

# Jarocol®

HAIR DYES



James Robinson

Speciality Ingredients

# EVERY SHADE COUNTS

## A Century of Colour

James Robinson Speciality Ingredients has been in the dyes and speciality chemicals space since 1840. In 1976, we took our first step into personal care with our first hair dye, toluene diamine sulfate. The 1990s brought the launch of our now renowned Jarocol® hair dye range and Reversacol™ photochromic dyes, an innovation that earned us the Queen's Award in 2006.

A new chapter began in 2019 leading to the formation of James Robinson Speciality Ingredients Ltd. In 2021, we introduced Biotome, our biotechnology-driven division, pushing forward greener, more sustainable solutions and Jarocare, a revolutionary, plant-derived hair care ingredient range that offers high-performance, sustainable, bio-based ingredients for personal care.

## Your Partner in Every Shade

Behind every standout product is a team of scientists. Our application specialists are visionary problem-solvers for all formulation tweaks.

Our technical and sales teams are devoted to helping you shine. At James Robinson, we believe every brand deserves to leave an indelible mark, no matter the shade.



# BASIC DYES

## Instant Brilliance, Effortless Expression

Perfect for quick colour refreshes, toning brassiness, or playful streaks, Jarocol Basic Dyes are designed for instant brilliance. These dyes are positively charged, allowing them to stick to the hair's surface like magnets. They wash out in one to eight washes, making them ideal for those who want a short-term commitment.

## Chemistry Simplified

Basic dyes work best with amphoteric, cationic, or non-ionic surfactants. However, they are incompatible with anionic surfactants like SLES. They are versatile and can be formulated into colour shampoos, conditioners, or mousses. Free from ammonia and peroxide, these formulations containing basic dyes enhance the natural canvas rather than alter it.

## Refresh, Revitalise, Reinvent

Perfect for refreshing between permanent colour applications, blending and toning grey hair, or creating vibrant, pastel statements on pre-bleached locks, our Jarocol basic dyes bring a touch of semi-permanent flair to every wash.

Jarocol Blue 377  
CAS NO: 67674-26-4

Before

After

Before

After

Jarocol Violet 43  
CAS NO: 4430-18-6

Jarocol Straw Yellow  
INCI Name: Basic Yellow 57  
CAS NO: 68391-31-1

Jarocol Citrus Yellow  
INCI Name: Basic Yellow 87  
CAS NO: 68259-00-7

Jarocol Flame Orange  
INCI Name: Basic Orange 31  
CAS NO: 97404-02-9

Jarocol Fuchsia  
INCI Name: Basic Violet 2  
CAS NO: 3248-91-7

Jarocol Madder Red  
INCI Name: Basic Red 76  
CAS NO: 68391-30-0

Jarocol Cherry Red  
INCI Name: Basic Red 51  
CAS NO: 77061-58-6

Jarocol Sienna Brown  
INCI Name: Basic Brown 17  
CAS NO: 68391-32-2

Jarocol Mahogany  
INCI Name: Basic Brown 16  
CAS NO: 26381-41-9

Jarocol Chestnut Brown  
INCI Name: Mixture  
CAS NO: On request

Jarocol Ebony  
INCI Name: Mixture  
CAS NO: On request

Jarocol Rich Black  
INCI Name: Mixture  
CAS NO: On request

Jarocol Steel Blue  
INCI Name: Basic Blue 99  
CAS NO: 68123-13-7

Jarocol Royal Blue  
INCI Name: Mixture  
CAS NO: On request

Jarocol Violet 43 and Jarocol Blue 377 are the key dyes for neutralising yellow tones in grey or bleached hair, adding subtle hints of silver and restoring balance and luminosity.

# DIRECT DYES

Every application with Jarocol Direct Dyes is an invitation to express, experiment, and evolve.

N,N-Bis[2- hydroxyethyl]-2-nitro-p-phenylenediamine  
84041-77-0

4-Hydroxypropylamino-3-nitrophenol  
92952-81-3

3-Nitro-p-hydroxyethylaminophenol  
65235-31-6

4-Amino-3-nitrophenol  
610-81-1

Hydroxyethyl-2-nitro-p-toluidine  
100418-33-5

HC Yellow No.2  
4926-55-0

HC Red No.3  
2871-01-4

HC Blue No.2  
33229-34-4

HC Blue No.12  
132885-85-9

HC Blue No.15  
74578-10-2

HC Blue 16  
502453-61-4

Jarocol Yellow 2  
Jarocol HNT  
Jarocol 4A3NP  
Jarocol NHEAP  
Jarocol Red BN  
Jarocol Red 3  
Jarocol Violet 14D  
Jarocol Blue 2  
Jarocol Blue 12  
Jarocol Blue 15  
Jarocol Sapphire Blue

## Every shade starts with a ‘What if?’

For those who love to experiment with bold shades, pastels, or vibrant fashion colours, Jarocol Direct Dyes offer the perfect solution to create a spectrum of semi-permanent shades designed for those ready to experiment without a lifelong commitment.

## Small Molecules, Big Freedom

Our dyes are small, agile molecules designed to slip seamlessly into the hair shaft. But here’s where it gets interesting, when your customers are ready to change colours, a few washes gently lift the colour away.

## From Subtle Shifts to Head-Turning Statements

Enhance natural tones or blend greys with soft depth. Flaunt fashion-forward hues, pastel mists, electric bursts, or runway-ready vibrancy. Combine Jarocol Direct Dyes with Jarocol Basic Dyes to create an extensive colour palette, offering the flexibility to work across a wider range of pH conditions.

## Ammonia & Peroxide Free

Best of all, they are ammonia and peroxide-free, offering a gentler option for hair colouring. These dyes work their magic without altering the hair’s natural pigment making it ideal for crafting richer and darker shades.

## Effortless Formulation, Flawless Results

Jarocol Basic Dyes and Direct Dyes, work through a process of pure colour infusion, making formulation a canvas and with our experts guiding every stroke, matching shades is as intuitive as choosing a mood.

# OXIDATION DYES

## Small Molecules, Big Impact

Low molecular weight dyes penetrate the hair shaft, oxidise, and combine to form larger, long-lasting colour molecules locked inside the hair structure.

## Two-Part Chemistry

In traditional hair colouring, particularly with permanent dyes, a chemical reaction is essential to lock the colour into the hair. This reaction typically involves two key components: 'bases' and 'couplers'. The small molecules of the bases and couplers penetrate the hair shaft, where they react with each other. These new larger molecules are trapped inside the hair cortex, creating long-lasting, fade-resistant colour. For lighter and more vibrant shades, bleaching is necessary to break down the hair's natural melanin. The alkalinity of the dye mixture and hydrogen peroxide work together to lift the cuticle, allowing the colour to penetrate deeply.

## Grey Coverage & Versatility

The most popular hair colourants for their ability to cover grey and deliver long-lasting results. Perfect for fashion shades, colour enhancement, and full grey coverage.

P E R M A N E N T   B R I L L I A N C E ,   C R A F T E D   T O   L A S T

	Jarocol DPE	Jarocol AHEA	Jarocol 1N	Jarocol ACC	Jarocol AMN	Jarocol 2M5AP	Jarocol 2M5HEAP	Jarocol 2A3HP	Jarocol MAP	Jarocol RL	Jarocol 2MR	Jarocol 4CLR	Jarcoal AOL
Jarocol TDS													
Jarocol PPD													
Jarocol MBB													
Jarocol BHP													
Jarocol TAP													
Jarocol AHP													
Jarocol PAP													
Jarocol 4A3MP													

## Endless Possibilities

The result is a long-lasting colour that stays vibrant for weeks. With endless possibilities for customisation, brands can combine Jarocol base components with dye intermediates to create unique cream or liquid formulations.

# Jarocol®

## oxidation dyes

TRADE NAME	INCI NAME	CAS NUMBER
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### BASE

Jarocol 4A3MP	4-Amino-m-cresol	2835-99-6
Jarocol AHP	1-Hydroxyethyl-4,5-Diaminopyrazole sulfate	155601-30-2
Jarocol BHP	N,N-bis(2-hydroxyethyl)-p-phenylenediamine sulfate	54381-16-7
Jarocol PAP	p-Aminophenol	123-30-8
Jarocol PPD	p-Phenylenediamine	106-50-3
Jarocol TAP	Tetraaminopyrimidine sulfate	5392-28-9
Jarocol TDS	Toluene-2, 5-diamine sulfate	615-50-9
Jarocol MBB	2-Methoxymethyl-p-phenylenediamine	337906-36-2

### BASE COMPONENTS

Jarocol B Liquid	PEG-2 Cocamine (and) Oleyl Alcohol (and) Oleic Acid	On Request
Jarocol 2C Wax	Laureth-4 (and) Glycol Disterate (and) Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Stearate	On Request
Jarocol 1C Thickener	Cocamide DEA (and) Cocamide MEA	On Request

TRADE NAME	INCI NAME	CAS NUMBER
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### Couplers

Jarocol 2A3HP	2-Amino-3-hydroxypyridine	16867-03-1
Jarocol 2M5AP	4-Amino-2-hydroxytoluene	2835-95-2
Jarocol 2M5HEAP	2-Methyl-5-hydroxyethylaminophenol	55302-96-0
Jarocol 2MR	2-Methylresorcinol	608-25-3
Jarocol ACC	5-Amino-6-chloro-o-cresol	84540-50-1
Jarocol AHEA	2-Amino-4-hydroxyethylaminoanisol sulfate	83763-48-8
Jarocol 1N	1-Naphthol	90-15-3
Jarocol AMN	1-Acetoxy-2-methylnaphthalene	5697-02-9
Jarocol DPE (2HCl)	2,4-Diaminophenoxyethanol dihydrochloride	66422-95-5
Jarocol DPE(H2SO4)	2,4-Diaminophenoxyethanol sulfate	70643-20-8
Jarocol MAP	m-Aminophenol	591-27-5
Jarocol RL	Resorcinol	108-46-3
Jarocol 4CLR	4-Chlororesorcinol	95-88-5
Jarocol AOL	Hydroxyethyl-3, 4-methylenedioxyaniline HCl	94158-14-2



CATEGORY	BASIC DYES	DIRECT DYES	OXIDATIVE DYES
Type of colour	Temporary to semi-permanent	Semi-permanent	Permanent
Number of washes	1-8 washes	6-8 washes	Permanent
Application time	5-10 minutes	20-30 minutes	30-45 minutes
pH Range	pH 4–8 (optimal at pH 7.8 for longevity)	pH 5–10* (better uptake at alkaline pH)	pH 9-11
Compatibility	Compatible with cationic/non-ionic (not anionic) surfactants	Compatible with most surfactants	Compatible with formulations containing alkalisers (e.g., ammonia)
Applications	Shampoo, Conditioner, Hair mask and Non-Aerosol Mousse	Shampoo, Conditioner, Hair mask and Non-Aerosol Mousse	Cream, Liquid and Non-Aerosol Mousse

\*pH10 is not suitable for all direct dyes. Contact us for further clarification.

# COMPARE DIFFERENT DYES



# OUR REACH

Behind every Jarocol® product is a team of scientists ready to help you troubleshoot formulations and match trending shades. Whether you're a startup or a global brand, we're here to help you colour the world.

With state-of-the-art research and development labs in the UK and India, we are positioned to meet the evolving needs of clients worldwide, ranging from independent producers to multinational brands.



Argentina



Austria



Australia



Belgium



Brazil



Bulgaria



Canada



China



Colombia



Croatia



Ecuador



Finland



France



Germany



Greece



Hungary



India



Indonesia



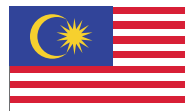
Italy



Japan



South Korea



Malaysia



Mexico



Netherlands



New Zealand



Peru



Philippines



Poland



Portugal



Romania



Slovakia



Slovenia



South Africa



Spain



Sweden



Taiwan



Thailand



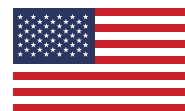
Turkey



United Arab Emirates



United Kingdom



U.S.A



Vietnam

and counting....



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