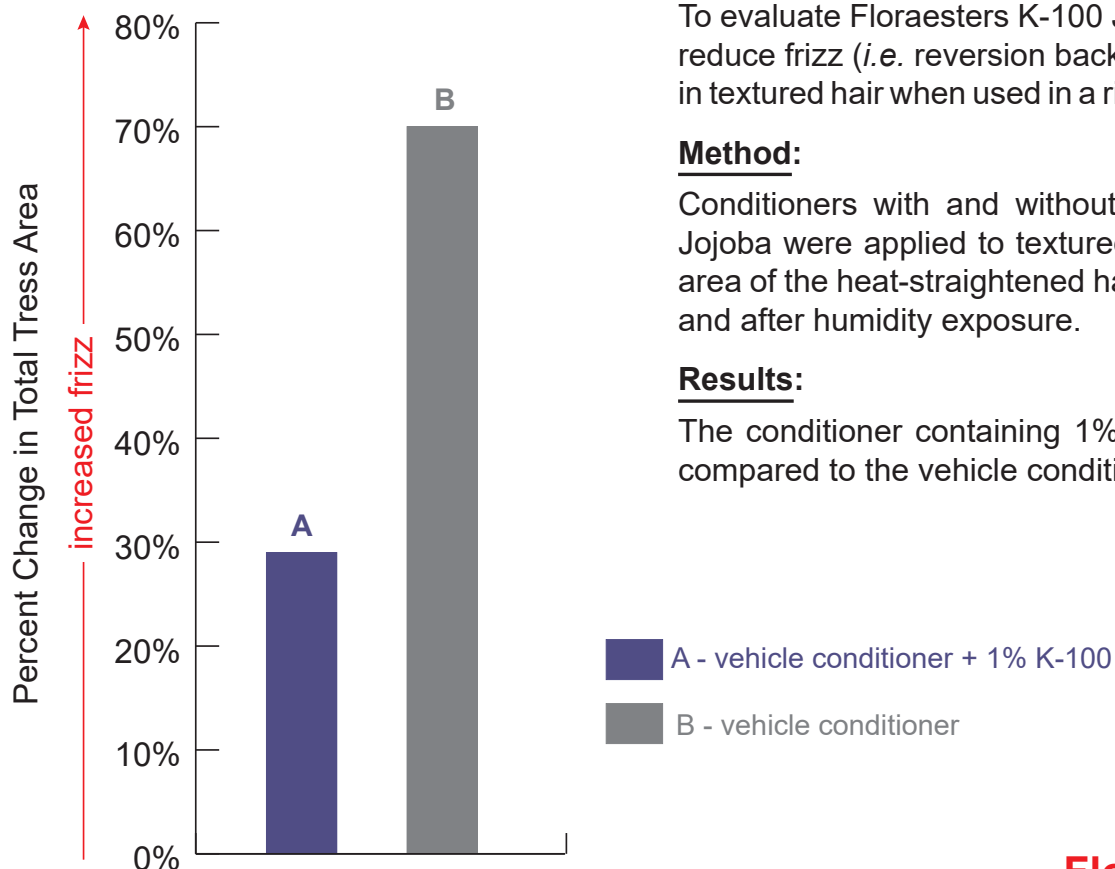




## Floraesters® K-100 Jojoba in a Rinse-Out Conditioner Reduced Humidity-Induced Frizz in Textured Hair

### Hair Frizz Control



### Objective:

To evaluate Floraesters K-100 Jojoba for its potential to reduce frizz (*i.e.* reversion back to a natural curly state) in textured hair when used in a rinse-out hair conditioner.

### Method:

Conditioners with and without 1% Floraesters K-100 Jojoba were applied to textured hair tresses. The total area of the heat-straightened hair was evaluated before and after humidity exposure.

### Results:

The conditioner containing 1% Floraesters K-100 Jojoba **produced 59% less frizz** when compared to the vehicle conditioner.



**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 on naturally tightly coiled, 5 inch long textured hair tresses (DeMeo Brothers Inc.) that were washed with a 10% sodium lauryl sulfate solution prior to use in the study (n=3 tresses per test article). Treatment consisted of a 30 second rinse, 1 application of 1 mL of the conditioner test article per 1.5 g of hair, a 30 second massage, 30 seconds of combing, and another 30 second rinse. Tresses were then blow dried for 2 minutes and straightened using a flat iron at 400°F (204°C) prior to eight hours of humidity exposure (>70%). Total area was determined at 0 and 8 hours using image analysis techniques, as described by T. Evans, on the captured images [Evans T. (2012). Practical Modern Hair Science. Evans T and RR Wickett (Ed.). Carol Stream, IL: Alluredbooks]. The study was blinded and carried out under controlled temperature and humidity conditions. [Clinical Study 15-060 - Phase II (Textured Hair) report available upon request.]