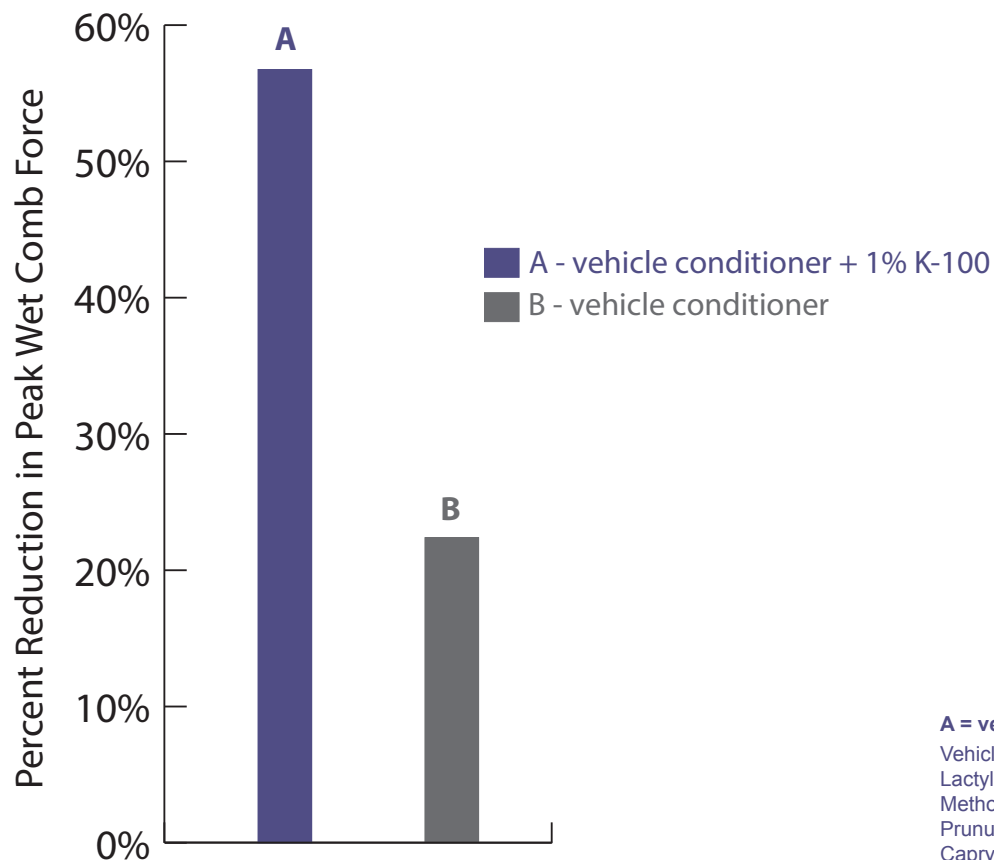




Floraesters K-100 Jojoba in a Rinse-Out Conditioner Reduced Wet Comb Force

Reduction in Wet Comb Force



Objective:

To evaluate Floraesters K-100 Jojoba for its potential to improve hair conditioning as measured by wet comb force.

Method:

Conditioners with and without 1% Floraesters K-100 Jojoba were applied to the hair tresses. Wet comb force measurements were taken at baseline and post-conditioner treatment.

Results:

The rinse-out conditioner containing 1% Floraesters K-100 Jojoba **reduced wet comb force 1.5 times more than the vehicle conditioner.**



A = vehicle conditioner + 1% Floraesters K-100 Jojoba / B = vehicle conditioner

Vehicle Conditioner (%wt/wt): Water (q.s.), Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate (6.0%), Cetyl Alcohol (2.0%), Propanediol (1.0%), Polyglyceryl-2 Stearate (1.0%), Ethylhexyl Methoxycinnamate (and) BHT (1.0%), Theobroma Grandiflorum Seed Butter (and) Tocopherol (1.0%), Prunus Amygdalus Dulcis (Sweet Almond) Oil (1.0%), Ethyl Macadamiate (1.0%), Phenoxyethanol (and) Caprylyl Glycol (and) Ethylhexylglycerin (and) Hexylene Glycol (0.8%), Fragrance (0.5%), Tocopheryl Acetate (0.5%), Hydroxyethylcellulose (0.1%), and Disodium EDTA (0.1%).

Floratech Ingredient: Floraesters K-100 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 conditioner test article, a 30 second rub, 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-100 Jojoba resulted in statistically significant (p<0.05) reductions in wet comb force compared to the vehicle and baseline. (Clinical Study 15-060 report available upon request.)