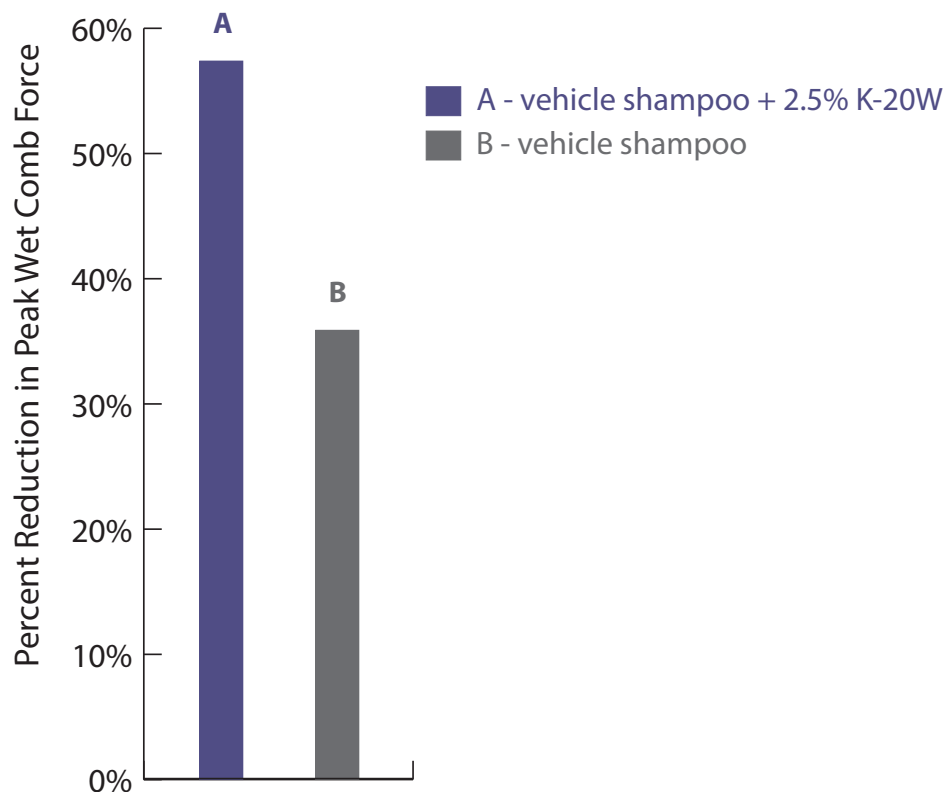




Floraesters K-20W Jojoba in a Shampoo Reduced Wet Comb Force

Reduction in Wet Comb Force



Objective:

To evaluate Floraesters K-20W Jojoba for its potential to improve hair conditioning as measured by wet comb force.

Method:

Shampoos with and without 2.5% Floraesters K-20W Jojoba were applied to the hair tresses. Wet comb force measurements were taken at baseline and post-shampoo treatment.



Results:

The shampoo containing 2.5% Floraesters K-20W Jojoba **reduced wet comb force 60% compared to the vehicle shampoo.**

A = vehicle shampoo + 2.5% Floraesters K-20W Jojoba / B = vehicle shampoo

Vehicle Shampoo (%wt/wt): Water (q.s.), Disodium Laureth Sulfosuccinate (12.0%), Decyl Glucoside (8.0%), Sodium Lauroyl Sarcosinate (8.0%), Cocamidopropyl Betaine (8.0%), Acrylates Copolymer (3.0%), Methyl Glucose Caprate / Caprylate / Oleate (and) Propanediol (2.0%), Sodium Cocoyl Isethionate (2.0%), Glycol Distearate (1.5%), Phenoxyethanol (and) Caprylyl Glycol (and) Ethylhexylglycerin (and) Hexylene Glycol (0.8%), Guar Hydroxypropyltrimonium Chloride (0.7%), Fragrance (0.7%), Aminomethyl Propanol (0.4%), and Disodium EDTA (0.1%).

Floratech Ingredient: Floraesters K-20W Jojoba

The *ex vivo* study of Floratech® test formulation (CTL_15-060) was conducted on nine (n=3 per test article) naturally curly, dark brown, six inch long hair tresses (DeMeo Brothers Inc.) that were damaged via bleaching and then washed with a 10% sodium lauryl sulfate solution prior to use in the study. Treatment consisted of a 30 second rinse, one application of 1 ml of the shampoo test article, a 30 second lather, and another 30 second rinse. Peak comb force (gram-force) measurements were made using a Test Resources Q Series (100Q) Universal Testing Machine (TestResources, Inc). This study was double-blind and randomized. The inclusion of Floraesters K-20W Jojoba resulted in directionally significant ($p < 0.10$) reductions in wet comb force compared to the vehicle. Both shampoos resulted in statistically significant ($p < 0.05$) decreases in wet comb force from baseline. (Clinical Study 15-060 report available upon request.)