

# Grey Away

## Technical & Marketing Document



## Grey Away

Product Code: MG-GAWAY-150-1NA



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# Grey Away

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# Grey Away



## The Product

Grey Away is a revolutionary new 3 to 4 week treatment which gives back grey hair its original colour.

Age, gender and health are all factors that can cause hair to grey. Grey hair can make a person look much older than their years, which can greatly affect self-confidence. It is also a fact that many of the products currently available for grey hair produce unrealistic results, drawing even more unwanted attention to the hair and affecting the user's embarrassment even more. Grey Away is specifically designed to blend away grey hairs gradually for a more natural looking, even, dark colour.

Grey Away builds-up colour when used regularly...once the desired colour has been attained, simply reduce the number of applications to maintain the desired effect.

Grey Away is quick and fuss free ! Grey Away also has the added advantage of a special conditioning formulation which leaves hair soft, shiny and manageable so hair looks healthier too – it is suitable for both men and women.

With its invigorating action, Grey Away gives back the hair its youthful look with an effective treatment. Applying the lotion every day to the dry hair progressively gives it back its original colour. Grey Away does not need any special precautions and no-one, such as friends, family and work colleagues, will realise that the hair is being treated. The hair will look full of vitality...Grey Away is safe to use and does not make hair look greasy or irritate the skin. After treatment and occasional periodic application, it will keep hair looking naturally young.

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## Active Ingredient Summary

Each of the human hair follicles contains melanocytes that are responsible for producing the natural pigment in hair. These melanocytes are genetically programmed to produce pigment for a certain number of years, after which they stop. Hair grows out unpigmented in a shade of grey, white or silver. Once the hair stops producing pigment, this cannot be reversed.

There are some medical conditions that can lead to premature greying, such as thyroid disorders, vitiligo and anemia. Certain factors, such as stress and smoking, may contribute to grey hair, but are not determining factors and, ultimately, the deciding factor in how quickly the hair goes grey is encoded in our genes.

The most common way of reversing grey hair is to do it cosmetically by colouring the hair, although hair colourant is not selective and will colour all of the hair, often with unnatural and conspicuous results. More natural, subtle and discrete is the use of a formula containing bismuth citrate and other active ingredients featured in Grey Away.

### **Bismuth Citrate**

### **Sulfur**

### **Triethanolamine**

In the cosmetic industry, dyestuffs have been employed in various forms primarily for the coloration of human hair. In such applications, numerous limitations have been placed upon the dye systems based on concerns for human safety and exposure to substances having high toxicity, as well as other adverse effects on the user's skin or hair tissue.

As a safe and effective ingredient, Bismuth-containing dyeing systems have been employed for use in the colouration of human hair, particularly for applications involving the darkening of greying hair either in men or women. In bismuth-based formulations, other chemicals are deployed to ensure a safe and effective chemical reaction with human hair.

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Bismuth on its own would result in a relatively poor level of colouration due to the time taken to dye the hair. However, with the addition of Sulphur and Triethanolamine, the chemical reaction becomes more efficient and faster due to their catalytic action. Bismuth and Sulphur ions are made available in the hair treatment formula, allowing them to penetrate the hair fibre and impart a brownish-black colouration to the hair.

## Panthenol

Panthenol is formed from pantothenic acid, more familiar as Vitamin B5.

Panthenol binds well to hair follicles, and attracts moisture from the air and hence it is a moisturizing agent often used in shampoos and conditioners. It lubricates the hair without feeling greasy. It smoothes roughened hair surfaces, making them shiny and easier to comb.

Panthenol is safe to use as a skin product and is also used in ointments and creams - it can soothe the skin reducing the effects of sunburn, dry skin, and certain skin disorders.

# Grey Away



## Directions, Cautions & Ingredients

### **Directions :**

Read directions and cautions before use. Shake bottle before use. Apply to clean dry hair, not scalp, sufficient to leave hair slightly damp. Style hair as required. Wash hands thoroughly. To achieve desired hair colour in 3 to 4 weeks, avoid washing hair more than once a week. If washed more frequently expect a more gradual return to your desired colour. After achieving your desired colour, shampoo as often as you like but never immediately after use.

### **Caution :**

For external use only. Use only as directed. Do not use on cut or abraded scalp. If irritation occurs, discontinue use. Do not use to colour eyelashes, eyebrows or hair on other parts of the body other than the scalp. Avoid contact with the eyes, if contact with the eyes occurs wash out with cold water. Wash hands thoroughly after each use. Keep out of reach of children.

### **Ingredients :**

Aqua (Purified Water), Propylene Glycol, Triethanolamine, Sodium Thiosulphate, Sulfur, Bismuth Citrate, Panthanol, Polysorbate 20, Phenoxyethanol, Ethylhexylglycerin. Parfum (Fragrance), Geraniol, Citronellol

# Grey Away



## Certificate of Analysis

Product :	Grey Away
Place of Issue:	Horsham
Date:	October 2010
Product trade name:	Grey Away
Product Code:	MG-GAWAY-150-1NA
Description:	Hair treatment liquid in bottle with spray
Format:	150ml Spray

### Directions :

Read directions and cautions before use. Shake bottle before use. Apply to clean dry hair, not scalp, sufficient to leave hair slightly damp. Style hair as required. Wash hands thoroughly. To achieve desired hair colour in 3 to 4 weeks, avoid washing hair more than once a week. If washed more frequently expect a more gradual return to your desired colour. After achieving your desired colour, shampoo as often as you like but never immediately after use.

### Ingredients :

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Signed on behalf of Medex Scientific (UK) Ltd



**Richard Britton**  
Marketing Manager



# Grey Away



## Certificate of Free Sale

This is to certify that:-

1. Medex Scientific (UK) Ltd, located at 4 Denne Road, Horsham, West Sussex, RH12 1JE is a limited company registered in England.
2. That this company is the manufacturer/distributor of the following proposed product:-

### Grey Away

3. This product, intended for export, is of the same quality as those freely sold in Europe.
4. This product complies with the Cosmetic Products (Safety) Regulations 2008.

Company Stamp

**medex**  
**Scientific (UK) Ltd**  
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West Sussex RH12 1JE  
United Kingdom  
tel: +44 (0)1403 218999  
fax: +44 (0)1403 272715

Signed on behalf of Medex Scientific (UK) Ltd



**Richard Britton**  
**Marketing Manager**

# Grey Away



## Health & Safety Certificate

We hereby declare that Medex Scientific (UK) Ltd is the registered manufacturer of all products produced under the brand name of Grey Away. All goods correspond to the EEC Cosmetic Directive 76/768 and its forthcoming modifications.

We hereby confirm that all Medex Scientific (UK) Ltd's products use only raw materials which are approved for use in cosmetic products by the FDA (USA) and the European Union., and which are currently freely available worldwide. All ingredients used conform to the statutory instrument number 2233 Consumer Protection Act and the Cosmetic Products (Safety) Regulations 2008.

We are obliged by the UK Cosmetic Products (Safety) Regulations 2008 and EU Cosmetics Directive 76/768/EEC to only manufacture toiletries products which are independently approved to be harmless to human health. The same products are freely available and used in the country of origin, as well as throughout the EU, USA, Australia and Japan, among others. All products manufactured and supplied by Medex Scientific (UK) Ltd comply with the Cosmetic Products (Safety) Regulations 2008, EU directive no 76/768/EEC and 6th Amendment Council Directive 93/35/EEC.

Based on the above, Medex Scientific (UK) Ltd. declare again that according to today's knowledge use of our products, produced under the brand name of Grey Away, involves no risk to human health under conditions of use and foreseeable mis-use.

Signed on behalf of Medex Scientific (UK) Ltd



**Richard Britton**  
**Marketing Manager**

# Grey Away



## Certificate of Manufacture & Country of Origin

This document certifies that the following product is manufactured by Medex Scientific (UK) Ltd and is a product of the United Kingdom.

Product :	Grey Away
Place of Issue:	Horsham
Date:	October 2010
Product trade name:	Grey Away
Product Code:	MG-GAWAY-150-1NA
Description:	Hair treatment liquid in bottle with spray
Format:	150ml Spray

Medex Scientific (UK) Ltd further certified that the production facility at which product (Grey Away) is manufactured is registered as a manufacturer with the appropriate state and local government authorities and operates in accordance with international Good Manufacturing Practices (GMP) and sanitary standards. The company operates under the terms and requirements of COSHH (Care of Substances Hazardous to Health) legislation, and is audited regularly by the Health and Safety Executive. Transport of hazardous materials is carried out according to CHIP regulations.

Signed on behalf of Medex Scientific (UK) Ltd



**Richard Britton**  
**Marketing Manager**

**Grey Away**

Product Code: MG-GAWAY-150-1NA



## Contact Information

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