Not Classified as Dangerous Goods

**Land transport (ADR/RID)**

Class: Not Classified as Dangerous Goods  
UN number: Not Classified as Dangerous Goods  
Packing group: Not Classified as Dangerous Goods

**Marine transport (IMO/IMDG)**

Class: Not Classified as Dangerous Goods  
UN number: Not Classified as Dangerous Goods  
Packing group: Not Classified as Dangerous Goods

**Air Transport (ICAO/IATA-DGR)**

Class: Not Classified as Dangerous Goods  
UN-ID number: Not Classified as Dangerous Goods  
Packing group: Not Classified as Dangerous Goods  
IATA-packing instructions-Passenger: Not Classified as Dangerous Goods  
IATA-packing instructions-Cargo: Not Classified as Dangerous Goods

**XV. REGULATORY INFORMATION**

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U.S. Regulation

**XVI. ADDITIONAL INFORMATION**

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DISCLAIMER

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