

Salon Half-Head Hair Study



time released Hydration HYA
ideal for skin+ hair care applications
Silicone Copolymer
Alternative to a traditional
delivery system
Plump & Moisturize

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 hair styling.

AC Hyalurososome is silicone copolymer product that is designed to provide intense, time released hydration benefits. However, this unique ingredient also enhances smoothing, wet and dry combability, anti-frizz, overall feel, hydration and shine when used on the hair. The purpose of this study was to confirm whether **AC Hyalurososome** is capable of providing benefits when included in a shampoo and conditioner on various hair types.

A half head study was conducted to determine the comparison of a control shampoo vs. 2.0% **AC Hyalurososome** in the control shampoo. Additionally, a comparison between the control conditioner and 2.0% **AC Hyalurososome** 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 Hyalurososome** is capable of enhancing smoothing, wet and dry combability, anti-frizz overall feel, shine and hydration making it an ideal ingredient for use in products intended for thick, unruly or ethnic hair types.

Code Number: 26001

INCI Name: Dimethicone & Phospholipids & Polymethylsilsesquioxane & Hyaluronic Acid

INCI Status: Approved

REACH Status: Complies

CAS Number: 9006-65-9 & 8002-43-5 & 68554-70-1 & 9004-61-9

EINECS Number: N/A & 232-307-2 & N/A & 232-678-0

TRF#: S36

Lot Number(s):

#NC150918-L, #NC150918-M

Suggested Use Levels: 0.1 - 1.0%

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:

Time Release Hydration

Benefits of AC Hyalurososome:

- Moisturizing
- Time Release Hydration
- Revitalizing

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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 Hyalurosome** 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 Hyalurosome in Control Shampoo)	Assessment of the Control Conditioner	Assessment of the Experimental (2.0% AC Hyalurosome in Control Conditioner)
Cleansing	7.00	7.00	X	X
Smoothing	5.00	7.00	7.00	8.00
Wet Combability	6.00	7.00	7.00	8.00
Dry Combability	X	X	7.00	8.00
Anti-Frizz	X	X	6.00	9.00
Overall Feel	X	X	6.00	9.00
Shine	X	X	6.00	9.00
Hydration	X	X	6.00	8.00
Mean	6.00	7.00	6.43	8.43

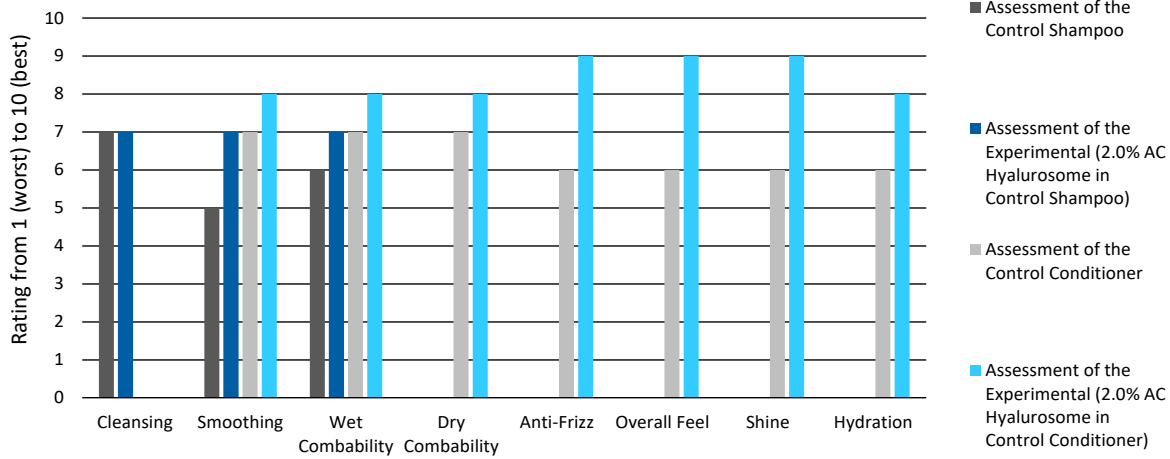
Chart 1. Average Results for Participant's Sensory Assessment

Parameters Tested	Percent Difference – Comparison of Control Shampoo vs. Experimental (2.0% AC Hyalurosome in Control Shampoo)	Percent Difference – Comparison of Control Conditioner vs. Experimental (2.0% AC Hyalurosome in Control Conditioner)
Cleansing	0%	X
Smoothing	33%	13%
Wet Combability	15%	13%
Dry Combability	X	13%
Anti-Frizz	X	40%
Overall Feel	X	40%
Shine	X	40%
Hydration	X	29%
Mean	16%	27%

Chart 2. Percent Difference of Participant's Sencory Assessment

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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

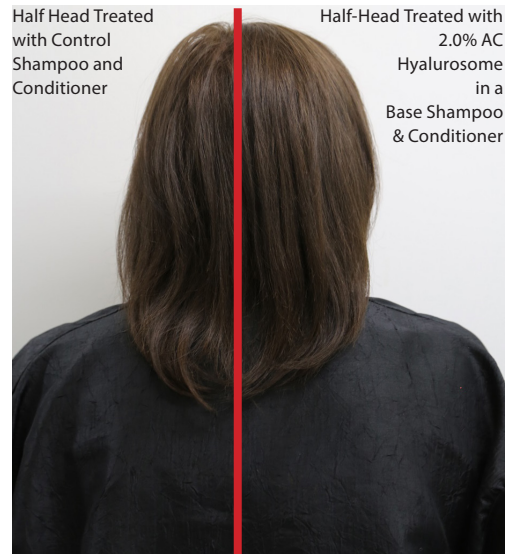


Figure 4. Half Head Treated

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Figure 5. Full head Baseline, Untreated Hair

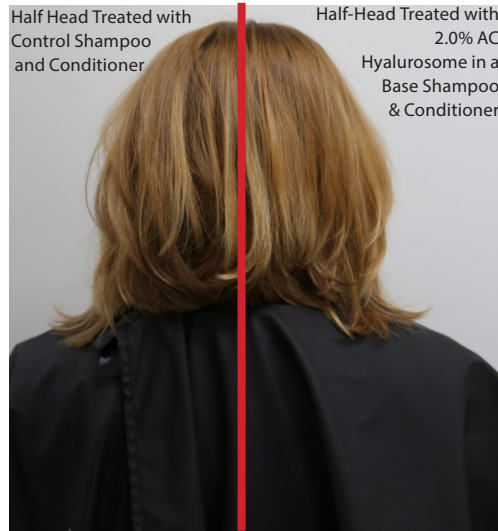


Figure 6. Half Head Treated



Figure 7. Full head Baseline, Untreated Hair

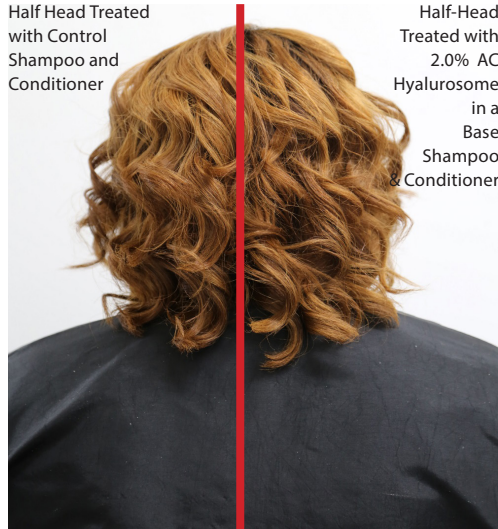


Figure 8. Half Head Treated



Figure 9. Full head Baseline, Untreated Hair

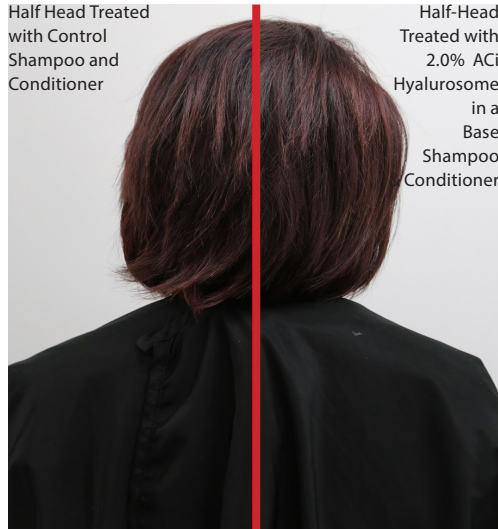


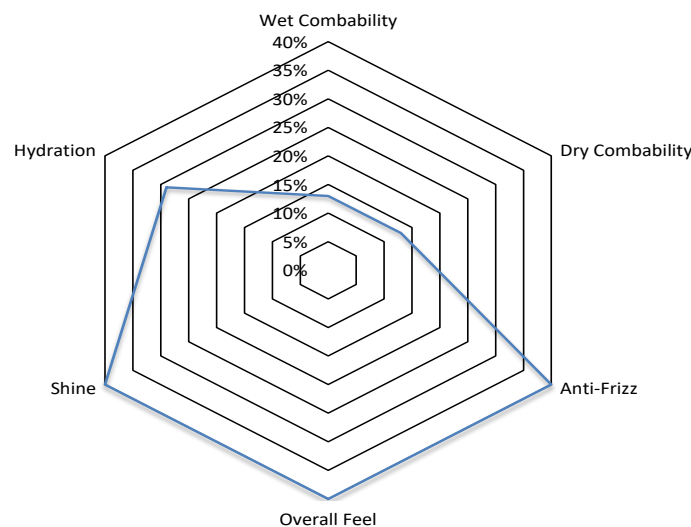
Figure 10. Half Head Treated

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When comparing hair characteristics of the baseline assessments to the post style assessments, the benefits of including 2.0% **AC Hyalurososome** 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 13%, 13%, 13%, 40%, 40%, 40% and 29% respectively. It is clear from the images in this study that **AC Hyalurososome** helps create a smooth, sleek hairstyle. 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 **AC Hyalurososome** is great for smoothing damaged and/or color treated hair. This product enhances the appearance, shine and feel of styled hair. **AC Hyalurososome** is good to use in any application for perceivable benefits and is recommended for thin or thicker hair types. This product works great to reduce static and frizziness of the hair without weighing it down. It works especially well with hot tools to help lay down frizzy ends and smooth the hair. Also, helps improve the color and appearance of chemical treated or damaged hair.

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% **AC Hyalurososome** did show improvement in all the hair characteristics tested. When used in a conditioner **AC Hyalurososome** 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 Hyalurososome** appears shiny and smooth. Additionally, the subjects reported a significant decrease in frizziness of the hair.