



Sensory Assessment of Formulations

ABS Acai Sterols EFA

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Abstract

ABS Acai Sterols EFA is an oligomer type Phytosterol ester in a paste that melts at ~38°C.

The feature characteristics of **ABS Acai Sterols** are as follows:

Hydration Potential – Promotes excellent emollient and moisturized sensation so that it maintains healthy hair and repairs damaged hair.

Excellent Oxidation Stability – Durable in storage.

High Pigment Dispersing Ability – Great in skincare and makeup products.

Materials and Methods

We created the following formulations to test the feature characteristics of **ABS Acai Sterols EFA**:

Shampoo – Gives creamy and rich foam to shampoo. Provides smooth and supple feel to hair. Also useful in 2-in-1 Shampoo.

Conditioning Treatment – Restores smoothness, moisture, and suppleness to hair.

Cream – Affinitive to hair and gives shine, smoothness, and moisture without a sticky feeling.

Wax – Affinitive to hair and gives smoothness and moisture, and provides a natural styling ability without a sticky feeling.

Sensory Assessment:

Volunteers were asked to use each of the aforementioned formulations once a day for 5 days (not in conjunction), and their sensory assessments were evaluated on a scale of 1-10 (10 being the most desirable quality, 1 being the least desirable quality).

Results

Shampoo

Washing and Rinsing	ABS Acai Sterols EFA 1.0%	Lanolin 1.0%	After Drying	ABS Acai Sterols EFA 1.0%	Lanolin 1.0%
Smoothness	7.1	4.6	Smoothness	7.2	2.9
Rich and Creamy Foam	7.5	6.0	Moisture	7.1	3.3
Suppleness	7.1	5.1	Suppleness	6.4	4.7
Residual Feeling	7.0	4.9	Manageability	5.3	4.5

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Conditioning Treatment

Washing and Rinsing	ABS Acai Sterols EFA 1.0%	Lanolin 1.0%	After Drying	ABS Acai Sterols EFA 1.0%	Lanolin 1.0%
Smoothness	9.5	2.5	Smoothness	7.9	2.6
Rich and Creamy Foam	7.8	3.1	Moisture	6.9	4.0
Suppleness	8.0	2.9	Suppleness	6.2	4.7
Residual Feeling	9.4	2.2	Manage-ability	7.6	4.9
Moisture	7.6	3.0	Moisture	7.7	4.8

Cream

	ABS Acai Sterols EFA 2.0%	Lanolin 2.0%
Smoothness	7.6	2.9
Affinity	7.4	4.3
Moisture	7.8	4.0
Lightness	7.1	4.4

Wax

	ABS Acai Sterols EFA 4.0%	Lanolin 4.0%
Affinity	7.4	2.7
Adhesiveness	7.8	4.8
Styling	7.8	2.6
Lightness	6.9	3.0
Smoothness	8.0	4.5
Moisture	8.1	4.1
Stickiness	7.0	2.8

Discussion

According to the sensory assessment by the volunteers, the shampoo containing **ABS Acai Sterols EFA** provided rich and creamy foam, and it gave a smooth, moist, and supple result, while the shampoo containing Lanolin gave poor foam and made the hair feel “squeaky” while rinsing. The conditioning treatment containing **ABS Acai Sterols EFA** also provided a silky smooth, moist, and supple feeling, while Lanolin made the hair feel heavy. **ABS Acai Sterols EFA** in the hair cream and wax had good affinity, gave moisture, smoothness, gloss, and a natural styling ability, while Lanolin again created a heavy feeling. Thus, we feel this provides sufficient evidence by consumer opinion that **ABS Acai Sterols EFA** is a better substitute than Lanolin as a moisturizer and hydrator in hair products, as it leaves the consumer with a healthy, smooth feeling.

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