

The method for preparing the aqueous emulsion for hair coloration consists in mixing the oil phase, the emulsifier, the co-emulsifier, the surface-active substance, and the oxidizing phase of colorant. The oil phase, the emulsifier, the co-emulsifier, and the surface-active substance, are added successively to the aqueous solution of the oxidizing phase of colorant on being constantly mixed. The oil phase comprises the mixture of the fatty acids, namely octadecenic, octadecadienoic, and octadecatrienoic at a (0.2-1.0):(0.2-3.0):(0.5-5.0) ratio. The emulsifier comprises the mixture of the aliphatic alcohols, namely dodecyl, tetradecyl, heptadecyl, octadecyl, and ootadecenyl at a (0.2-3.0):(0.2-4.0):(0.2-4.0):(0.2-5.0):(0.2-4.0) ratio. The surface-active substance represents the mixture of octaethylated aliphatic alcohols C<sub>16</sub>-C<sub>20</sub> with ethoxy group content of 10-50 mol. The aqueous emulsion produced in accordance with the method described is also disclosed.