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.

**Method:**
Hair tresses were dyed with brown semi-permanent hair dyes with and without 2% Floraesters K-20W Jojoba. The change in color ($\Delta E$) of the hair tresses was measured immediately after dyeing.

**Results:**
Hair tresses dyed with semi-permanent hair dye containing 2% Floraesters K-20W Jojoba achieved up to 19% greater color intensity in 20 minutes.

A = vehicle hair dye + Polyquaternium-6 + 2% Floraesters K-20W Jojoba / B = vehicle hair dye + Polyquaternium-6 / C = vehicle hair dye + Quaternium-80 + 2% Floraesters K-20W Jojoba / D = vehicle hair dye + Quaternium-80

Vehicle Hair Dye (%wt/wt): Deionized Water (q.s.), Cetyl Alcohol (and) Oleyl Alcohol (and) Cetearyl Alcohol (and) Stearic Acid (15.0%), Laureth-7 (10.0%), Ceteareth-20 (4.0%), Polyquaternium-6 or Quaternium-80 (4.0%), Mineral Oil (2.0%), Propylene Glycol (2.0%), Sodium Cetearyl Sulfate (1.0%), Citric Acid (and) Water (0.35%), Basic Orange 31 (0.25%), Basic Yellow 87 (0.18%), Basic Blue 124 (0.05%), and Basic Red 51 (0.03%).

Floraesters® K-20W Jojoba increased dye uptake in a semi-permanent hair dye with 2% Floraesters K-20W Jojoba achieved up to 19% greater color intensity in 20 minutes.