INCREASED CURL RETENTION WITH FLORAESTERS K-100® JOJOBA IN A HAIR CONDITIONER

Floraesters K-100 Jojoba in a Hair Conditioner Increased Curl Retention

**Objective:**
To evaluate Floraesters K-100 Jojoba in a hair conditioner for its potential to increase curl retention (i.e. less curl loss) when used in a rinse-out hair conditioner.

**Method:**
Conditioners with and without 1% Floraesters K-100 Jojoba were applied to straight hair tresses, followed by curling (wet set with a roller). The length of the curl was determined before and after exposure to 8 hours of 65-99% humidity at a temperature of 27-36°C.

**Results:**
The hair conditioner containing Floraesters K-100 Jojoba retained **15% more curl** than the vehicle, when tresses were placed under high humidity conditions.

**Floratech Ingredient: Floraesters K-100 Jojoba**

The ex vivo study of Floratech® test formulation (CTL_15-060) was conducted (n=6 tresses per test article) on naturally straight, brown, six inch long hair tresses (DeMeo Brothers Inc.). Treatment consisted of damp hair tresses being treated with one application of the conditioner test article (1.0 ml per 1.5 g of hair), rinsed, and wrapped around curlers to air dry overnight. Curlers were then removed and tresses were exposed to high humidity (65-99%) and elevated temperature (27-36°C) for eight hours. The study was blinded, and carried out under controlled temperature and humidity conditions. The inclusion of Floraesters K-100 Jojoba resulted in more curl retention (p<0.10). (Clinical Study 15-060 - Phase VI report available upon request.)