Floraesters K-20W Jojoba in a Hair Dye Accelerates Dyeing Time

**Objective:**
To evaluate Floraesters K-20W Jojoba in a hair dye for its potential to reduce the amount of time a hair dye must reside on the hair (i.e., accelerate hair dyeing time).

**Method:**
Brown permanent hair dyes with and without 2% Floraesters K-20W Jojoba were applied to wool swatches, and change in color ($\Delta E$) from pre-dye was measured after 5, 10, 15, and 20 minutes of residence time.

**Results:**
Wool swatches dyed with the permanent hair dye containing 2% Floraesters K-20W Jojoba achieved the same color intensity with just over 10 minutes of residence time as the vehicle hair dye with 20 minutes of residence time.

A = vehicle hair dye + 2% Floraesters K-20W Jojoba / B = vehicle hair dye
Vehicle Hair Dye (%wt/wt): Water (q.s.), Cetearyl Alcohol (and) Ceteareth-20 (13.0%), Cetyl Alcohol (12.0%), Ethanolamine (5.0%), Oleic Acid (4.0%), Ethoxydiglycol (2.0%), Propylene Glycol (2.0%), Sodium Lauryl Sulfate (1.0%), Sodium Sulfate (1.0%), Ascorbic Acid (0.5%), p-Phenylenediamine (0.5%), and Tetrasodium EDTA (0.2%).