The clinical study of Floratech® test formulation (CTL_16-069) was conducted on a panel of 24 female subjects, ranging from 24 to 58 years of age (mean age = 43). The duration of the study was one week with single applications of each test article (half head) made every other day. This at-home use study was double-blind and randomized. (Clinical Study 16-069 report available upon request.)

Consumers Preferred Floramac 10 in a Leave-in Hair Serum

Objective:
To evaluate Floramac 10 for its potential to enhance consumer perception, compared to phenyl trimethicone, when incorporated into a leave-in hair serum.

Method:
Leave-in hair serums containing either Floramac 10 or phenyl trimethicone were evaluated for hair conditioning properties by consumers.

Results:
At least 80% of consumers preferred the leave-in hair serum with Floramac 10 for smoothness, shine, softness, and ease of combing compared to the leave-in hair serum with phenyl trimethicone.

Floratech Ingredient: Floramac 10