Floraesters® K-20W Jojoba Increased Dye Uptake in a Semi-Permanent Hair Dye

**Objective:**
To evaluate Floraesters K-20W Jojoba in a semi-permanent hair dye for its potential to increase the initial amount of color deposited on hair and the color that remained on the hair after washing.

**Method:**
Hair tresses were dyed with orange semi-permanent hair dyes with and without 2% Floraesters K-20W Jojoba. The change in color (ΔE) of the hair tresses was measured immediately after dyeing (0 washes), and again after 3 and 6 wash cycles.

**Results:**
Hair tresses dyed with the semi-permanent hair dye containing 2% Floraesters K-20W Jojoba achieved 21% greater color intensity in 20 minutes, and subsequently resulted in up to 58% less color loss after 6 wash cycles.