



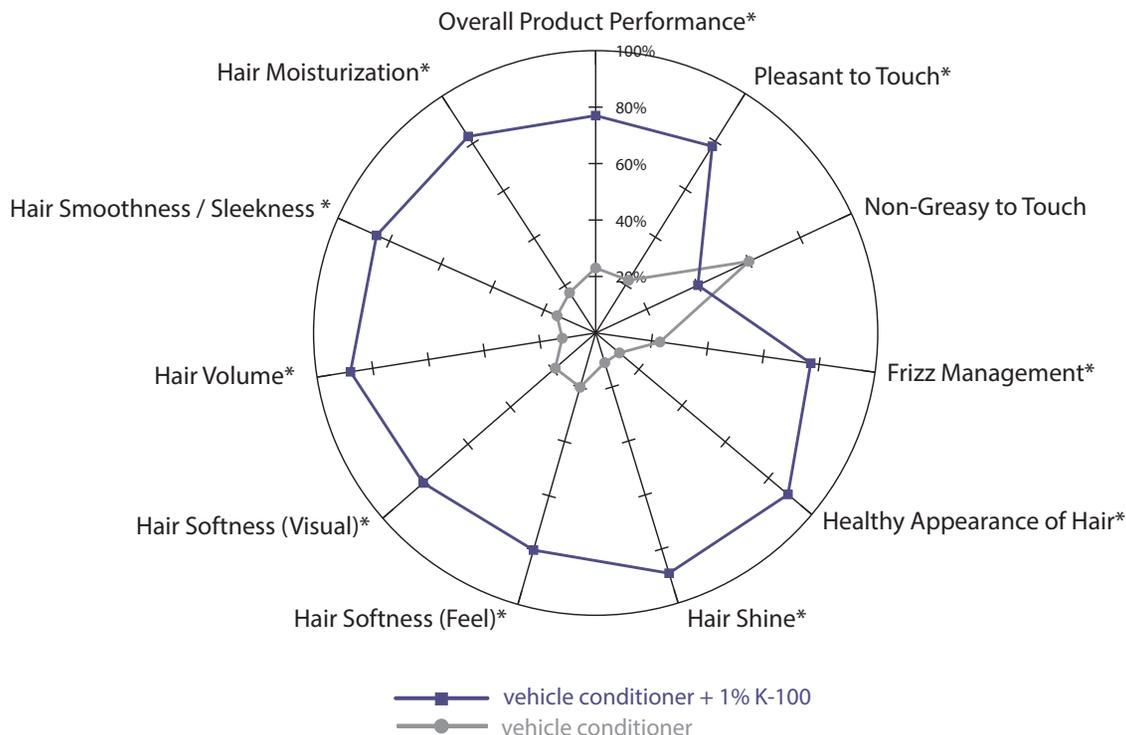
CONSUMERS PREFER A RINSE-OUT HAIR CONDITIONER WITH FLORAESTERS® K-100 JOJOBA

CS 16-077



77% of Consumers Preferred Floraesters K-100 Jojoba in a Conditioner¹

Consumer Preference



Statistical (*) significance was apparent where indicated ($p < 0.05$).

Vehicle (%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%), Cetyl Hydroxyethyl Cellulose (0.1%), and Disodium EDTA (0.1%).

Objective:

To evaluate Floraesters K-100 Jojoba for its potential to enhance consumer perception when used in a rinse-out hair conditioner.

Method:

Naturally curly, dark brown hair tresses were damaged by double-bleaching and cleansed with a 10% sodium lauryl sulfate solution prior to use in the study. Female consumers evaluated hair tresses treated with one application of each conditioner test article.

Results:

77% of consumers preferred hair tresses treated with a rinse-out conditioner containing 1% Floraesters K-100 Jojoba compared to a conditioner without.



**Floratech Ingredient:
Floraesters K-100 Jojoba**

The clinical study of Floratech® test formulation (CTL_15-060) was conducted on a panel of 29 female subjects, ranging from 21 to 57 years of age (mean age = 39). The duration of the study was one day with one application of each test article made to the tresses within 24 hours of subject evaluation. Tresses (n=3 per test article) were naturally curly, dark brown, six inch long tresses (DeMeo Brothers Inc., Passaic, NJ) that were damaged via bleaching and then washed with a 10% SLS solution prior to use in the study. Treatment consisted of one application of 1 ml of the conditioner test article to the wet hair tress, a 30 second rub, and a 30 second rinse. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 15-060 - Phase III report available upon request.)

¹ The preference data does not include subjects that indicated no preference.