**Floraesters K-20W Jojoba in a Shampoo Reduced Wet Comb Force**

**Objective:**
To evaluate Floraesters K-20W Jojoba for its potential to improve hair conditioning as measured by wet comb force.

**Method:**
Shampoos with and without 2.5% Floraesters K-20W Jojoba were applied to the hair tresses. Wet comb force measurements were taken at baseline and post-shampoo treatment.

**Results:**
The shampoo containing 2.5% Floraesters K-20W Jojoba reduced wet comb force 60% compared to the vehicle shampoo.

A = vehicle shampoo + 2.5% K-20W Jojoba / B = vehicle shampoo

Vehicle Shampoo (%wt/wt): Water (q.s.), Disodium Laureth Sulfosuccinate (12.0%), Decyl Glucoside (8.0%), Sodium Lauroyl Sarcosinate (8.0%), Cocamidopropyl Betaine (8.0%), Acrylates Copolymer (3.0%), Methyl Glucose Caprate / Caprylate / Oleate (and) Propanediol (2.0%), Sodium Cocoyl Isethionate (2.0%), Glycol Distearate (1.5%), Phenoxyethanol (and) Caprylyl Glycol (and) Ethylhexylglycerin (and) Hexylene Glycol (0.8%), Guar Hydroxypropyltrimonium Chloride (0.7%), Fragrance (0.7%), Aminomethyl Propanol (0.4%), and Disodium EDTA (0.1%).

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REV 18JAN17