



IS 10350:2020

People have been colouring their hair since ancient times. The history of modern hair dyes reveals that these were once part of an innovative industry. But still, most know relatively little about the chemistry—and its implications for health. An important distinction exists between hair colour and hair dye. In case of hair dyes, a mixture of chemicals is applied to initiate dye formation. The individual dye molecules have to be linked together before they emit colour. So, dyes have to be in contact with hair for at least 30 minutes to allow this reaction to occur.

In general, hair dyes are broadly classified as, powder / liquid / gel / cream hair dyes. IS 10350:2020 **Powder Hair Dyes - Specification** covers the requirements for powder hair dyes/colours, which contain synthetic dye ingredients. The requirements pertaining to liquid / gel / cream hair dyes are covered in other Indian Standards.

A powder hair dye may contain an arylamine, for example, *p*-phenylenediamine (PPD) or its analogue salts or related compound or direct synthetic colour as the active ingredient and permissible oxidizing agents. Powder hair dyes containing only direct dyes may not contain oxidizing agent.

This Indian standard was first published in 1982 and subsequently revised in 1993, 1999 and 2020 on the basis feedback from consumers, industry and health safety experts so as to safeguard consumers' interest. In this Indian Standard, types of powder dyes, permissible ingredients, requirements of the ultimate product, test methods and minimum labelling requirements including instructions for use and necessary warnings have been specified.