

# celova<sup>®</sup> HC

THE NEXT STEP IN HAIR  
COLOR INNOVATION



**WEIDMANN**



## WHAT IS CELOVA® HC?

Celova® HC is a sustainable, cellulose-based multifunctional blend composed of Water, Pentylene Glycol, and Cellulose. At the heart of these innovative ingredients is Microfibrillated Cellulose (MFC), a natural, biodegradable material that replaces petrochemical-based ingredients traditionally used in hair coloration. Produced through an eco-friendly mechanical process using cellulose pulp, Celova® HC offers a natural way to enhance product performance and supports a more sustainable and environmentally friendly approach to hair care and hair coloration. (COSMOS-approved)



**COSMOS  
APPROVED**



## WHO WE ARE

**Weidmann Fiber Technology** is the newest business unit of Weidmann, which leverages the brand's extensive expertise in working with cellulose. The company has developed an energy-efficient, customizable production process that allows it to tailor Microfibrillated Cellulose (MFC) to meet specific customer needs. In 2018, Weidmann launched its industry-scale production of MFC in central Europe. Its capacity has been continuously expanded since. The quality of the MFC products meets the highest standards securing the function of MFC in our customers' applications. This positions Weidmann as a leader in sustainable material innovation, with the company working alongside its partners to unlock the full potential of cellulose as a sustainable material.



# BENEFITS

Celova® HC is a gel-based texture technology that creates the base of hair coloration formulations designed to meet the demands of consumers and hairdressers, while simplifying your formulation process. Here's how Celova® HC stands out:

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## **Enhanced Sensory Experience:**

A smooth, transparent gel that improves texture and leaves hair with a soft, velvety feel and a radiant, brilliant appearance.

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## **Sustainable:**

Achieve a 95% natural formulation, resulting in a shorter, cleaner INCI list. While silicone-free, Celova® HC delivers shine and manageability. To increase the naturalness index of hair dyes, Celova® HC replaces fatty phase (Cetearyl Alcohol, Glyceryl Stearate SE, Cetareth-20, Octyldodecanol) and Carbomer.

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## **Intense Color and Coverage:**

Offers long-lasting, vibrant color with excellent gray coverage, while being gentle on hair for healthy, hydrated results.

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## **Effortless Application:**

The anti-drip, sag-resistant gel ensures smooth, consistent application and is designed for easy use by hairdressers.

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## **Gentle Yet Effective Process:**

Gentle coloration process, no damage or hair and skin irritation.



# celova<sup>®</sup> HC

Technical Specifications			
Parameter	Specification	Unit	Method
Form	Gel	–	Internal Method
Color	White to light gray	–	Internal Method
MFC Content	2 – 4	%	Internal Method
Pentylene glycol content	4 – 6	%	External by GC-FID
pH	5 – 9	–	Internal Method
Viscosity	≥12	Pas	Internal Method
Mesophilic aerobic bacteria	<100*	CFU / g	ISO 21149
Yeasts and molds	<100*	CFU / g	ISO 16212

Storage Conditions	
Storage	Store in a cool, dry, and well-ventilated place, away from any source of heat and direct exposure to sunlight.
Shelf Life	Up to 18 months from the date of production in original, sealed package.

Usage Recommendations
Mix until properly homogenized to ensure optimal performance results in the formulation.





## HAIR COLORATION BASE

Preparation Method:

- ① Weigh the ingredients of PHASE A in a beaker and disperse the powders in water at 40 – 45°C.
- ② Weigh the ingredients of PHASE B and dissolve the colorants at 60°– 65°C.
- ③ Add PHASE C to PHASE A while stirring.
- ④ Cool phase B below 40°C.
- ⑤ Combine PHASE B and D while stirring.
- ⑥ Cool to room temperature.

PHASE	INGREDIENT	%
A	Water	A100
	Xanthan Gum	1
	Carrageenan	0.5
B	Dyes	QS
	Sodium Hydrosulfite	0.15
	Ascorbic Acid	0.15
	Propylene Glycol	5
	Water	15
C	<b>Celova® HC</b>	25
D	Ammonia	5



## LEAVE ON SERUM

Preparation Method:

- ① Heat PHASE A to 75 – 80°C while stirring.
  - ② Homogenize at high shear rate for about 5 minutes at 5000 rpm.
  - ③ Add Xanthan gum while homogenizing.
  - ④ Heat PHASE B to 70– 75°C while stirring.
  - ⑤ Add PHASE B to PHASE A while homogenizing at high shear rate to form emulsion.
  - ⑥ Prepare the premix (PHASE C).
  - ⑦ Add PHASE C to PHASE AB when <30°C.
  - ⑧ Measure pH value (pH 5,0 – 5,5).
- pH 5,0 – 5,5

PHASE	MATERIAL PRIME	INCI	%
A	Demineralized Water	Aqua	Up to 100
	Glycerin	Glycerin	2
	Tilamar PDO	Propanediol	3
	D-Pantenolo	Panthenol	0,2
	Vanzan NF-C	Xanthan gum	0,5
	<b>Celova® HC</b>	<b>Celova® HC: Aqua, Pentylene glycol, Cellulose</b>	<b>8</b>
B	Dermofeel Easymuls Plus	Glyceril oleate citrate	4
	Ceitol Ultimate	Undecane, Tridecane	6
	Myritol 318	Caprylic/capric triglyceride	6
C	Ecoestratto Scorze Melogramo	Potassium sorbate, Sodium benzoate, Aqua, Benzyl alcohol, Punica granatum peel extract	1
	E-Leen Green B	Pentylene glycol, Aqua, Sodium benzoate, Benzoic acid	1
	Parfum	Parfum	0,2
	Total		100



## RICH MASK POST COLOR

Preparation Method:

- Heat PHASE A to 75 – 80°C while stirring.
- Homogenize PHASE A at high shear rate for about 5 minutes at 5000 rpm.
- Heat PHASE B to 70 – 75°C while stirring.
- Combine PHASE B with PHASE A to form emulsion and homogenize at high shear rate for about 5 minutes at 5000 rpm.
- Cool down while stirring and add PHASE C at T < 30°C.
- Check and correct the pH if necessary to pH = 4,5 – 5,0

pH 4,5 – 5,0

PHASE	MATERIAL PRIME	INCI	%
A	Demineralized Water	Aqua	Up to 100
	Glycerin	Glycerin	3
	<b>Celova® HC</b>	<b>Celova® HC: Aqua, Pentylene glycol, Cellulose</b>	15
	Vanzan NF-C	Xanthan gum	0,5
	MGS	Methyl glucose sesquistearate	5
	Olivem 1000	Sorbitan olivate, Cetearyl olivate	4
B	Shea Butter Ffl Ref Organic	Butyrospermum parkii butter	3.5
	Argan Oil	Argania spinosa kernel oil	0,5
	Hazelnut Oil	Corylus avellana seed oil	0,5
C	Parfum	Parfum	0,3
	E-Leen Green B	Pentylene glycol, Aqua, Sodium benzoate, Benzoic acid	1
	Total		100



## STYLING CREAM

Preparation Method:

- Heat PHASE A to 75 – 80°C and disperse the rheological modifier with an homogenizer mixer.
- Heat PHASE B to 70 – 75°C.
- Combine PHASE B with PHASE A and stir until an emulsion is formed.
- Cool down while stirring and add PHASE C at T < 30 – 35°C.
- Check and correct the pH if necessary.

pH 4,5 – 5,0

PHASE	MATERIAL PRIME	INCI	%
A	Demineralized Water	Aqua	87,7
	Tilamar PDO	Propanediol	75,1
	Chelante GLDA 47	Tetrasodium glutamate diacetate	2
	<b>Celova® HC</b>	<b>Celova® HC: Aqua, Pentylene glycol, Cellulose</b>	0,2
	Vanzan NF-C	Xanthan gum	10
			0,4
B			10,5
	PolyAqual 2W	Polyglyceryl-2 stearate, Glyceryl stearate, Stearyl alcohol	5
	Mafura Butter	Trichilia emetica seed butter	1
	Cetiol Ultimate	Undecane, Tridecane	2
	Silgreen C	Polyglyceryl-6 oleate, C13-15 alkane	1
	Isododecane	Isododecane	1
	Baobab Oil	Adansonia digitata seed oil	0,5
C			1,8
	E-Leen Green B	Pentylene glycol, Aqua, Sodium benzoate, Benzoic acid	1
	Parfum	Parfum	0,3
	Ecofluido Mirtillo Selvatico	Vaccinium Myrtillus Fruit Juice, Citric Acid, Sodium Benzoate, Potassium Sorbate	0,5
	Total		100



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