



INCREASED SHINE OF TEXTURED HAIR WITH FLORAESTERS K-100® JOJOBA IN A CONDITIONER

CS 19-124



Floraesters® K-100 Jojoba in a Rinse-Out Conditioner Improved Shine in Textured Hair

Objective:

To evaluate Floraesters K-100 Jojoba for its potential to increase hair shine in textured hair when used in a rinse-out hair conditioner.

Method:

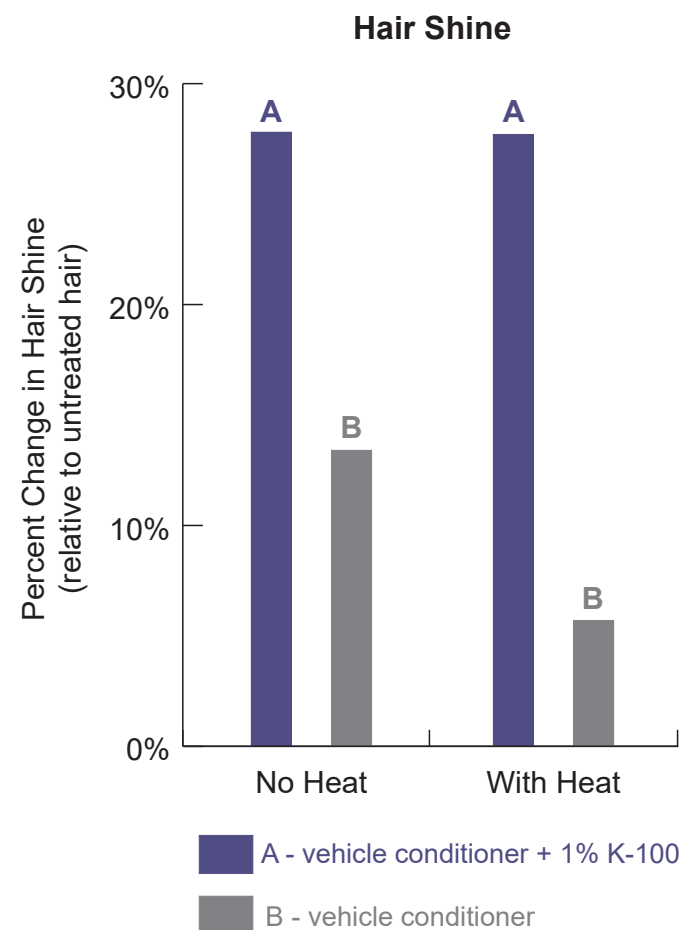
Conditioners with and without 1% Floraesters K-100 Jojoba were applied to heat-straightened textured hair tresses. Hair gloss measurements were taken before and after hair conditioner treatment, with heat (*i.e.* flat iron) and without heat.

Results:

The conditioner containing 1% Floraesters K-100 Jojoba **increased hair shine 107% more than the vehicle** without the use of heat, and **384% more than the vehicle** with the use of heat.

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 and blow dried for 2 minutes prior to use in the study. Treatment consisted of dampening hair, 1 application of 1 mL of the conditioner test article per 1.5 g of hair, a 30 second massage, 30 seconds of combing, a 30 second rinse, 2 minutes of blow drying, and 10 passes with a flat iron at 450°F (232°C). Hair shine measurements were made using a Glossometer GL 200 (Courage + Khazaka, Köln, Germany) on untreated hair / no heat (*i.e.* via flat iron), untreated hair / with heat, treated hair / no heat, and treated hair / with heat. The study was blinded and carried out under controlled temperature and humidity conditions. The inclusion of Floraesters K-100 Jojoba resulted in statistically significant ($p < 0.05$) increases in shine compared to the vehicle with and without heat, and compared to baseline (with and without heat). [Clinical Study 15-060 - Phase III (Textured Hair) report available upon request.]