

16882.

Phytofuse Rejuvenate®

FUNCTIONAL ACTIVES



VEGAN



COSMOS



SALON
TESTED



ISO 16128



THE ABSTRACT.

Phytofuse Rejuvenate® capitalizes on the isolated polysaccharides extracted from the *Salvia hispanica* seed mucilage as a natural approach to protective and regenerative skin care. Phytofuse Rejuvenate® allows formulators to achieve multiple potent benefits for skin and hair utilizing a plant-derived material, revitalizing and repairing damaged skin while providing softening and emollient benefits for a luxuriant appearance. 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 or not Phytofuse Rejuvenate® is capable of providing benefits when included in a shampoo and conditioner on all hair types.

Actions

Shine
Anti-Frizz
Combability
Sustainable
Hydration

Improves
Shine by

29%

Compared to
Control Conditioner

SALON HALF-HEAD STUDY.

TRF#. S82
 Lot Number(s). NC170615-F
 Suggested Use Level. 1- 10%
 Use Level for Assay. 2%
 Sponsor: Active Concepts, LLC
 107 Technology Drive
 Lincolnton, North Carolina 28092
 Study Director. Maureen Drumwright
 Principle Investigator. Jennifer Goodman



THE MATERIALS & 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: wet and dry 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% **Phytofuse Rejuvenate®** 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.

THE RESULTS.

Salon Study Participant Sensory Assessment

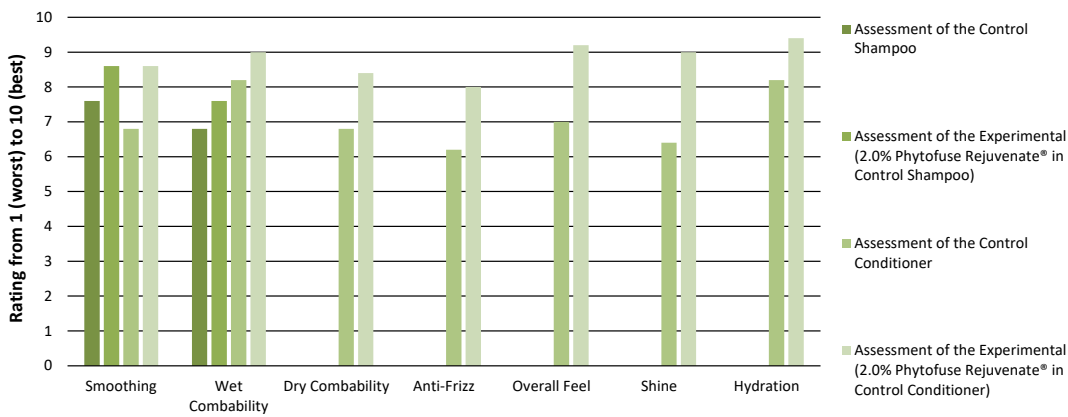
Parameters Tested	Assessment of the Control Shampoo	Assessment of the Experimental (2.0% Phytofuse Rejuvenate® in Control Shampoo)	Assessment of the Control Conditioner	Assessment of the Experimental (2.0% Phytofuse Rejuvenate® in Control Conditioner)
Smoothing	7.6	8.6	6.8	8.6
Wet Combability	6.8	7.6	8.2	9
Dry Combability	X	X	6.8	8.4
Anti-Frizz	X	X	6.2	8
Overall Feel	X	X	7	9.2
Shine	X	X	6.4	9
Hydration	X	X	8.2	9.4
Mean	7.20	8.10	7.09	8.80

Chart 1. Average Results for Participant's Sensory Assessment

Parameters Tested	Percent Difference – Control Shampoo vs. Experimental (2.0% Phytofuse Rejuvenate® in Control Shampoo)	Percent Difference – Control Conditioner vs. Experimental (2.0% Phytofuse Rejuvenate® in Control Conditioner)
Smoothing	12%	21%
Wet Combability	11%	9%
Dry Combability	x	19%
Anti-Frizz	x	23%
Overall Feel	x	24%
Shine	x	29%
Hydration	x	13%

Chart 2. Percent Difference of Participant's Sensory Assessment

Salon Study Participant Sensory Assessment



Graph 1. Rating of Hair Characteristics Following Sensory Assessment

Salon Study Participant Hair Images



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 Study Participant Hair Images



Figure 5. Full Head Baseline, Untreated Hair



Figure 6. Half Head Treated



Figure 7. Full Head Baseline, Untreated Hair



Figure 8. Half Head Treated

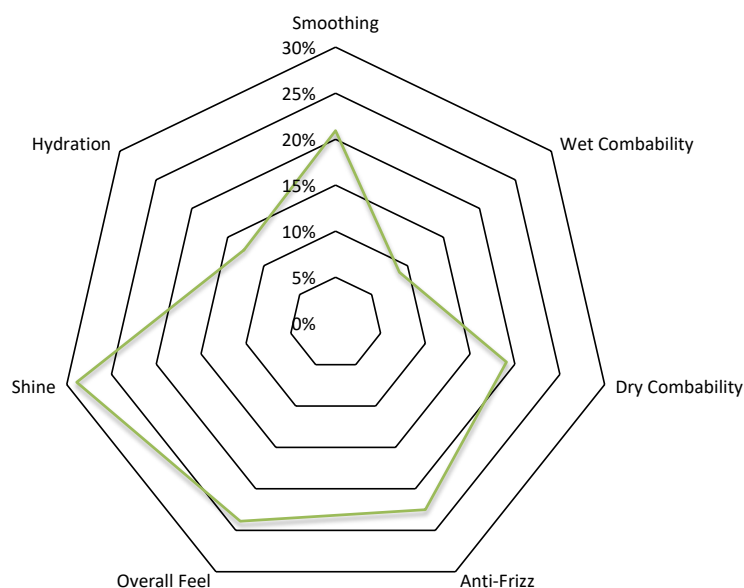


Figure 9. Full Head Baseline, Untreated Hair



Figure 10. Half Head Treated

Comparison of Control Conditioner vs. Experimental (2.0% Phytofuse Rejuvenate® in Control Conditioner)



Graph 2. Hair Assessment Results for Sensory Characteristics

When comparing hair characteristics of the baseline assessments to the post style assessments, the benefits of including 2.0% **Phytofuse Rejuvenate®** in a 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 21%, 9%, 19%, 23%, 24%, 29% and 13%, respectively. It is clear from the images in this study that **Phytofuse Rejuvenate®** helps create a smooth, sleek hairstyle. Additionally, in all images, the hair is noticeably shinier and has a more conditioned appearance.

The professional stylist who performed the actual tests by applying the product, styling the hair and documenting the images said **Phytofuse Rejuvenate®** is great for smoothing damaged hair. This product enhances the shine and feel of styled hair. **Phytofuse Rejuvenate®** is good to use in a leave on application or shampoo and conditioner for perceivable benefits. Great for taming frizz and obtaining a sleek, straight style, **Phytofuse Rejuvenate®** also works well with heat treatments, such as a blow dryer or straightener, to smooth the hair cuticle.

THE DISCUSSION.

The results of the assessment indicate that when incorporated into a shampoo, 2.0% **Phytofuse Rejuvenate®** improvement in smoothing and wet combability by 12% and 11%, respectively. When used in a conditioner, 2% **Phytofuse Rejuvenate®** is capable of improving smoothing, wet and dry combability, anti-frizz, overall feel, shine and hydration by 21%, 9%, 19%, 23%, 24%, 29% and 13%, 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% **Phytofuse Rejuvenate®** appears healthy and silky smooth.

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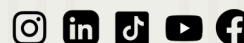
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