

CustoQuat™  
Honey

# CustoQuat™ Honey

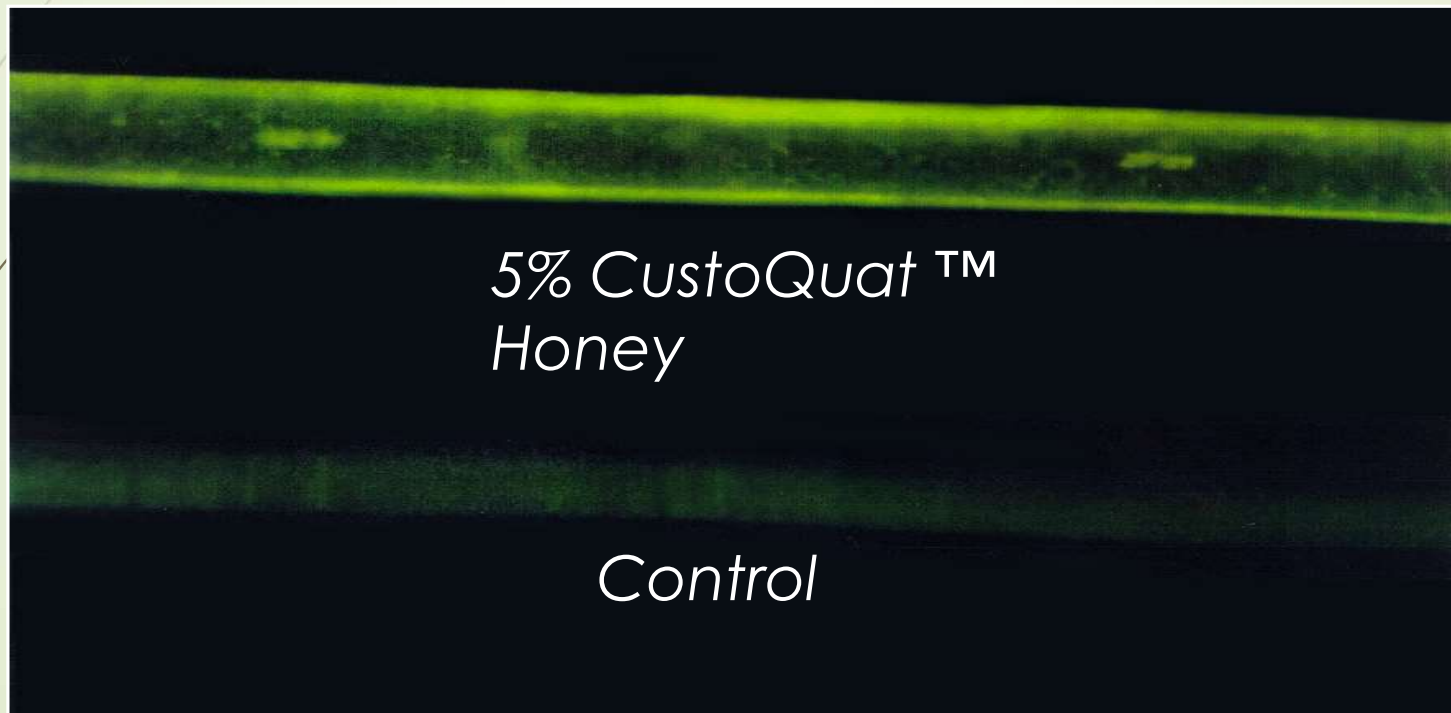
INCI Name: Hydroxypropyltrimonium  
Honey


- ▶ 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

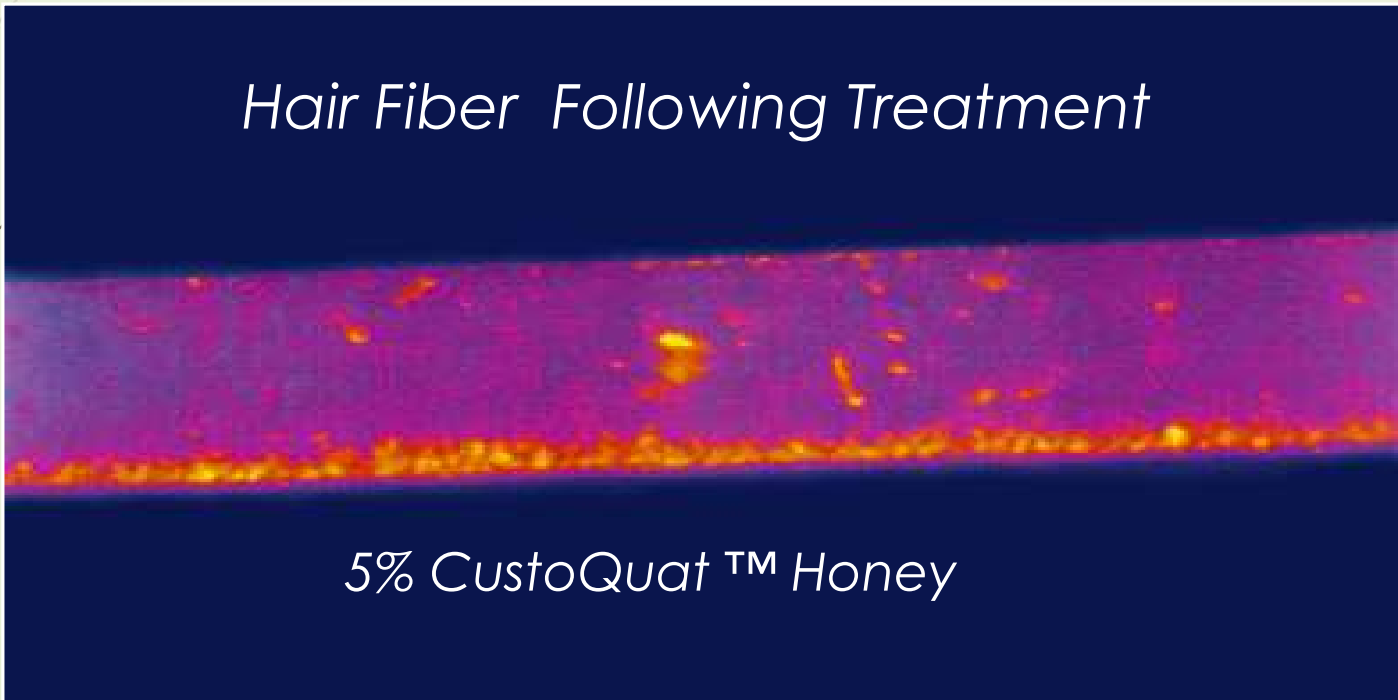


# Laser Scanning Confocal Microscopy

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

# Laser Scanning Confocal Projection Photomicrograph

*Hair Fiber Following Treatment*



*5% CustoQuat™ Honey*



# Laser Scanning Confocal Projection Photomicrograph

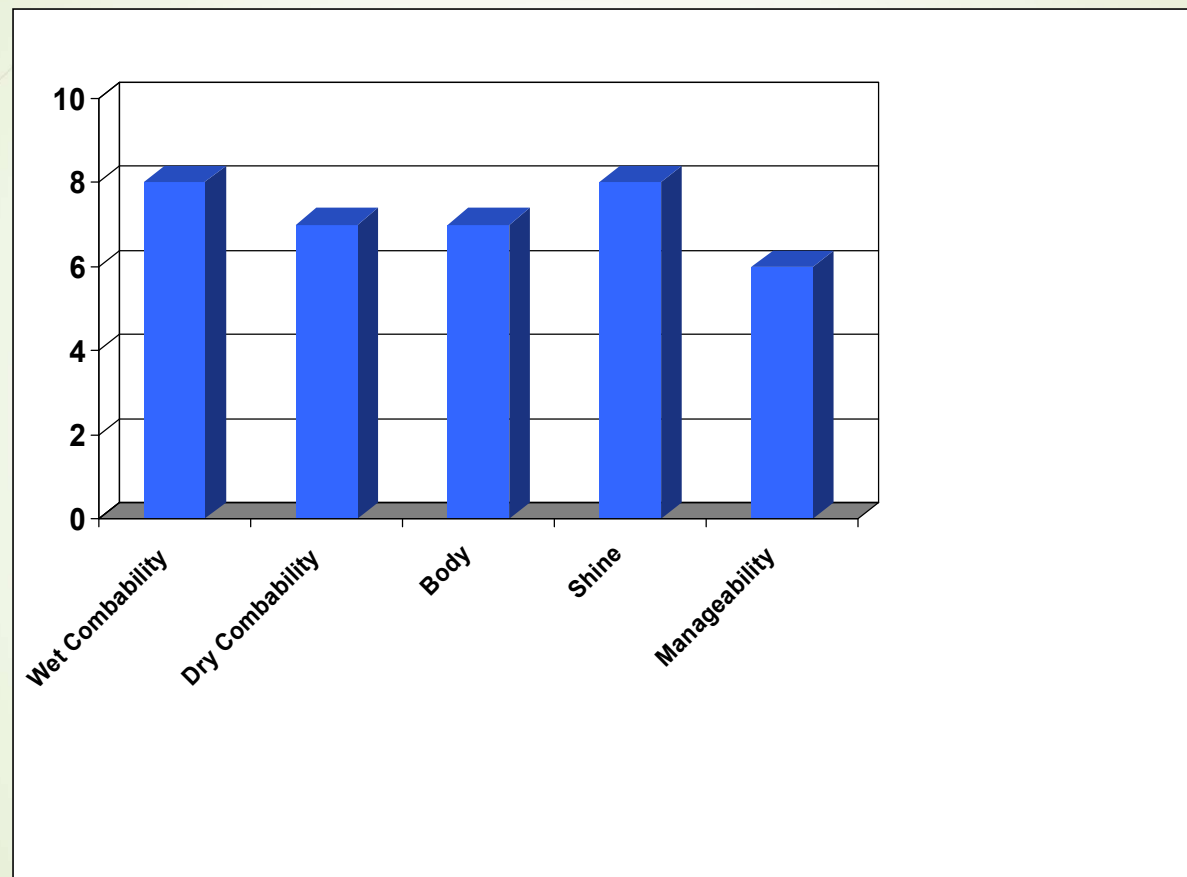




## Salon Use Test

- ▶ 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