MATERIAL SAFETY DATA SHEET

MANUFACTURER: PIIDEA, INC.
ADDRESS: 90 TOKENEKE ROAD
DARIEN, CT 06820
PHONE: (203) 656-7859
MONDAY THRU FRIDAY (8:30 a.m. - 5:00 p.m. EST)
EMERGENCY NO.: (800) 584-8038  24 HOURS

Prepared: 11/09/98  Current MSDS Update: 03/04/03

SECTION I. MATERIAL IDENTIFICATION
A. MATERIAL TYPE: Quantum Volumizing Detangler

SECTION II. INGREDIENTS
Water (Aqua)  Cetyl Alcohol
Stearyl Alcohol  Cyclomethicone
Stearyl Octyldimonium Methosulfate  Stearamidopropyl Dimethylamine
Behenamidopropyl Ethylidimonium Ethosulfate  Hydroxyethylcellulose
Trisodium EDTA  DMDM Hydantoin
Linoleamidopropyl Hydroxypropyl Dimonium  Hydrolyzed Wheat Protein
Hydrolyzed Oat Protein  Hydrolyzed Wheat Starch
Panthenol  Cystine
Lysine  Tyrosine
Glycine  Sodium Lauryl Oat Amino Acids
Sodium Cocooyl Hydrolyzed Wheat Protein  Citric Acid
Benzophenone-4  Methylchloroisothiazolinone
Methylisothiazolinone  Amodimethicone
Trideceth-12  Cetrimonium Chloride
Fragrance (Parfum)

SECTION III. PHYSICAL DATA (APPEARANCE)
A. PRESSURIZED CONTAINER: Yes  _  No  X
B. TYPE CONTAINER(S):  PLASTIC BOTTLE  X  GLASS BOTTLE
   BOX  _  METAL CAN  _  OTHER:
C. DESCRIPTION:  CLEAR LIQUID  _  LIQUID EMULSION  _  FRAGRANCED  X
   CLOUDY LIQUID  _  CREAM  _  OTHER:  White, shiny, smooth cream
ODOR:  _Fragranced
Quantum Volumizing Detangler

SECTION IV. FIRE AND EXPLOSION DATA

A. FLAMMABLE _ COMBUSTIBLE _ NEITHER X

B. FLASH POINT: ___ NOT APPLICABLE X

C. CONTENTS UNDER PRESSURE: YES _ NO X

D. EXTINGUISHING MEDIA: WATER X ABC ALL PURPOSE EXTINGUISHER X
   CO2 X OTHER:

E. SPECIAL FIRE FIGHTING PROCEDURES: None

F. EXPLOSIVE: YES _ NO X

SECTION V. REACTIVITY DATA

A. STABLE: YES X NO

B. HAZARDOUS DECOMPOSITION PRODUCTS: None

C. INCOMPATIBLE WITH: None

D. SPECIAL CONDITIONS TO AVOID: None

E. CORROSIVE: YES _ NO X

SECTION VI. HEALTH HAZARDS INFORMATION

A. ACCIDENTAL INGESTIONS: Slightly toxic (Rating = 2)
   Source: Clinical Toxicology of Commercial Products - Gosselin et. al. & Historical Data
   - Call physician or Poison Control Center immediately.

B. EFFECTS OF EXPOSURE: Rarely presents a problem when used according to directions. This product is safe for its intended use.
   See instructions accompanying product

C. FIRST AID: If reaction to product does not subside quickly (in a few minutes) consult physician or emergency room immediately.
   EYE CONTACT: Accidental introduction into eye can result in mild irritation. Flush with copious amounts of water immediately. If reaction persists, consult physician or eye doctor or emergency room immediately.
Quantum Volumizing Detangler

SKIN CONTACT: Flush with water. In the unlikely event a skin reaction such as rashes or swelling should occur, consult a dermatologist or other physician.

RESPIRATORY: Reaction not expected. If unusual symptoms develop, discontinue exposure and consult physician or emergency room immediately.

SECTION VII. SPILL, LEAK, AND DISPOSAL PROCEDURES

SPILLS, LEAKS: Small spills-Flush with water.
Large spills-Should be collected in suitable container. Wash floors with water.

DISPOSAL: Disposal should be in accordance with all applicable local, state and federal regulations.

SECTION VIII. SPECIAL PROTECTION INFORMATION

1. NONE: X
2. GLOVES:
3. SEE INSTRUCTIONS ACCOMPANYING PRODUCTS:

SECTION IX. PRECAUTIONS AND COMMENTS

A. STORAGE & HANDLING INFORMATION: Store in dry area at normal temperatures. Avoid storing at high temperature or near heat source. Avoid freezing temperatures.

B. Special Storage required: Yes _ No X

C. DOT Class: Exempt X Red Label _ Consumer Commodity ORM-D
   Oxidizer

D. See instructions accompanying product.