

INCREASED CURL RETENTION WITH FLORAESTERS K-100[®] JOJOBA IN A HAIR CONDITIONER

CS 17-096



Floraesters K-100 Jojoba in a Hair Conditioner Increased Curl Retention



Objective:

To evaluate Floraesters K-100 Jojoba in a hair conditioner for its potential to increase curl retention (*i.e.* less curl loss) when used in a rinse-out hair conditioner.

Method:

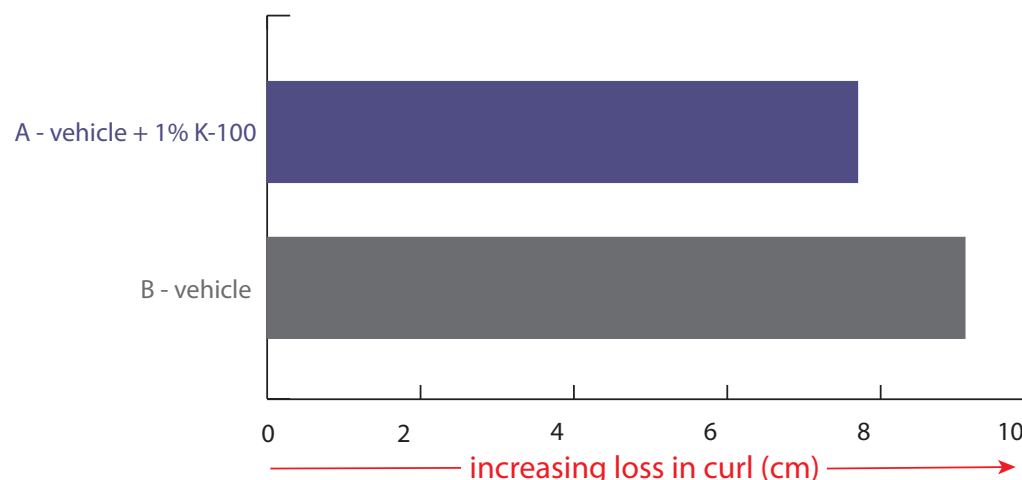
Conditioners with and without 1% Floraesters K-100 Jojoba were applied to straight hair tresses, followed by curling (wet set with a roller). The length of

the curl was determined before and after exposure to 8 hours of 65-99% humidity at a temperature of 27-36°C.

Results:

The hair conditioner containing Floraesters K-100 Jojoba **retained 15% more curl** than the vehicle, when tresses were placed under high humidity conditions.

Loss in Curl



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 (n=6 tresses per test article) on naturally straight, brown, six inch long hair tresses (DeMeo Brothers Inc.). Tresses were washed with sodium lauryl sulfate prior to use in the study. Treatment consisted of damp hair tresses being treated with one application of the conditioner test article (1.0 ml per 1.5 g of hair), rinsed, and wrapped around curlers to air dry overnight. Curlers were then removed and tresses were exposed to high humidity (65-99%) and elevated temperature (27-36°C) for eight hours. The study was blinded, and carried out under controlled temperature and humidity conditions. The inclusion of Floraesters K-100 Jojoba resulted in more curl retention (p<0.10). (Clinical Study 15-060 - Phase VI report available upon request.)