



# REDUCED HAIR BREAKAGE AND REDUCED COMB FORCE WITH FLORAESTERS K-100® JOJOBA

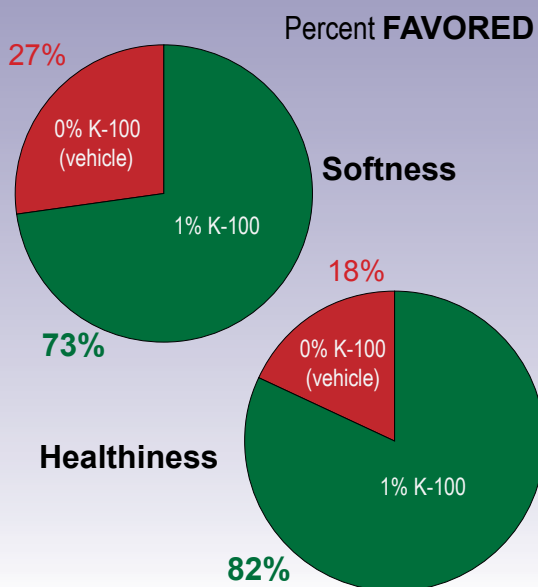
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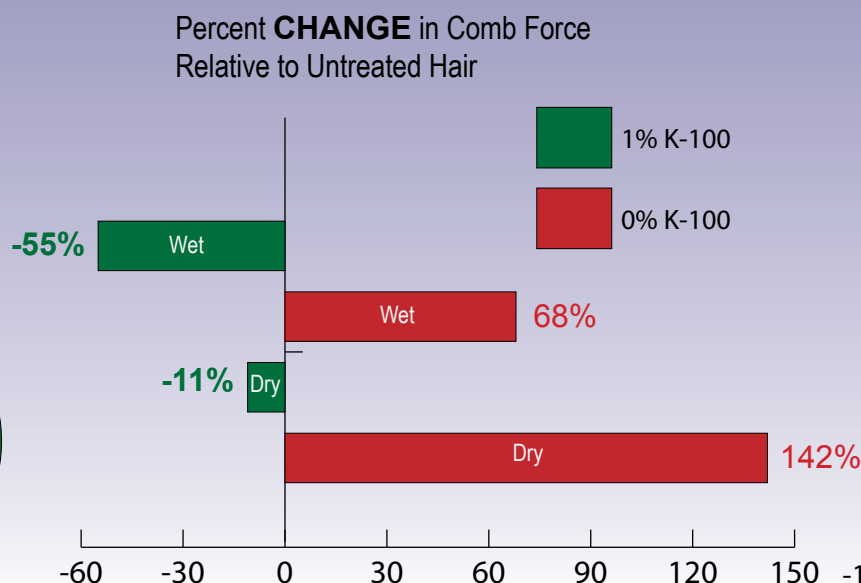
## Floraesters K-100 Jojoba Reduces Comb Force, Reduces Breakage, and Enhances Consumer Perception By Improving Damaged Hair

1% Floraesters K-100 Jojoba in a rinse-out hair conditioner formula reduces both wet and dry comb force ( $p < 0.001$ ) and breakage potential ( $p < 0.10$ ) compared to untreated hair. Similarly, 1% Floraesters K-100 Jojoba in a rinse-out hair conditioner formula increases the consumer perception of healthy, soft hair.

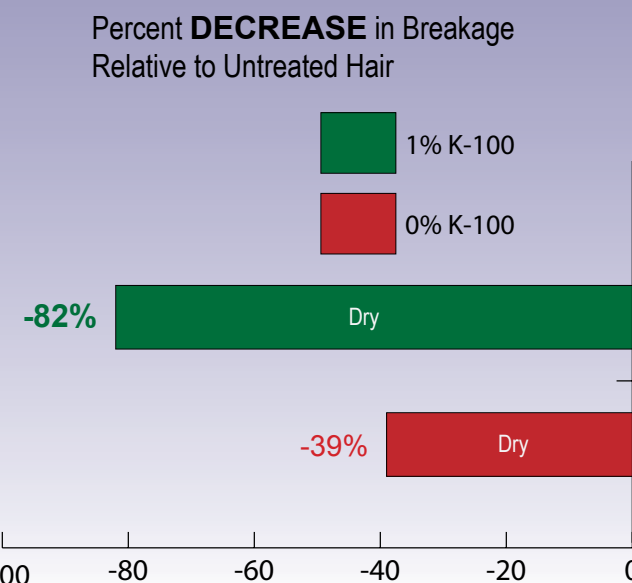
### Favorable Consumer Perception



### Reduced Comb Force



### Reduced Breakage



Measurements were taken before and after treatment with a hair conditioner containing either 0% or 1% Floraesters K-100 Jojoba. Breakage tests were performed on dry hair tresses. Baseline (untreated hair) values for breakage were 71 and 72 fibers, respectively. The baseline (untreated hair) values for comb force for the 0% and the 1% Floraesters K-100 Jojoba, respectively, were 1.2 and 1.6 Newtons (wet) and 0.2 and 0.2 Newtons (dry).

## Floratech Ingredient: Floraesters K-100 Jojoba

Conditioner formula (in order of %wt./wt.): water, propylene glycol, cetyl alcohol, [when present Floraesters K-100 Jojoba], emulsifying wax NF, citric acid solution, cetyl hydroxyethylcellulose, and methylisothiazolinone.

The clinical study trial of Floratech® test formulation (CTL\_09-026) was conducted on six natural blond (n=3), eight inch long tresses (DeMeo Brothers Inc., Passaic, NJ) that were damaged via bleaching and then washed with a stripping shampoo prior to use in the study. For comb force, tresses were measured wet, measured dry, treated, measured wet, and measured dry again. Measurements were made using Chatillon Digital Force Meter 10 (Chatillon, Greensboro, NC) attached to a Cavella controlled Motion device (Cavella, Hackensack, NJ). For breakage, tresses were measured dry, treated, and measured dry again. Broken fibers were counted after 200 combs. (Clinical Study Trial 09-026 report available upon request.)