

Salon Half-Head Hair Study



Soothing **Protecting**
 ideal for baby care applications
 great for sensitive skin
Moisturizing & Conditioning
Natural

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 as a consequence 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.

ABS Colloidal Oat PF is a product designed to provide moisturization, soothing and protective benefits. However, this ingredient also enhances smoothing, dry and wet combability, anti-frizz, overall feel, hydration and shine. The purpose of this study was to confirm whether or not **ABS Colloidal Oat 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% **ABS Colloidal Oat PF** in the control shampoo. Additionally, a comparison between the control conditioner and 2.0% **ABS Colloidal Oat 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, **ABS Colloidal Oat PF** is capable of enhancing smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration. This makes it an ideal ingredient for use in products intended for thick, unruly or ethnic hair types.

Code Number: 10116PF

INCI Name: Colloidal Oatmeal

INCI Status: Conforms

REACH Status: Complies

CAS Number: 84012-26-0

EINCS Number: 281-672-4

TRF#: S40

Lot Number(s):

#NC151030-J, #NC151103-H

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:

Skin Conditioning, Soothing and Protecting

Benefits of **ABS Colloidal Oat PF**:

- Excellent Soothing Agent
- Strong Protection Abilities
- Works with Sensitive Skin
- Compatible with baby care products

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% **ABS Colloidal Oat 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% ABS Colloidal Oat PF in Control Shampoo)	Assessment of the Control Conditioner	Assessment of the Experimental (2.0% ABS Colloidal Oat PF in Control Conditioner)
Cleansing	8.00	7.00	X	X
Smoothing	4.00	5.00	6.00	7.00
Wet Combability	4.00	5.00	6.00	7.00
Dry Combability	X	X	8.00	9.00
Anti-Frizz	X	X	7.00	8.00
Overall Feel	X	X	8.00	9.00
Shine	X	X	6.00	7.00
Hydration	X	X	6.00	8.00
Mean	5.33	5.66	6.71	7.85

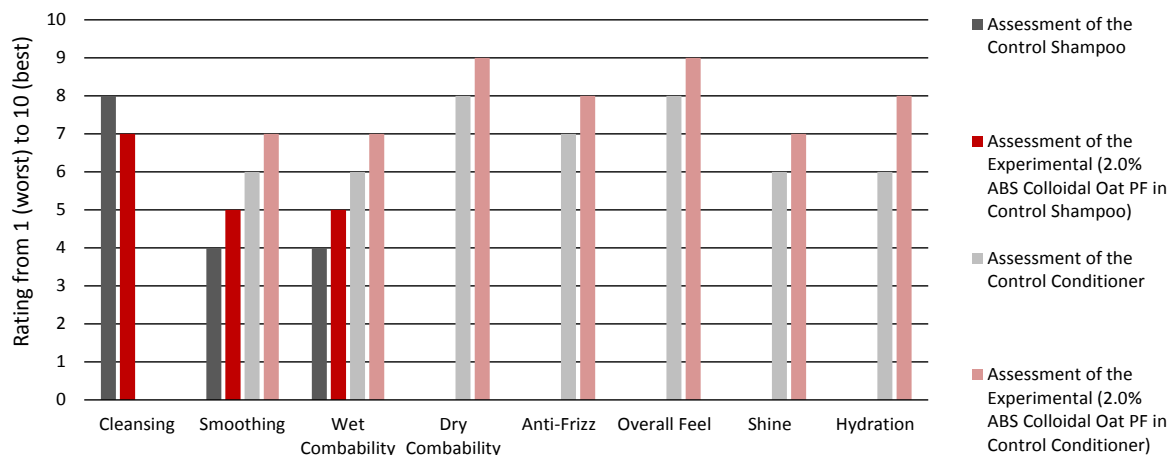
Chart 1. Average Results for Participant's Sensory Assessment

Parameters Tested	Percent Difference – Comparison of Control Shampoo vs. Experimental (2.0% ABS Colloidal Oat PF in Control Shampoo)	Percent Difference – Comparison of Control Conditioner vs. Experimental (2.0% ABS Colloidal Oat PF in Control Conditioner)
Cleansing	-13%	X
Smoothing	22%	15%
Wet Combability	22%	15%
Dry Combability	X	12%
Anti-Frizz	X	13%
Overall Feel	X	12%
Shine	X	15%
Hydration	X	29%
Mean	10.3%	15.9%

Chart 2. Percent Difference of Participant's Sencory Assessment

Salon Half-Head Hair Study

Assessment of Hair Characteristics



Graph 1. Rating of hair characteristics following sensory assessment



Figure 1. Full head Baseline, Untreated Hair

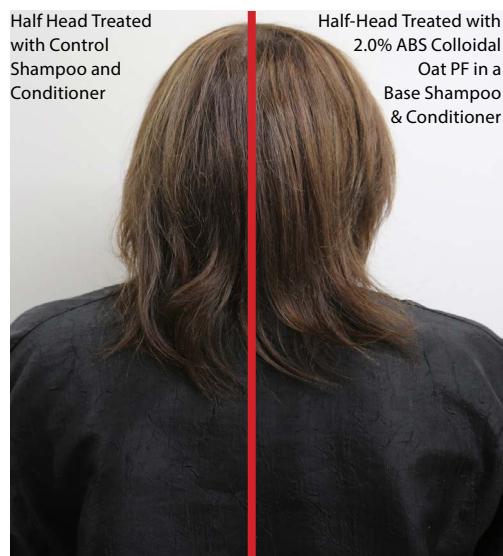


Figure 2. Half Head Treated

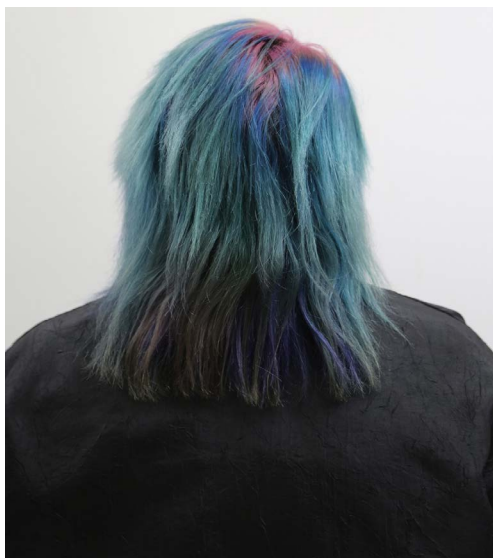


Figure 3. Full head Baseline, Untreated Hair



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

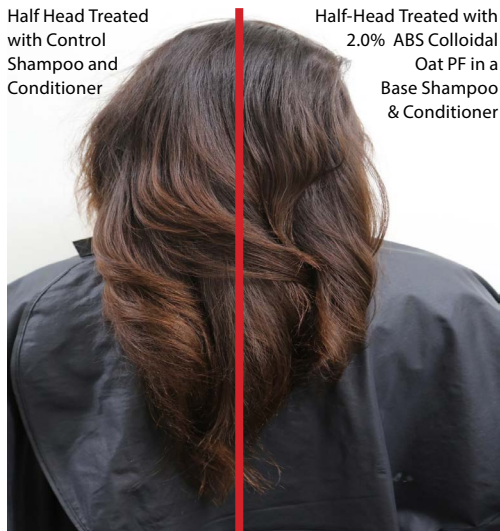


Figure 8. Half Head Treated



Figure 9. Full head Baseline, Untreated Hair

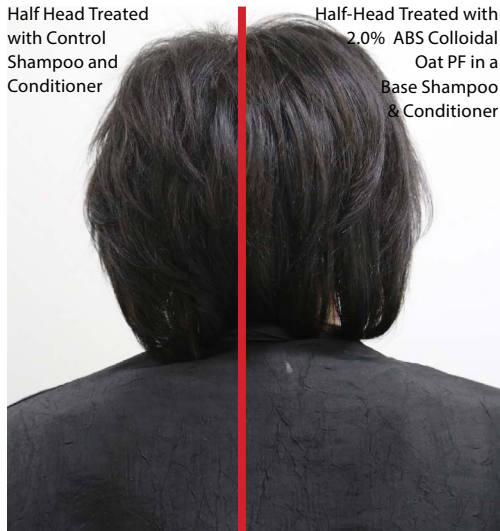


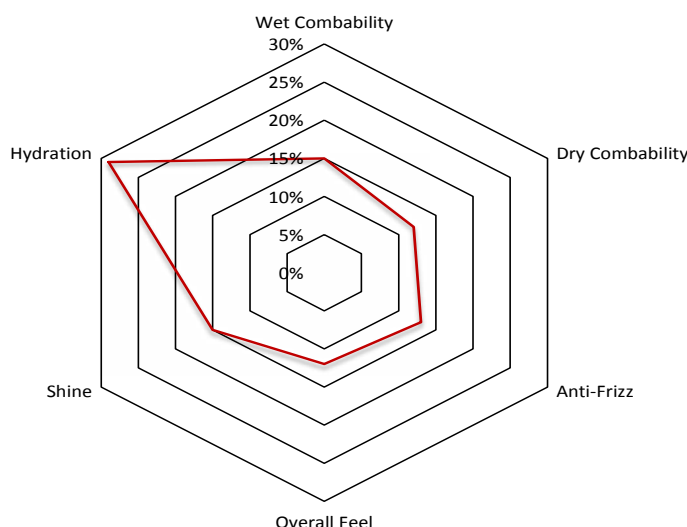
Figure 10. Half Head Treated

Salon Half-Head Hair Study

When comparing hair characteristics of the baseline assessments to the post style assessments, the benefits of including 2.0% **ABS Colloidal Oat 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%, 12%, 13%, 12%, 15% and 29% respectively. It is clear from the images in this study that **ABS Colloidal Oat PF** helps create a smooth, sleek hair style. Additionally, in all images, the hair is noticeably shinier 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 **ABS Colloidal Oat PF** is great for smoothing damaged hair and providing great moisturization benefits to the hair and scalp. **ABS Colloidal Oat PF** is good to use in a leave on application or shampoo and conditioner for perceivable benefits. Recommended for all hair types and exceptionally good for a dry, flaky scalp. Figure 9 and 10 show that this product is good to use on ethnic a hair for a silky, smooth finish after straightening or blow drying.

Comparison of Control Conditioner vs. Experimental



Graph 2. Hair Assessment results for sensory characteristics

DISCUSSION

The results of the assessment indicate that when incorporated into a shampoo, 2.0% **ABS Colloidal Oat PF** did show improvement in wet combability and smoothing. However, when used in a conditioner **ABS Colloidal Oat PF** is capable of improving smoothing, wet and dry combability, anti-frizz, overall feel, hydration and shine by 15%, 15%, 12%, 13%, 12%, 15% and 29%, respectively, 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% **ABS Colloidal Oat PF**.