

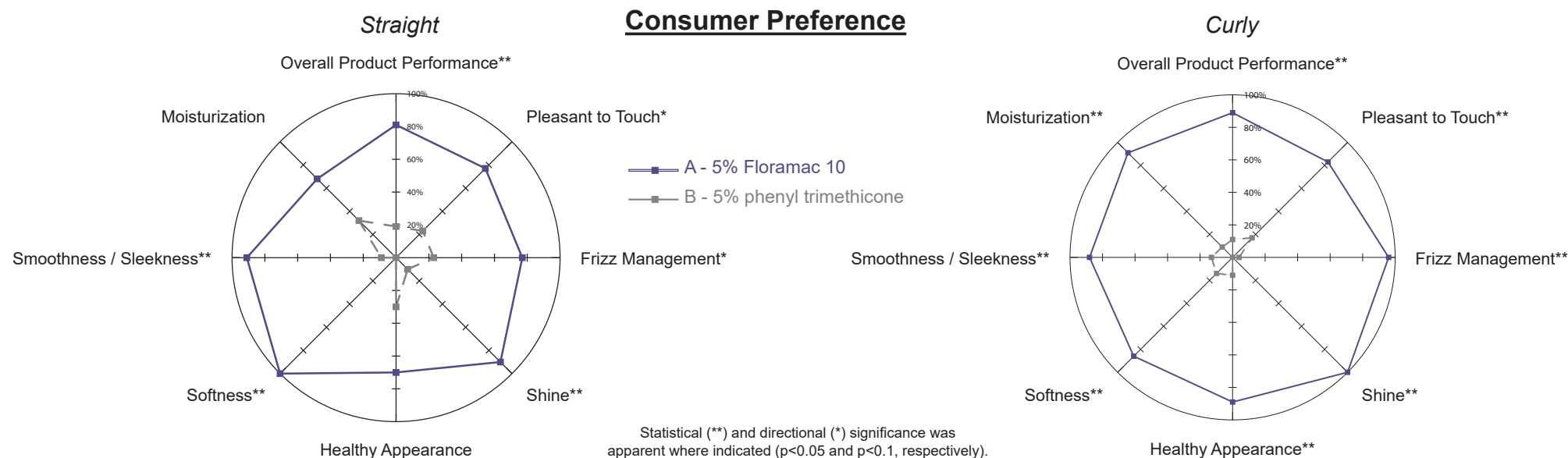


CONSUMER PREFERENCE INCREASED USING FLORAMAC® 10 AS A SILICONE ALTERNATIVE IN A LEAVE-IN HAIR CREAM

CS 19-131



More than 80% of Consumers Preferred Floramac 10 in a Leave-in Hair Cream¹



Objective:

To evaluate Floramac 10 for its potential to enhance consumer perception, compared to phenyl trimethicone, when incorporated into a leave-in hair cream.

Method:

Leave-in hair creams containing either 5% Floramac 10 or 5% phenyl trimethicone were evaluated on straight and curly hair tresses for conditioning properties by consumers.

Results:

At least 88% of consumers preferred the leave-in hair cream with Floramac 10 for smoothness, shine, and softness compared to the leave-in hair cream with phenyl trimethicone for both straight and curly hair.

A = vehicle hair cream + 5% Floramac 10

B = vehicle hair cream + 5% phenyl trimethicone

Vehicle Conditioner (%wt/wt): Water (q.s.), Hydrogenated Sunflower Seed Oil Polyglyceryl-3 Esters (and) Hydrogenated Sunflower Seed Oil Glyceryl Esters (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate (3.00%), Citric Acid (and) Water (1.20%), Cyclopentasiloxane (1.00%), Phenoxyethanol (and) Ethylhexylglycerin (0.90%), Hydrolyzed Soy Protein (0.65%), Carbomer (0.25%), Aminomethyl Propanol (0.24%), Fragrance (0.15%), and Disodium EDTA (0.10%).

Floratech Ingredient: Floramac 10

The clinical study of Floratech® test formulation (CTL_19-077) was conducted on a panel of 25 female subjects, ranging from 23 to 59 years of age (mean age = 43). The duration of the study was one day with one application of each test article made to the tresses prior to subject evaluation. Tresses (n=3 per test article) were naturally straight, brown, eight inch long hair tresses (DeMeo Brothers Inc., Passaic, NJ) and naturally curly, dark brown, six inch long tresses (International Hair Importers & Products) that were washed with sodium lauryl sulfate prior to use in the study. Treatment consisted of dampening hair, one application of 0.5 ml of the hair cream test article per 1.5 g of hair, a 15 second rub, combing the test article through the hair using 10 comb strokes, and air-drying overnight. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 19-077 - Phase IV report available upon request.)

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