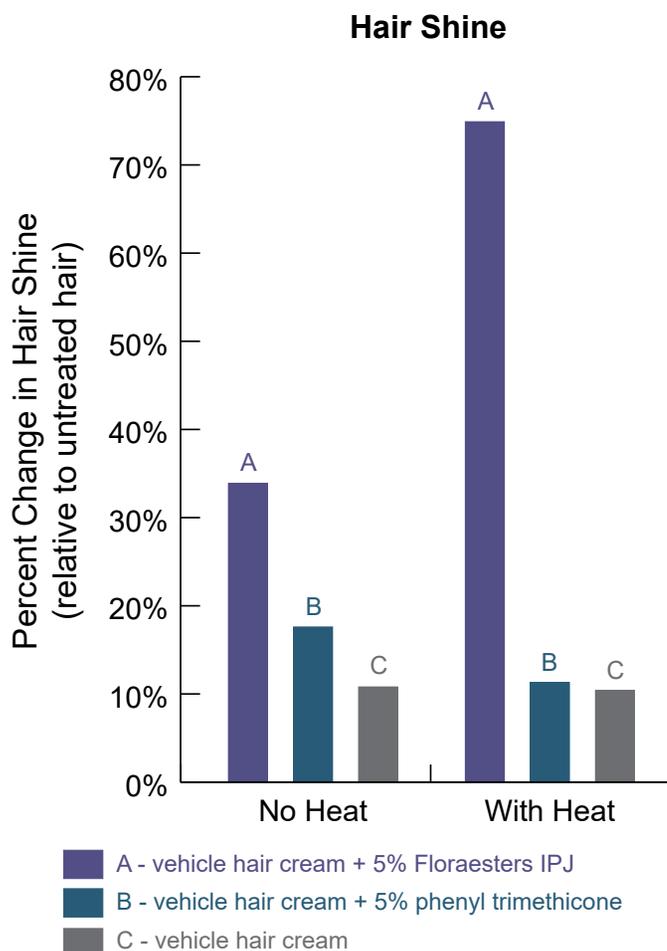




Floraesters IPJ in a Leave-In Hair Cream Improved Hair Shine



Objective:

To evaluate Floraesters IPJ for its potential to increase hair shine when used in a leave-in hair cream.

Method:

Hair tresses were treated with leave-in hair creams containing 5% Floraesters IPJ or 5% phenyl trimethicone. Hair gloss measurements were taken before and after hair cream treatment, with heat (*i.e.* flat iron) and without heat.

Results:

The hair cream containing **5% Floraesters IPJ increased hair shine more than 5 times** that of the hair cream with 5% phenyl trimethicone with the use of heat.



A = vehicle hair cream + 5% Floraesters IPJ / B = vehicle hair cream + 5% phenyl trimethicone / C = vehicle hair cream
 Vehicle Hair Cream (%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%), Phenoxyethanol (and) Ethylhexylglycerin (0.90%), Hydrolyzed Soy Protein (0.65%), Carbomer (0.25%), Aminomethyl Propanol (0.16%), and Disodium EDTA (0.10%).

Floritech Ingredient: Floraesters IPJ

The ex vivo study of Floritech® test formulation (CTL_20-081) was conducted on naturally straight, brown, eight inch long hair tresses (DeMeo Brothers Inc., Passaic, NJ) that were washed with sodium lauryl sulfate prior to use in the study (n=5 tresses per test article), then air-dried overnight. 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, air-drying overnight, and 5 passes with a flat iron at 450°F (232°C). Hair shine measurements were made using a Glossymeter GL 200 (Courage + Khazaka, Köln, Germany) on untreated hair / no heat, 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 IPJ resulted in directionally significant (p<0.10) increases in shine compared to phenyl trimethicone without heat, statistically significantly (p<0.05) increases in shine compared to phenyl trimethicone with heat, and statistically significant (p<0.05) increases in shine compared to baseline and the vehicle with and without heat. (Clinical Study 20-081 - Phase II report available upon request.)