AC Foaming Wheat PF
Efficacy Data

Code: 20611PF
INCI Name: Sodium Cocoyl Hydrolyzed Wheat Protein
CAS #: N/A
EINECS #: N/A

Name of Study	Results
Salon Half Head Study	The results of the assessment indicate that when incorporated into a shampoo, 2.0% **AC Foaming Wheat PF** did show improvement in cleansing and smoothing. However, when used in a conditioner **AC Foaming Wheat PF** is capable of improving smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration more than the control conditioner. These results can be further supported by figures 1 through 10, where clearly the half of the subject's head treated with 2.0% **AC Foaming Wheat PF** appears shiny, smoot, less frizzy and hydrated. Additionally, the subjects reported a significant increase in smoothness and overall feel of the hair.

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Salon Half-Head Hair Study

Conditioning Skin & Hair Care
Coconut Fatty Acids Natural
plant based Marketability
Mild Foaming Smoothing
Gentle Cleansing

ABSTRACT

The condition of the cuticle (the outer most layer of the hair) significantly affects both the manageability and sleekness of our hair. Overtime, hair can become damaged, which can result in the cuticle lifting because of both environmental and styling influences and processes. The result: lifeless, dull hair that is difficult to manage. Improving the sleekness of hair has been shown to instantly create a healthier more youthful appearance. Increasing combability not only eases manageability, but also helps to minimize physical damage that perpetuates the loss of body and difficulty in styling.

AC Foaming Wheat PF is a product designed to provide moisturizing and conditioning benefits to the skin and hair. It creates mild foaming and can be used as a natural surfactant. Its gentle cleansing benefits make it perfect for sensitive skin and scalp care applications. However, this unique ingredient also enhances smoothing, wet and dry combability, anti-frizz overall feel, shine and hydration when used in hair care applications. The purpose of this study was to confirm whether **AC Foaming Wheat PF** is capable of providing benefits when included in a shampoo and conditioner on ethnic hair types.

A half head study was conducted to determine the comparison of a control shampoo vs. 2.0% **AC Foaming Wheat PF** in the control shampoo. Additionally, a comparison between the control conditioner and 2.0% **AC Foaming Wheat PF** in the control conditioner were reported. Each volunteer's hair was photographed prior to the treatment and again after the shampoo and conditioner had been applied and the hair was styled. The images of the half head study were used in conjunction with a sensory assessment subjectively rating the parameters - cleansing, smoothing, dry and wet combability, anti-frizz, overall feel, shine and hydration. This assessment was conducted both before and after treatment. Based on the results obtained, **AC Foaming Wheat PF** is capable of enhancing the smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration, making it an ideal ingredient for use in

Code Number: 20611PF

INCI Name: Sodium Cocoyl Hydrolyzed Wheat Protein
INCI Status: Conforms
REACH Status: Complies
CAS Number: N/A
EINCS Number: N/A

TRF#: S30
Lot Number(s):
#NC150731-C, #NC150731-D

Suggested Use Levels: 1.0 - 10.0%
Use Level for Assay: 2.0%

Sponsor:
Active Concepts, LLC
107 Technology Drive
Lincolnton, North Carolina 28092

Study Director: Erica Segura
Principle Investigator: Meghan Darley

Suggested Applications:
Moisturizing, Conditioning, Mild Foaming

Benefits of **AC Foaming Wheat PF:**

- Conditioning
- Gentle Cleansing
- Marketing Appeal

Salon Half-Head Hair Study

MATERIALS AND METHODS

The study was conducted using five participants. Each subject had their baseline photo taken prior to having their hair washed. The participant was also asked to complete a survey rating their hair prior to treatment on a scale of 1 to 10, with 1 being the lowest and 10 being the highest, using the following parameters cleansing, smoothing, dry and wet combability, anti-frizz, overall feel, shine and hydration.

Half of the head was treated with the control shampoo and conditioner while the other half of the head was treated with 2.0% **AC Foaming Wheat PF** in the base shampoo and base conditioner. After the application and rinse of the test and positive control products, each participant's hair was blown dry using a round brush on both sides of the head. Once the hair was completely dry, the participant was asked to again assess the same parameters of both halves of their hair. Assessments were made using a rubric from 1 to 10, with 1 being the lowest and 10 being the highest.

RESULTS

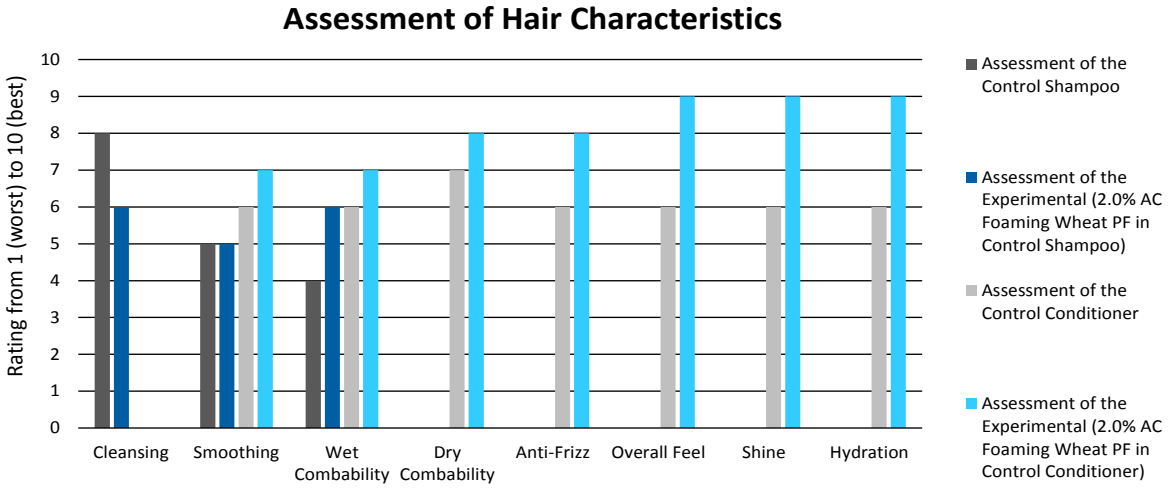
Parameters Tested	Assessment of the Control Shampoo	Assessment of the Experimental (2.0% AC Foaming Wheat PF in Control Shampoo)	Assessment of the Control Conditioner	Assessment of the Experimental (2.0% AC Foaming Wheat PF in Control Conditioner)
Cleansing	8.00	6.00	X	X
Smoothing	5.00	5.00	6.00	7.00
Wet Combability	4.00	6.00	6.00	7.00
Dry Combability	X	X	7.00	8.00
Anti-Frizz	X	X	6.00	8.00
Overall Feel	X	X	6.00	9.00
Shine	X	X	6.00	9.00
Hydration	X	X	6.00	9.00
Mean	5.66	5.66	6.14	8.14

Chart 1. Average Results for Participant's Sensory Assessment

Parameters Tested	Percent Difference – Comparison of Control Shampoo vs. Experimental (2.0% AC Foaming Wheat PF in Control Shampoo)	Percent Difference – Comparison of Control Conditioner vs. Experimental (2.0% AC Foaming Wheat PF in Control Conditioner)
Cleansing	-14%	X
Smoothing	0%	15%
Wet Combability	40%	15%
Dry Combability	X	13%
Anti-Frizz	X	29%
Overall Feel	X	40%
Shine	X	40%
Hydration	X	40%
Mean	18%	27%

Chart 2. Percent Difference of Participant's Sensory Assessment

Salon Half-Head Hair Study



Graph 1. Rating of hair characteristics following sensory assessment

Figure 1. Full head Baseline, Untreated Hair

Figure 2. Half Head Treated

Figure 3. Full head Baseline, Untreated Hair

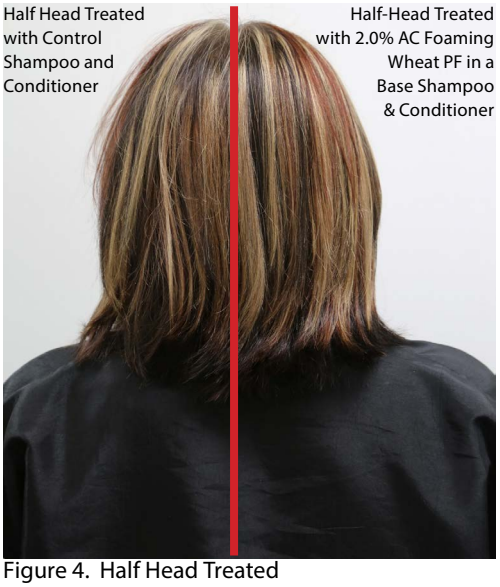


Figure 4. Half Head Treated

Salon Half-Head Hair Study

Figure 5. Full head Baseline, Untreated Hair

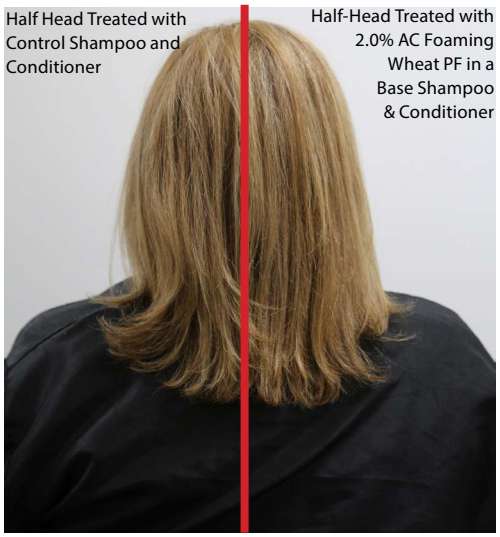


Figure 6. Half Head Treated

Figure 7. Full head Baseline, Untreated Hair

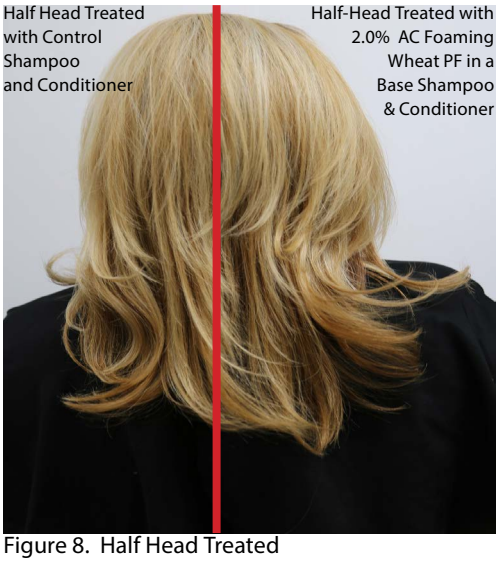


Figure 8. Half Head Treated

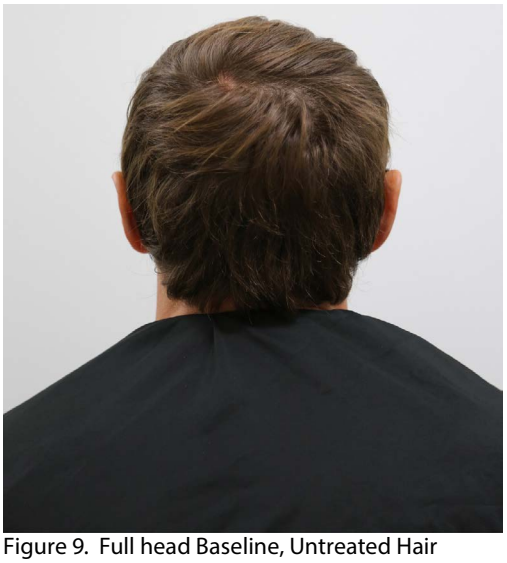


Figure 9. Full head Baseline, Untreated Hair

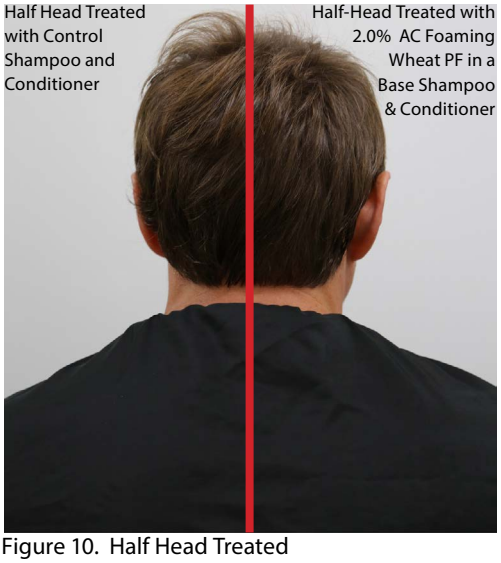
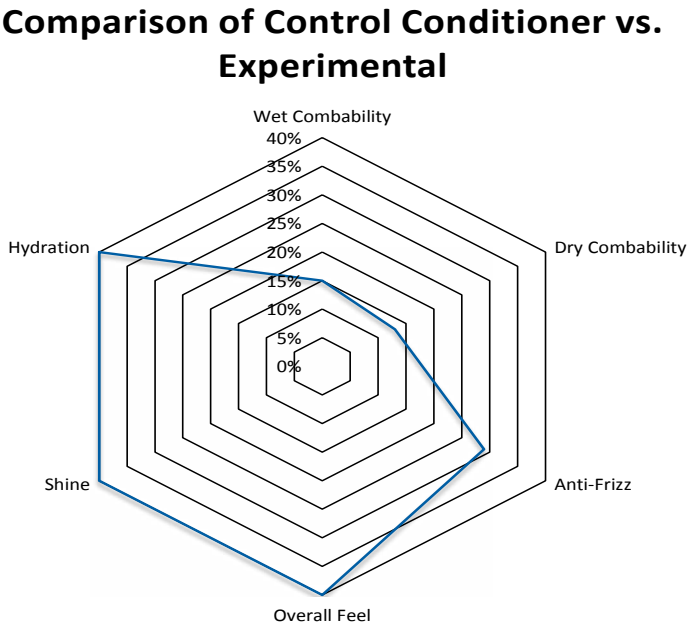


Figure 10. Half Head Treated

Salon Half-Head Hair Study

When comparing hair characteristics of the baseline assessments to the post style assessments, the benefits of including 2.0% **AC Foaming Wheat PF** in a shampoo and conditioner are even more apparent. In relation to the baseline readings, the test-half of the head improved the intended subjective parameters, improving smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration by 15%, 15%, 13%, 29%, 40%, 40% and 40% ,respectively. It is clear from the images in this study that **AC Foaming Wheat PF** helps create a smooth, sleek hairstyle. Additionally, in all images, the hair is noticeably shinier, less frizzy and has a more hydrated appearance.

The professional stylist who performed the actual tests by applying the product, styling the hair and documenting the images said **AC Foaming Wheat PF** is great for smoothing frizzy, unruly hair. This product can provide gentle cleansing while enhancing the shine and overall feel of styled hair. The product is lightweight and would be perfect for applications targeting fine hair. **AC Foaming Wheat PF** can be used in a leave on application or shampoo and conditioner for perceivable benefits.



Graph 2. Hair Assessment results for sensory characteristics

DISCUSSION

The results of the assessment indicate that when incorporated into a shampoo, 2.0% **AC Foaming Whet PF** did show improvement in cleansing and smoothing. However, when used in a conditioner **AC Foaming Wheat PF** is capable of improving smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration more than the control conditioner. These results can be further supported by figures 1 through 10, where clearly the half of the subject's head treated with 2.0% **AC Foaming Wheat PF** appears shiny, smoot, less frizzy and hydrated. Additionally, the subjects reported a significant increase in smoothness and overall feel of the hair.

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