

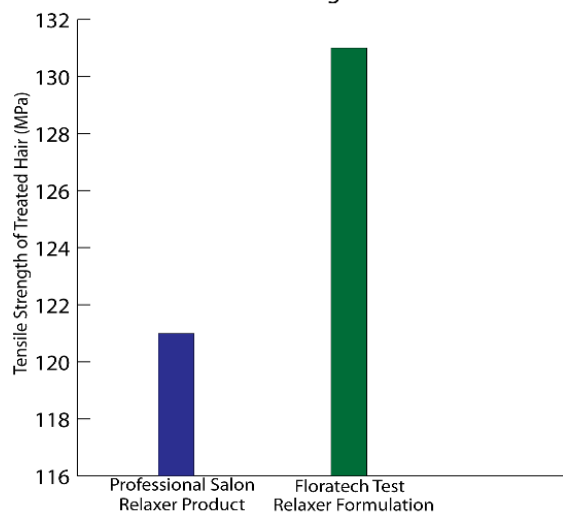


Improved Tensile Strength Preservation of Chemically Treated Hair

CS 08-002

Floritech® Test Relaxer Formulation Improves Tensile Strength Preservation of Chemically Relaxed Hair versus a Professional Salon Relaxer Product

Tensile Strength



Tensile Strength Preservation 82 %

The Floritech test relaxer formulation preserved 82% of baseline tensile strength while the comparable professional salon relaxer product preserved 76% of baseline tensile strength.

*The baseline tensile strength was 161 MPa.



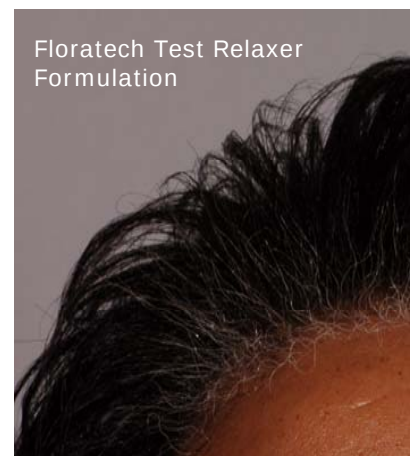
Virgin African American hair before relaxer treatment



Hair samples taken at:
1. baseline (non-treated) ;
2. post-professional salon relaxer treatment ; and
3. post-Floritech test relaxer formulation treatment.

Floritech Ingredients:

- Floraesters® 20
- Floraesters® 30
- Floraesters® K-100 Jojoba
- Floramac® Macadamia Oil
- Florasun® 90



Post-treatment following relaxation, neutralization, and conditioning

A clinical study trial of Floritech® test relaxer formulation (CTL_CS08-002) vs. a professional salon product (split-scalp), both applied by a beautician with 20+ years of experience, was conducted on a panel of healthy African American women, with virgin hair, ranging from 32 to 59 years of age. (Clinical Study Trial 07-007 report available upon request).