

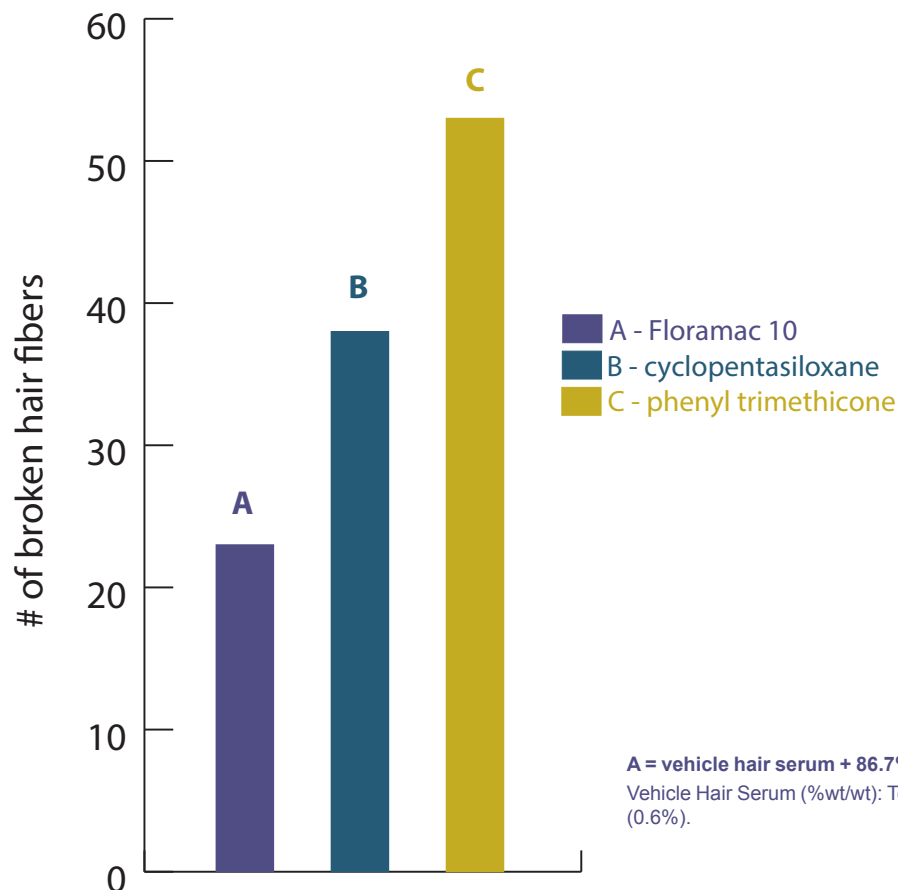
REDUCED HAIR BREAKAGE WITH FLORAMAC® 10 IN A LEAVE-IN HAIR SERUM

CS 17-093



Floramac 10 in a Leave-in Hair Serum Produced Less Hair Breakage Compared to Silicones

Broken Hair Fibers



A = vehicle hair serum + 86.7% Floramac 10 / B = vehicle hair serum + 86.7% Cyclopentasiloxane / C = vehicle hair serum + 86.7% Phenyl Trimethicone
Vehicle Hair Serum (%wt/wt): Test Emollient (q.s.), Glyceryl Tribehenate/Isostearate/Eicosadioate (10.0%), Polyglyceryl-3 Beeswax (2.7%), and Phenoxyethanol (0.6%).

Objective:

To evaluate Floramac 10 for its potential to improve hair conditioning as measured by a reduction in hair breakage, compared to silicones.

Method:

Leave-in hair serums containing either Floramac 10, cyclopentasiloxane, or phenyl trimethicone were applied to hair tresses. Hair breakage was analyzed after blow drying (at approximately 131°F) and repeated combing.

Results:

The leave-in hair serum containing Floramac 10 **produced 39% fewer broken hair fibers** than the leave-in hair serum with cyclopentasiloxane, and **produced 57% fewer broken hair fibers** than the leave-in hair serum with phenyl trimethicone.



Floratech Ingredient: Floramac 10

The *ex vivo* study of Floratech® test formulation (CTL_16-067) was conducted (n=6 tresses per test article) on naturally curly, brown, six inch long hair tresses (DeMeo Brothers Inc.) that were double-bleached to cause damage. 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 leave-in hair serum test article (0.2 ml per 1.5 g of hair), ten comb-throughs, blow-drying [at approximately 131° ± 50° F (55° ± 10° C)], and repeated combing (1000 controlled comb strokes). Broken hair fibers were collected and visually counted after repeated combing. The study was blinded, and carried out under controlled temperature and humidity conditions. The inclusion of Floramac 10 resulted in statistically significant (p<0.05) fewer broken fibers compared to the phenyl trimethicone. (Clinical Study 16-067 - Phase III report available upon request.)