










SAFETY DATA SHEET — 16 Sections

SECTION 1 – CHEMICAL PRODUCT AND COMPANY IDENTIFICATION					
Product Identifier	#Mydentity #Stroke7 Rosé Balayage Lightener			[WHMIS Classification] Excluded	
Product Use	Personal Care/Use - Cosmetic - Hair Bleach			Revision 1	
Manufacturer's Name	Bright International Corporation				
Street Address	1301 West Industrial Drive (P.O. Box 6)				
City	Coolidge			State	Arizona
Postal Code	85128	Emergency Telephone	520.723.8001/ (Chemtrec) 800-424-9300		
Date SDS Prepared	03/7/2018	SDS Prepared By	Stacey J. LeBlanc	Phone Number	520.316.7628

SECTION 2 – HAZARDS IDENTIFICATION							
Route of Entry	<input checked="" type="checkbox"/> Skin Contact <input type="checkbox"/> Skin Absorption <input checked="" type="checkbox"/> Eye Contact <input checked="" type="checkbox"/> Inhalation <input checked="" type="checkbox"/> Ingestion						
[Emergency Overview]	This is a personal care or cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use.						
[WHMIS Symbols]	<table style="width: 100%; border: none;"> <tr> <td style="width: 45%; vertical-align: top;">NA</td> <td style="width: 55%; vertical-align: top;"> Classification: Oxidizer Class 1 Acute Toxicity 4; Skin Irritation 2; Eye Irritation 2A Signal Word: Danger </td> </tr> </table>	NA	Classification: Oxidizer Class 1 Acute Toxicity 4; Skin Irritation 2; Eye Irritation 2A Signal Word: Danger				
NA	Classification: Oxidizer Class 1 Acute Toxicity 4; Skin Irritation 2; Eye Irritation 2A Signal Word: Danger						
[Potential Health Effects]	<p>Eye Contact: CAUTION. Eye irritant. May cause severe irritation and possible permanent eye injury (Category 2). Skin Contact: May induce irritation or allergic skin reaction in sensitized individuals (Category 2). Inhalation: Respiratory tract irritant. May cause asthmatic attack in sensitive individuals. Ingestion: Moderately toxic (Category 4).</p>						
WARNING MAY FORM COMBUSTIBLE DUST CONCENTRATIONS IN AIR (DURING PROCESSING)							
<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Irritant (skin and eye) • Acute Toxicity (harmful) • Respiratory Tract Irritant </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Oxidizers </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Respiratory Tract Irritant </td> </tr> </table>				<ul style="list-style-type: none"> • Irritant (skin and eye) • Acute Toxicity (harmful) • Respiratory Tract Irritant 	<ul style="list-style-type: none"> • Oxidizers 	<ul style="list-style-type: none"> • Respiratory Tract Irritant 	<p>Hazard Statement: H270: May cause or intensify fire; oxidizer H303: May be harmful if swallowed H305: May be harmful if swallowed and enters airways H313: May be harmful in contact with skin H317: May cause an allergic skin reaction H319: Causes serious eye irritation H334: May cause allergy or asthma symptoms or breathing difficulties if inhaled H335: May cause respiratory irritation</p>
							
<ul style="list-style-type: none"> • Irritant (skin and eye) • Acute Toxicity (harmful) • Respiratory Tract Irritant 	<ul style="list-style-type: none"> • Oxidizers 	<ul style="list-style-type: none"> • Respiratory Tract Irritant 					
<p>Precautionary Statement: P102: Keep out of reach of children P103: Read label before use P232: Protect from moisture P233: Keep container tightly closed P234: Keep only in original container</p>	<p>P261: Avoid breathing dust/fume/gas/mist/vapours/spray P262: Do not get in eyes, on skin, or on clothing P264: Wash hands thoroughly after handling P270: Do not eat, drink or smoke when using this product P281: Use personal protective equipment as required</p>						
<p>Response Precautionary Statement P301+310+330+331: IF SWALLOWED: Rinse mouth. Do NOT induce vomiting; Immediately call a POISON CENTER or doctor/physician P302+P313+P333+352: IF ON SKIN: Wash with soap and water; If skin irritation or a rash occurs, get medical advice/attention P304+P313+P341 IF INHALED: If breathing is difficult, remove victim to fresh air and keep at rest in a position comfortable for breathing. Get medical advice/attention if breathing difficulty continues. P305+P313+P337+351+338: IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses if present and easy to do – continue rinsing. If eye irritation persists, get medical advice/attention</p>	<p>Storage Precautionary Statement P402+404: Store in a dry place. Store in a closed container P403+233: Store in a well ventilated place. Keep container tightly closed</p>						

SAFETY DATA SHEET

PRODCUT NAME: #Mydentity #Stroke7

Rosé Balayage Clay Lightener

FILE NO.: 00025-191-9P KCL

SDS DATE: 03/7/2018

SECTION 3 – COMPOSITION/INFORMATION ON INGREDIENTS

Hazardous Ingredients (specific)	%	CAS Number	LD ₅₀ of Ingredient (specify species and route)	LC ₅₀ of Ingredient (specify species)
Potassium Persulfate	15 - 25	7727-21-1	DERMAL LD ₅₀ : > 2,000 mg/kg (rat) ORAL LD ₅₀ : 802 mg/kg (rat)	> 2.95 mg/L (Rat) (4-hr)
Magnesium Carbonate	15 - 20	12125-28-9	ORAL LD ₅₀ : >6,250 mg/kg (rats)	ND
Kaolin	10 - 15	1332-58-7	ORAL LD ₅₀ : >5,000 mg/kg (rat)	ND
Corn Starch	10 - 15	9005-25-8	ORAL LD ₅₀ : 6,600 mg/kg (rat)	ND
Xanthan Gum	5 - 10	11138-66-2	ORAL LD ₅₀ : >5,000 mg/kg (rat)	ND
Ammonium Persulfate	5 - 10	7727-54-0	DERMAL LD ₅₀ : > 2,000 mg/kg (rabbit) ORAL LD ₅₀ : 742 mg/kg (male rat) ORAL LD ₅₀ : 700 mg/kg (female rat)	> 2.95 mg/l (4 h) (rat)
Sodium Persulfate	5 - 10	7775-27-1	DERMAL LD ₅₀ : > 10 g/kg ORAL LD ₅₀ : 895 mg/kg (rat)	5.1 mg/l (rat)
Magnesium Oxide	3 - 8	1309-48-4	ORAL 3,990 mg/kg (rats)	ND
Sodium Metasilicate	3 - 8	6834-92-0	DERMAL LD ₅₀ : 250 mg/24H (rabbit) ORAL 1,280 mg/kg (rats)	ND

INCI Ingredient List:: Potassium Persulfate, Magnesium Carbonate, Kaolin, Corn Starch, Xanthan Gum, Ammonium Persulfate, Sodium Persulfate, Magnesium Oxide, Sodium Metasilicate, Hydrated Silica, Disodium EDTA, Mineral oil/Paraffinum liquidum, Fragrance, D&C Red 30 Lake/CI73360

SECTION 4 – FIRST AID MEASURES

Skin Contact: Flush with water for at least 15 minutes. If irritation occurs and persists, obtain medical attention.
Eye Contact: Flush with water for at least 15 minutes. If irritation occurs and persists, obtain medical attention.
Inhalation: Remove to fresh air. If breathing difficulty or discomfort occurs and persists, contact a medical doctor.
Ingestion: Rinse mouth with water. Dilute by giving 1 or 2 glasses of water. Do not induce vomiting unless advised by physician. Never give anything by mouth to an unconscious person. See a medical doctor immediately.
NOTES TO MEDICAL DOCTOR: This product has moderate oral toxicity and is minimally irritating to the eyes. Flooding of exposed areas with water is suggested, but gastric lavage or emesis induction for ingestions must consider the possible aggravation of esophageal injury and the expected absence of systemic effects. Treatment is controlled removal of exposure followed by symptomatic and supportive care.

SECTION 5 – FIRE FIGHTING MEASURES

Flammable <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If yes, under which conditions?	
Means of Extinction: Deluge with Water only		
Flashpoint (°C) and Method: NA	Upper Flammable Limit: Non-Combustible (% by volume):	Lower Flammable Limit: Non-Combustible (% by volume):
Autoignition Temperature (°C)	Explosion Data: Not Available — Sensitivity to Impact:	Explosion Data: Combustible Dust (not tested) Avoid generating dust; fine dust dispersed in air in sufficient concentrations, and in the presence of an ignition source is a potential dust explosion hazard
Hazardous Combustion Products: Oxygen that supports combustion and oxides of sulfur and nitrogen; Hydrogen		
Fire Fighting Procedures/Equipment: Do not use carbon dioxide or other gas filled fire extinguishers; they will have no effect on decomposing persulfates. Wear full protective clothing and self-contained breathing apparatus.		
[NFPA]: Health 1; Flammability 1; Reactivity 1; Special OX		

SECTION 6 – ACCIDENTAL RELEASE MEASURES

Leak and Spill Procedures: Dust deposits should not be allowed to accumulate on surfaces, as these may form an explosive mixture if they are released into the atmosphere in sufficient concentration. Spilled material should be collected and put in approved DOT container and isolated for disposal. Isolated material should be monitored for signs of decomposition (fuming/smoking). If spilled material is wet, dissolve with large quantity of water and dispose. All disposals should be carried out according to regulatory agencies procedures.

Personal Protection:

Wear chemical goggles, body-covering protective clothing, chemical resistant gloves, and rubber boots, NIOSH-approved dust respirator where dust occurs. See section 8. Nonsparking tools should be used.

Small Spill Cleanup:

Carefully shovel or sweep up spilled material and place in suitable container. Avoid generating dust Use appropriate Personal Protective Equipment (PPE). See section 8.

Large Spill Cleanup

Keep unnecessary people away; isolate hazard area and deny entry. Do not touch or walk through spilled material. Carefully shovel or sweep up spilled material and place in suitable container. Avoid generating dust. Use appropriate Personal Protective Equipment (PPE). See section 8. In case of contact with water, prevent runoff from entering into storm sewers and ditches, which lead to natural waterways. Neutralize contaminated area and flush with large quantities of water. Comply with applicable environmental regulations.

SECTION 7 – HANDLING AND STORAGE

Handling Procedures and Equipment: Use only with adequate ventilation and avoid inhalation. Minimize dust generation and accumulation. Avoid contact with eyes and skin (other than areas of application). Do not inhale or ingest. Prepare and use in a well-ventilated area. Use adequate ventilation when transferring product from bags or drums. Wear respiratory protection if ventilation is inadequate or not available. Use eye and skin protection. Use clean plastic or stainless steel scoops only. Routine housekeeping should be instituted to ensure that dusts do not accumulate on surfaces

Storage Requirements: Store (unopened) in a cool, clean, dry place away from point sources of heat, e.g. radiant heaters or steam pipes. Use first in, first out storage system. Avoid contamination of opened product. Do not store with or near fuels, solvents or other organic materials. Avoid heat, moisture and reducing agents. In case of fire or decomposition (fuming/smoking) deluge with plenty of water to control decomposition. Dry powders can build static electricity charges when subjected to the friction of transfer and mixing operations. Provide adequate precautions, such as grounding and bonding.

SECTION 8 – EXPOSURE CONTROL/PERSONAL PROTECTION

Exposure Limits ACGIH TLV 0.1 mg/m³ (Potassium Persulfate) OSHA PEL Not Established Other (*specify*) 15 mg/m³ Total Dust

Specific Engineering Controls (such as ventilation, enclosed process): None required for product use. For handling large quantities of material, such as in the manufacturing of product, ventilation should be utilized. Local exhaust ventilation is not typically required for product use. For handling large quantities of material, such as in the manufacturing of product -- Local Exhaust: Explosion proof. Mechanical (general): Explosion proof.

Personal Protective Equipment Gloves Respirator Eye Footwear Clothing Other
 If checked, please specify type

Plastic or rubber gloves should be worn during product application and preparation. Safety glasses should be considered to protect from eye irritation. Apron may be used for product handling. Ensure all work surfaces are clean. Metal instruments should not be used with this product or stored inside product containers.

SECTION 9 – PHYSICAL AND CHEMICAL PROPERTIES

Physical State: Solid	Odor and Appearance : Slightly Moist, Off-White Powder with floral odor	Odor Threshold (ppm) : Not Determined
Specific Gravity: <1 (water = 1)	Vapor Density (air = 1) : NA	Vapor Pressure (mmHg) : NA
Evaporation Rate: NA	Boiling Point (°C) : NA	Freezing Point (°C) : NA
pH : (1% aqueous) 10.5 su – 11.5 su	Coefficient of Water/Oil Distribution : NA	[Solubility in Water] : >100 g/L (dispersible)

SECTION 10 – STABILITY AND REACTIVITY

Chemical Stability <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, under which conditions?	
Incompatibility with Other Substances <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, which ones?	Acids, alkalis, halides (fluorides, chlorides, bromides and iodides), combustible materials, most metals and heavy metals, oxidizable materials, other oxidizers, reducing agents, cleaners, and organic or carbon containing compounds.
Conditions to Avoid:	Heat, moisture and contamination.
Hazardous Decomposition Products	Oxygen that supports combustion and oxides of sulfur and nitrogen; Hydrogen

SECTION 11 – TOXICOLOGICAL INFORMATION

No toxicological testing has been performed on this product. Information in this section is based on toxicology of individual components.	
Effects of Acute Exposure	
Irritation of eyes, skin and mucous membranes. Possible irritant/allergic dermatitis and respiratory signs and symptoms, the onset of which may be delayed.	
Effects of Chronic Exposure	
Possible allergic dermatitis. Possible respiratory sensitization could occur.	
Irritancy of Product: Product is known to be a moderate irritant	
Skin Sensitization: Can cause irritation and possible dermatitis. Can exacerbate dermatological issues such as eczema.	Respiratory Sensitization: Irritant and can exacerbate bronchitis and bronchial asthma
Carcinogenicity — IARC: No components recognized as carcinogenic	Carcinogenicity — ACGIH: No components recognized as carcinogenic
Reproductive Toxicity: No components recognized as being reproductive toxin	Teratogenicity: No components recognized as being teratogen
Embryotoxicity: No components listed as causing birth defects	Mutagenicity: No components recognized as being mutagen
Note: This product has NOT been tested on animals to obtain toxicology data. However, based on available scientific data, the calculated ATE LD ₅₀ for product is 1,741 mg/kg based on individual chemical acute toxicity data	

SECTION 12 – ECOLOGICAL INFORMATION

The product itself has not been tested, but the following results have been associated with some of its constituents:

This product has NOT been tested on animals to obtain ecological toxicology data. Ecological toxicology data, found in scientific literature, is available for some of the components of the product but is not presented in this document.

CHEMICAL FATE: Biodegradability does not apply to inorganic substances.

SECTION 13 – DISPOSAL CONSIDERATIONS

Waste Disposal : Hair bleaching products are ignitable RCRA hazardous wastes when intended for disposal. Physical and/or chemical deactivation/degradation is the required method of treatment and disposal.

RCRA HAZARD CLASS: D001

Follow all local governmental requirements intended for disposal.

SECTION 14 – TRANSPORT INFORMATION

Please be aware of carrier transport variations before shipping hazardous materials.

[USDOT]

In Consumer Packaging: ORM-D; Consumer Commodity or Limited Quantity

LABELING: ORM-D Label or Black and White square on point without "Y"

OTHER THAN CONSUMER PACKAGING:

ID NUMBER: UN 1479

PROPER SHIPPING NAME: Oxidizing solid, n.o.s.

TECHNICAL NAME: (Potassium Persulfate, Ammonium Persulfate and Sodium Persulfate)

HAZARD CLASS: 5.1

PACKING GROUP: III

LABELING: Yellow 5.1 Oxidizer Label

[ICAO]

In Consumer Packaging: Limited quantity (maximum net quantity per package) <10 kg

ID NUMBER: UN 1479

PROPER SHIPPING NAME: Oxidizing solid, n.o.s.

TECHNICAL NAME: (Potassium Persulfate, Ammonium Persulfate and Sodium Persulfate)

HAZARD CLASS: 5.1

PACKING GROUP: III

LABELING: Black and White square on point with "Y" in center

OTHER THAN CONSUMER PACKAGING: <25 kg (passenger) or <100 kg (cargo)

ID NUMBER: UN 1479

PROPER SHIPPING NAME: Oxidizing solid, n.o.s.


TECHNICAL NAME: (Potassium Persulfate, Ammonium Persulfate and Sodium Persulfate)

HAZARD CLASS: 5.1

PACKING GROUP: III

LABELING: Yellow 5.1 Oxidizer Label

SECTION 15 – REGULATORY INFORMATION

<p>[WHMIS Classification] EXCLUDED as Cosmetic</p>	<p>CERCLA (COMPREHENSIVE ENVIRONMENTAL RESPONSE COMPENSATION AND LIABILITY ACT) CERCLA DESIGNATION & REPORTABLE QUANTITIES (RQ) (40 CFR 302.4): Unlisted, RQ 100 lbs., Ignitability</p>
<p>SARA TITLE III (SUPERFUND AMENDMENTS AND REAUTHORIZATION ACT) SECTION 302 EXTREMELY HAZARDOUS SUBSTANCES (40 CFR 355, APPENDIX A): Not listed</p> <p>SECTION 311 HAZARD CATEGORIES (40 CFR 370): Fire Hazard, Immediate (Acute) Health Hazard</p> <p>SECTION 312 THRESHOLD PLANNING QUANTITY (40 CFR 370): The Threshold Planning Quantity (TPQ) for this product, if treated as a mixture, is 10,000lbs; however, this product contains the following ingredients with a TPQ of less than 10,000 lbs.: None</p> <p>SECTION 313 REPORTABLE INGREDIENTS (40 CFR 372): Not listed</p>	<p>TSCA (TOXIC SUBSTANCE CONTROL ACT) TSCA INVENTORY STATUS (40 CFR 710): This product is not required to be listed under TSCA. However, the ingredients of this product are listed on the TSCA inventory.</p> <p>RCRA (Resource Conservation and Recovery Act) Unused material would be classified as an Ignitable Waste (D001) and should be handle appropriately according Local, State, and Federal laws.</p>
<p>Canada: While mixture has not been tested, due to the components within this product, it is considered a Class C Oxidizing Material under the Controlled Products Regulations. This product has been classified in accordance with the hazard criteria of the Controlled Products Regulations (CPR) and the SDS contains all of the information required by CPR.</p> <div style="display: flex; align-items: center;">  <p>Class C Oxidizing Material</p> </div>	
<p>California Proposition 65: This product is not known to contain any components for which the State of California has found to cause cancer, birth defects or other reproductive harm.</p>	
<p>International Inventories Component(s) of the product are on the following Inventory lists: TSCA, Australia (AICS), Canada (DSI), China, Europe (EINECS/ELINCS), Japan, Korea (ECI), and Philippines (PICCS)</p>	
<p>GHS Acute oral toxicity LD₅₀ (mg/kg): While this product has not been tested on animals, the calculated ATE LD₅₀ (mg/kg) for the product is 1,741</p>	
<p>ANSI 129.1 (USA) – Harmful OSHA HCS (USA) – Non-Toxic EPA (USA) – Toxic Category III CPSC (USA) – Non-Toxic DOT (USA) – Packing Group III NFPA (USA) – Hazard Category 1 HMIS (USA) – Toxicity Rating 1</p>	<p>EU – Harmful WHMIS (Canada) – Non-Toxic Australia – Harmful Mexico – Mildly Toxic Malaysia – Not Harmful Japan – Powerful Korea - Harmful</p>

SECTION 16 – OTHER INFORMATION

Refer to NFPA 654, *Standard for the Prevention of Fire and Dust Explosions from the Manufacturing, Processing, and Handling of Combustible Particulate Solids* for safe handling.

DISCLAIMER: This SDS 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 Bright International Corporation 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. Bright International Corporation assumes no responsibility for injury to the recipient or third persons or for any damage to any property resulting from misuse of the product.