

CustoQuat™
Honey

CustoQuat™ Honey

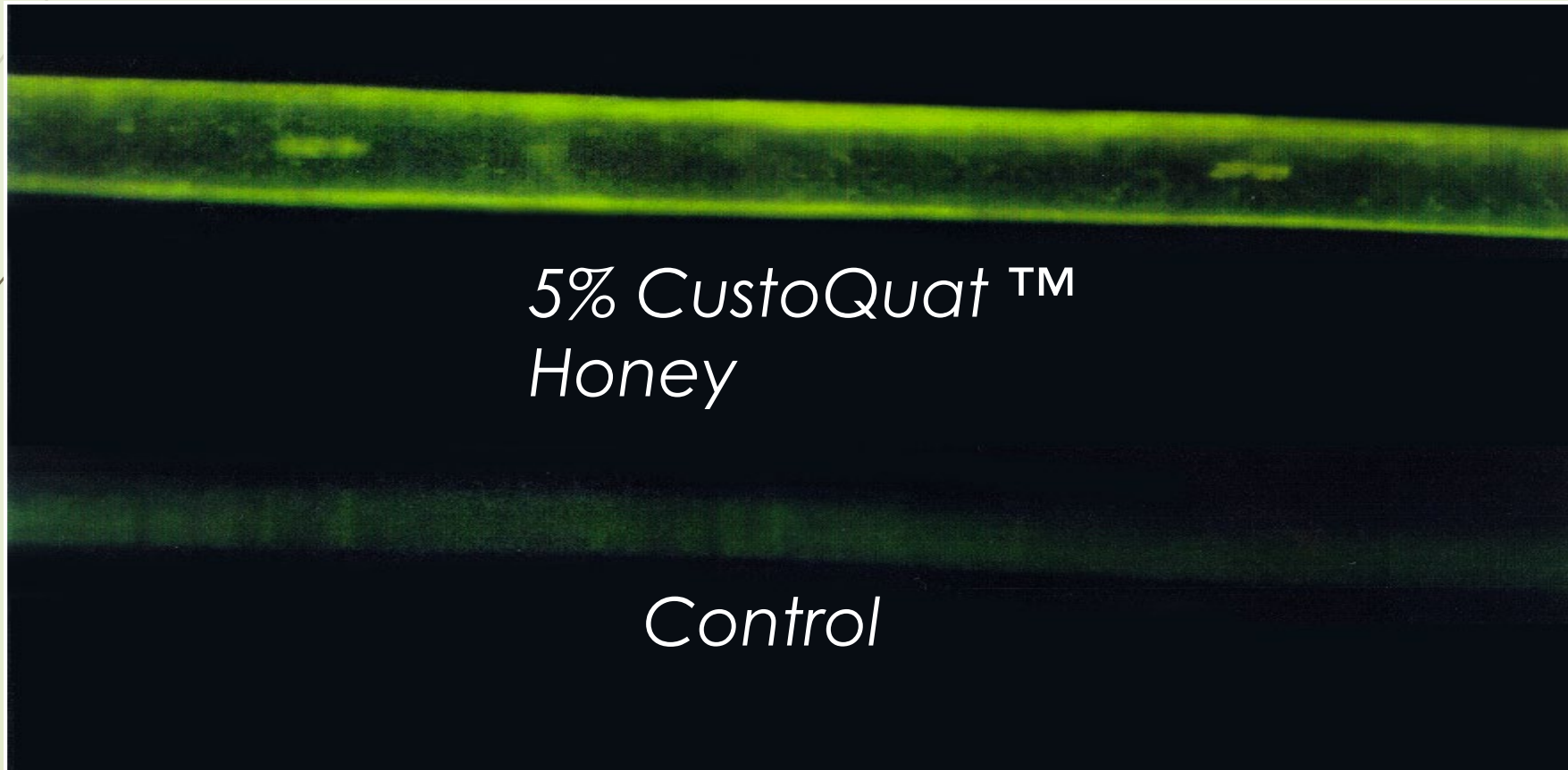
INCI Name: Hydroxypropyltrimonium
Honey

- ▶ Natural moisturizing agent
- ▶ Substantive Honey Derivative
- ▶ Low molecular weight
 - ▶ Penetrating
 - ▶ Moisturizing
 - ▶ Conditioning
- ▶ Recommended Use Level: 2 – 5%

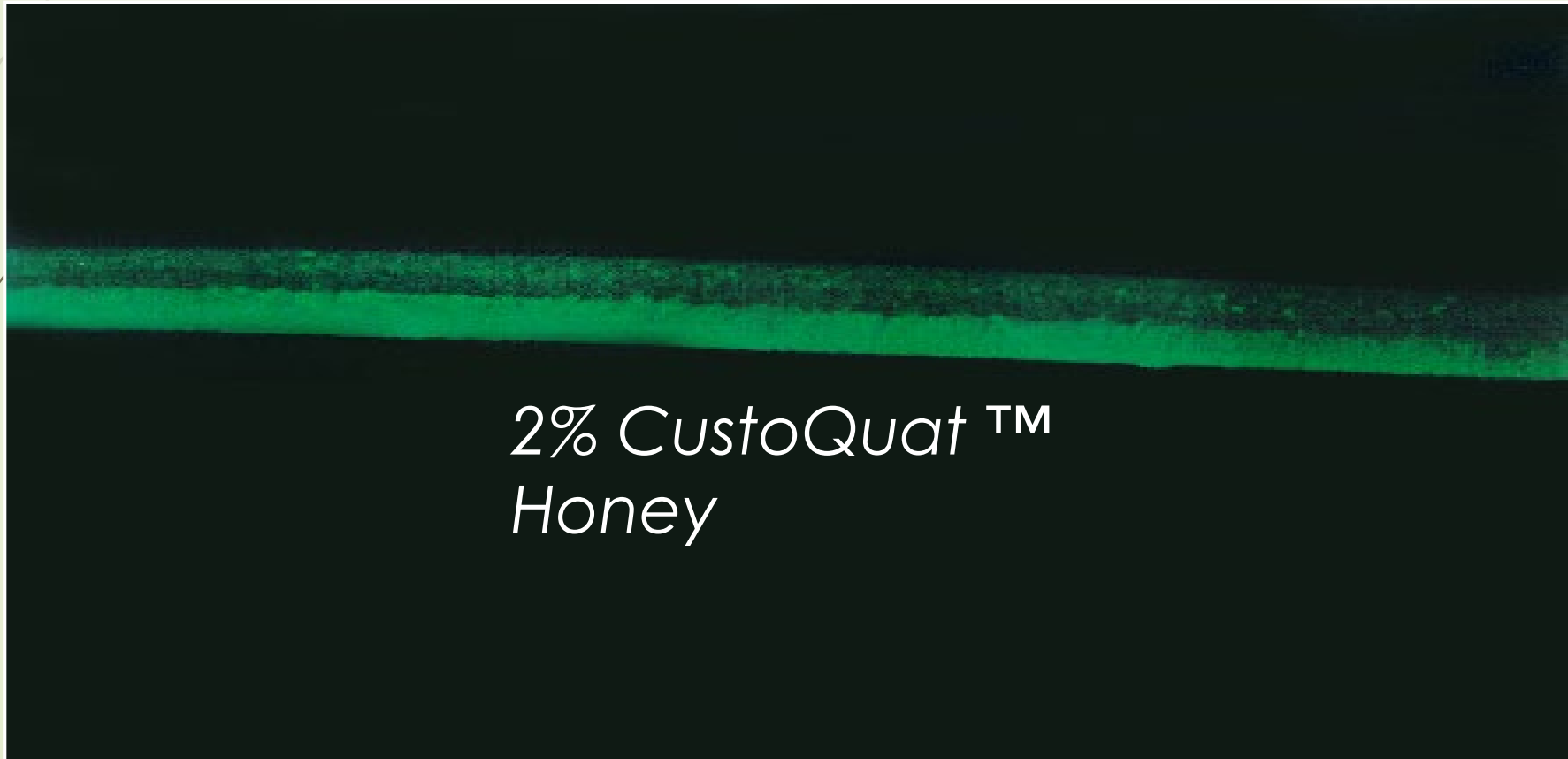
Fluorescence Techniques

- ▶ Tested both aqueous solution of CustoQuat™ Honey (5%) and shampoo with CustoQuat™ Honey (2%)
- ▶ Substantivity of CustoQuat™ Honey clearly shown vs. control

Treated vs. Control Fluorescence Photomicrograph



Hair Treated with Shampoo Fluorescence Photomicrograph



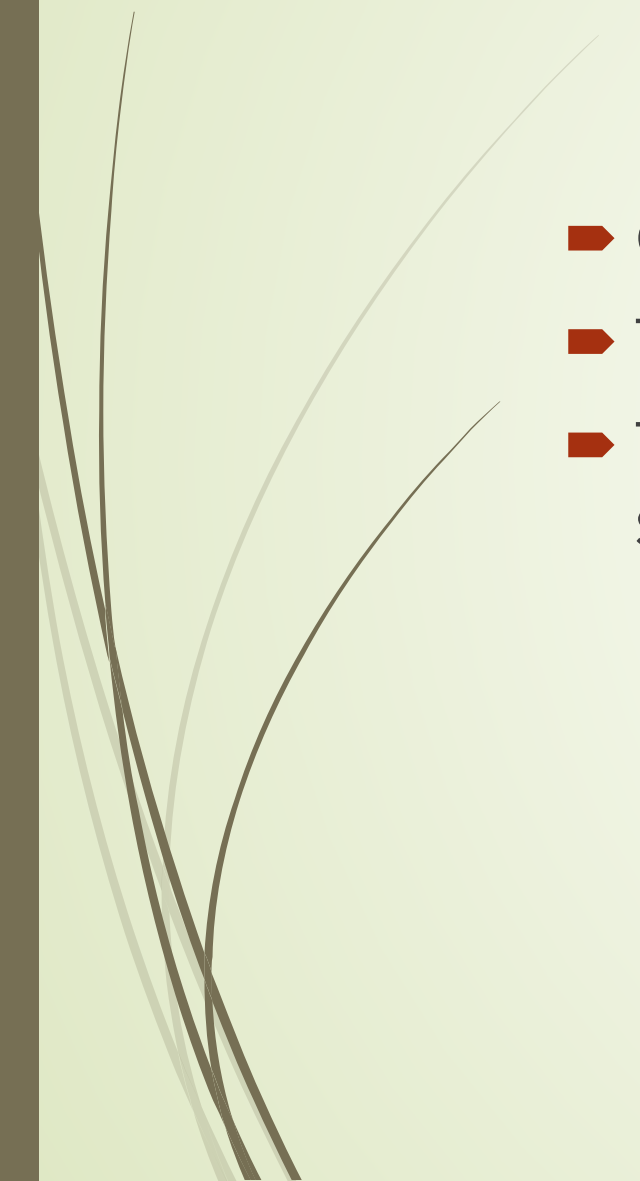


Laser Scanning Confocal Microscopy

- ▶ Hair fibers damaged by 2x bleach wave process
- ▶ Treated with 5% CustoQuat™ Honey in aqueous solution
- ▶ Control was distilled water
- ▶ Also 2% CustoQuat™ Honey in shampoo formula

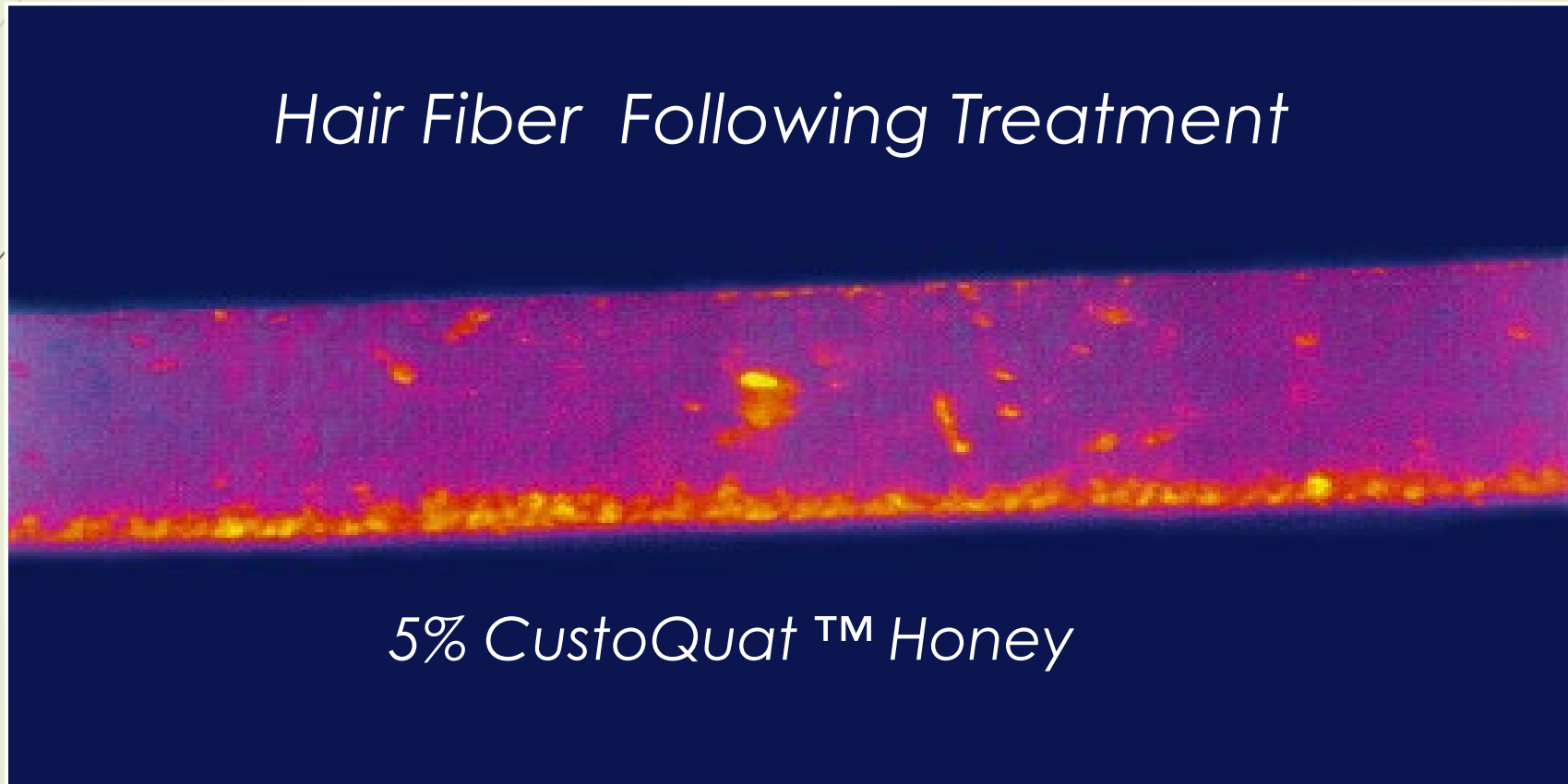


Laser Scanning Confocal Microscopy

- ▶ Control was shampoo minus active
 - ▶ This methodology gives a 3-D view of hair fiber
 - ▶ The penetration ability of CustoQuat™ Honey is clearly shown
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Laser Scanning Confocal Projection Photomicrograph

Hair Fiber Following Treatment



5% CustoQuat™ Honey

Laser Scanning Confocal Projection Photomicrograph

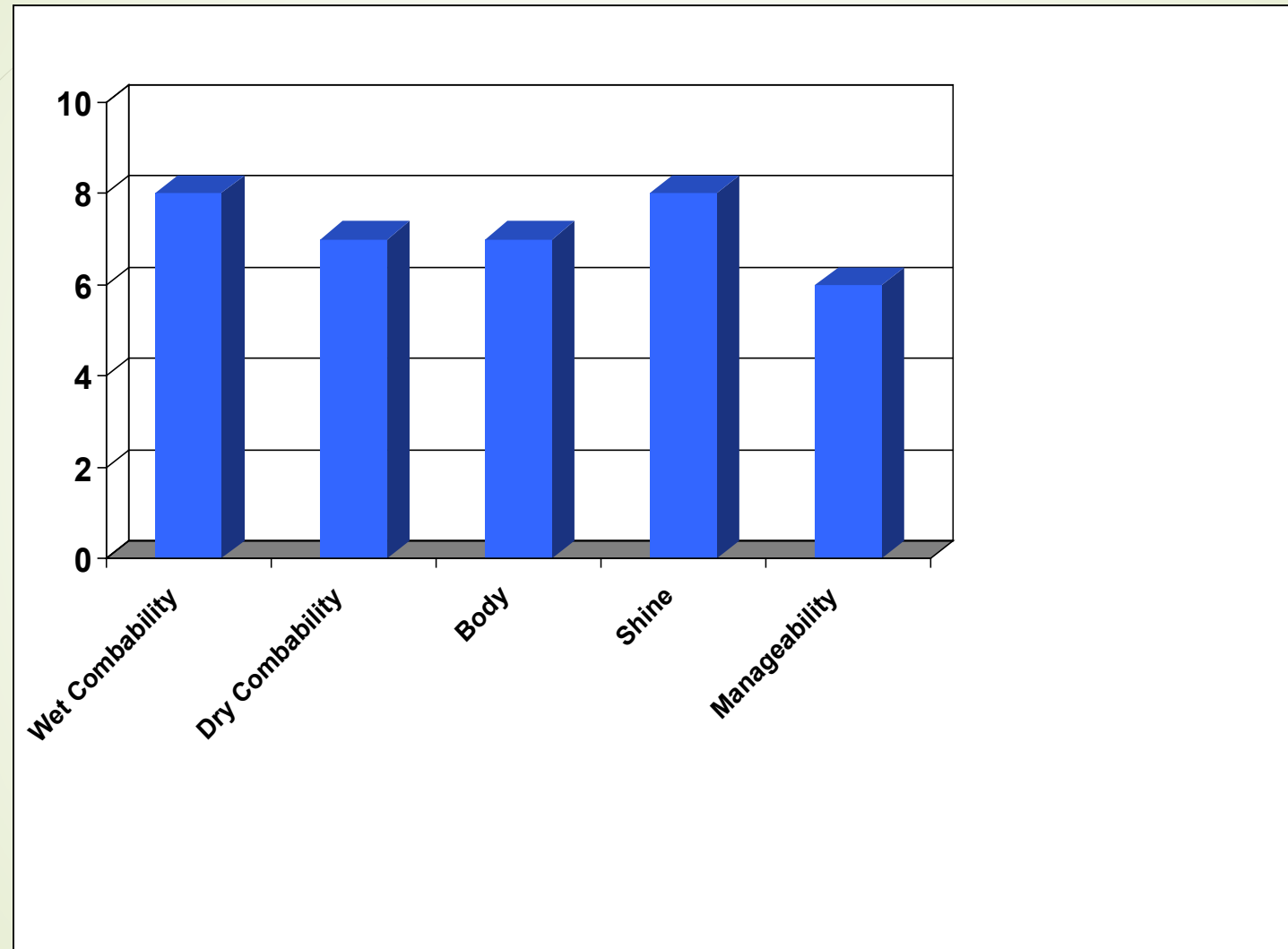




Salon Use Test

- ▶ Half head studies
- ▶ "Conditioning Shampoo with CustoQuat™ Honey compared to control
- ▶ Eight subjects
- ▶ Panelist preference was recorded regarding several parameters

Salon Use Test





Conclusions

- ▶ CustoQuat™ Honey has the ability to penetrate and thicken the hair
 - ▶ Has an effect on liquid crystal emulsion fine-structure
 - ▶ May facilitate uptake of conditioner into damaged hair fibers
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