



REDUCED WET COMB FORCE WITH FLORAESTERS K-20W® JOJOBA AND FLORAESTERS K-100® JOJOBA

CS 15-069



Floraesters K-20W Jojoba and Floraesters K-100 Jojoba in Hair Care Products Reduced Wet Comb Force

Objective:

To evaluate Floraesters K-20W Jojoba and Floraesters K-100 Jojoba for their potential to improve hair conditioning as measured by wet comb force.

Method:

Wet comb force measurements were taken at baseline and post test article treatment. Test articles included shampoos with or without 2.5% Floraesters K-20W Jojoba and conditioners with or without 1% Floraesters K-100 Jojoba.

Results:

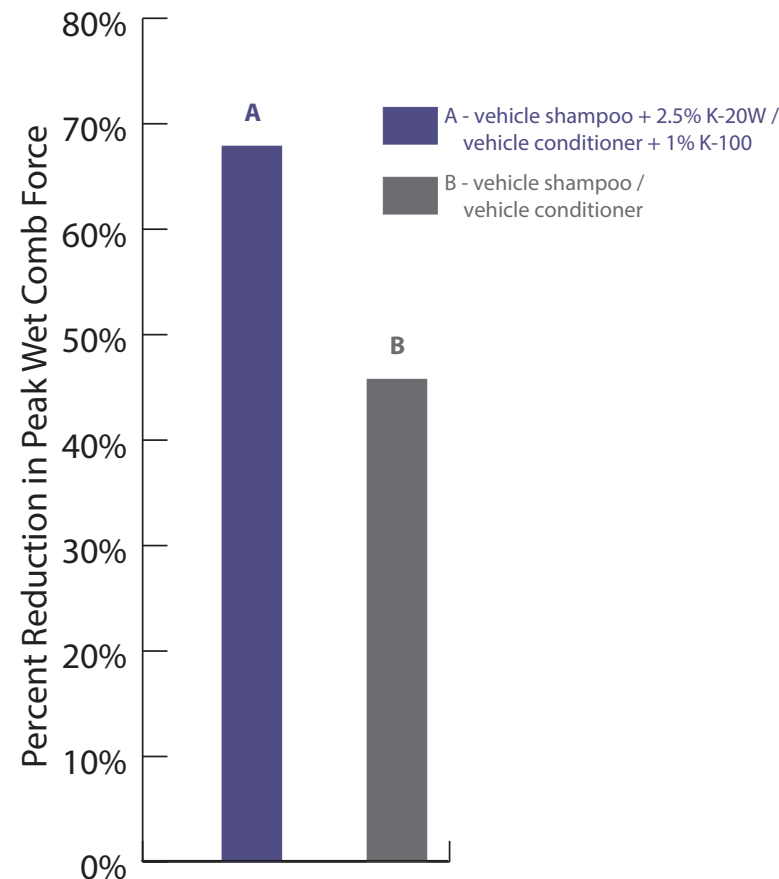
When hair tresses were treated with a combination of a shampoo with Floraesters K-20W Jojoba and a conditioner with Floraesters K-100 Jojoba, wet comb force was **reduced 48% compared to the vehicle shampoo / conditioner combination.**

A = vehicle shampoo + 2.5% Floraesters K-20W Jojoba / vehicle conditioner + 1% Floraesters K-100 Jojoba
B = vehicle shampoo / vehicle conditioner

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%).

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%).

Reduction in Wet Comb Force



Floratech Ingredients: Floraesters K-20W Jojoba and 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 shampoo test article, a 30 second lather, another 30 second rinse, one application of 1 ml of the conditioner test article, a 30 second rub, and a last 30 second rinse. Peak comb force measurements (gram-force) 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 / K-100 Jojoba resulted in statistically significant ($p < 0.05$) reductions in wet comb force compared to the vehicle. Both shampoo / conditioner combinations resulted in statistically significant ($p < 0.05$) decreases in wet comb force from baseline. (Clinical Study 15-060 report available upon request.)