



NEW DIRECTIONS

A R O M A T I C S

MATERIAL SAFETY DATA SHEET

SECTION: 1.1 PRODUCT IDENTIFICATION

Product Name: Shampoo Base Ultra Premium (SLS Free)
CAS Number: N/A
Product Use: Cleanser
Country of Origin: Canada

SECTION: 1.2 COMPANY IDENTIFICATION

Company: New Direction Aromatics Inc.
Address: 21 Regan Road, Suite B, Brampton, ON. L7A 1C5, Canada
Telephone No: 905-840-5459
FAX: 905-846-1784
24 HOUR EMERGENCY TELEPHONE NUMBER: (613)-996-6666 CANUTEC

SECTION: 2. COMPOSITION / INFORMATION INGREDIENTS

INGREDEANTS	CAS #	% RANGE
Aqua	7732-18-5	> 30% to 100 %
Cocoamidopropyl Hydroxysultaine	68139-30-0	> 3% to 10%
Cocoamidopropyl Betaine	61789-40-0	> 3% to 10%
Decyl Glucoside	58846-77-8	> 3% to 10%
DL Panthenol	81-13-0	> 0.3% to 1%
Hydrolyzed Soy Protein	68607-8-5	> 0.3% to 1%
PEG-150 Pentaerythrityl tetrastearate		> 0.3% to 1%
Phenoxyethanol	122-9-6	> 0.3% to 1%
Polyquaternium-7	26590-05-6	> 0.3% to 1%
Rosemary (Rosemarynus officinalis) extract	84604-14-8	> 0.3% to 1%
Citric Acid	5949-29-1	> 0.1% to 0.3%
PEG-7 Glyceryl cocoate	66105-29-1	> 0.1% to 0.3%

The product does not contain ingredients considered hazardous as defined by OSHA, 29 CFR 1910.1200 and/or WHMIS under the HPA.

The manufacturer does not anticipate any harmful effects from this product providing good manufacturing practices are followed.

SECTION: 3. HAZARDS IDENTIFICATION

EMERGENCY OVERVIEW:

This is a personal care cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use. The manufacturer does not anticipate any harmful effects from this product providing good manufacturing practices are followed.

Routes of Entry: Eyes and ingestion.

Acute Health Hazards: None.



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Chronic Health Hazards: None known

Signs and Symptoms of Exposure: If irritation results seek medical advise.

Medical Conditions Aggravated by Exposure: None known.

Canadian WHMIS Classification: CLASS: n/a

SECTION: 4. FIRST AID MEASURES

Eye Contact: Irrigate with water immediately, continue flushing eyes with water for 15 minutes. Seek medical attention if irritation persists.

Inhalation: Not applicable.

Ingestion: Rinse mouth; dilute with milk or water and consult a physician immediately.

Skin Contact: Discontinue use of product, rinse well. If discomfort persists, contact a physician.

SECTION: 5. FIRE FIGHTING MEASURES

Flammable Limits: N/A

Extinguishing media: Use media appropriate to surrounding fire conditions.

Special Procedures: Determine the need to evacuate or isolate the area according to your local emergency plan.

Unusual Firefighting Hazards: None identified.

Protective Equipment: Self-contained breathing apparatus and protective clothing should be worn.

Combustion Product: Carbon Monoxide, Carbon Dioxide

SECTION: 6. ACCIDENTAL RELEASE MEASURES

Personal Precautions: Use of normal precautions against spills.

Safety Precautions: Avoid contact with eyes.

Environmental Precautions: Keep away from soil, drains, surface and ground water.

Methods For Cleaning Up: Contain and collect with inert absorbent material and place in suitable container for disposal. Comply with all federal, state, and local regulation. Wipe small spills with cloth. Clean with water and detergent.

SECTION: 7. HANDLING AND STORAGE

Handling: Avoid contact with eyes. Good personal hygiene practices should be used. Wash after any contact, before breaks and meals, and at the end of the work period. Contaminated clothing and shoes should be cleaned before re-use.

Storage: Containers should be kept closed in order to minimize contamination. Make sure the material does not come into contact with substances listed as: "Materials to Avoid".

SECTION: 8. EXPOSURE CONTROLS AND PERSONAL PROTECTION

Eyes Protection: If a material is to be handled in a manner where splashing may occur, the use of splash goggles or face shield is recommended.



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Respiratory Protection:	Normally not required.
Protective Gloves:	Not applicable.
Protective Clothing:	Not applicable.
Protective Equipment:	An eyewash fountain and / or safety shower should be available in the work area. Acceptable industrial hygiene practices should be maintained.

SECTION: 9. PHYSICAL AND CHEMICAL PROPERTIES

Appearance:	Pale yellow viscous liquid
Solubility:	Soluble in water
pH:	4.5 – 6.5 @ 25 °C
Viscosity:	11000 – 15000 cps @ 25 °C
Flash Point:	Not Available
Melting Point:	Not Available
Boiling Point:	N/A
Vapor Pressure	Not Available
Vapor Density (air= 1):	Not applicable

SECTION: 10. STABILITY AND REACTIVITY

Stability:	Chemically stable, non hazardous material. This material presents no significant reactivity hazard.
Materials to Avoid:	None known.
Flammability:	Not applicable.
Hazardous Polymerization:	Will not occur.
Hazardous Combustion or Decomposition Products:	None known.

SECTION: 11. TOXICOLOGICAL INFORMATION

Inhalation:	None known.
Skin Contact:	Non irritating or sensitizing.
Eye Contact:	May irritate eyes.
Medical Conditions Aggravated by Exposure:	None known other than those which would be aggravated by mist exposure such as respiratory impairment.
Chronic Toxicity:	None known.
Carcinogenicity Data:	None of the components of this material are listed as a carcinogen.
Reproductive Toxicity:	No adverse effects on reproduction are known.
Acute Toxicity Values:	No data is currently available.

SECTION: 12. ECOLOGICAL INFORMATION



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The ecological effects of this product have not been evaluated.

SECTION: 13. DISPOSAL CONSIDERATION

Incineration or sanitary landfill in accordance with local, provincial and federal regulations. Check with disposal expert to insure compliance.

SECTION: 14. TRANSPORT INFORMATION

US DOT Shipping Description:	NOT REGULATED AS A DOT HAZARDOUS MATERIAL
IATA Shipping (Air):	NOT REGULATED AS A DOT HAZARDOUS MATERIAL
IMDG Shipping Description:	NOT REGULATED AS A DOT HAZARDOUS MATERIAL

SECTION: 15. REGULATORY INFORMATION

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

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

Revision Date: October 12, 2010.

SECTION: 16. DISCLAIMER

The information contained in this Certificate of Analysis and Material Safety Data Sheet is obtained from current and reliable sources. The information contained herein is true and to the best of New Directions Aromatics knowledge. Nothing herein should be interpreted as a recommendation to infringe existing patents or violate any laws or regulation. Final determination of the suitability of the material is the sole responsibility of the user.

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The liability of New Directions Aromatics Inc. is limited to the value of the goods and does not include any consequential loss. New Directions Aromatics Inc. shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.



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CERTIFICATE OF ANALYSIS

Product: Shampoo Base Ultra Premium (SLS Free)
Lot No.: 24078-A12, B11, C15
Manufacturing Date: Nov 21, 2010
Best before: Nov 20, 2011

<u>Property</u>	<u>Specification</u>	<u>Result</u>
Appearance:	Pale yellow viscous liquid	Complies
Solubility:	Soluble in water.	Complies
pH:	4.5 – 6.5 @ 25 °C	5.01
Viscosity:	11000 – 15000 cps @ 25 °C	13820

DISCLAIMER:

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