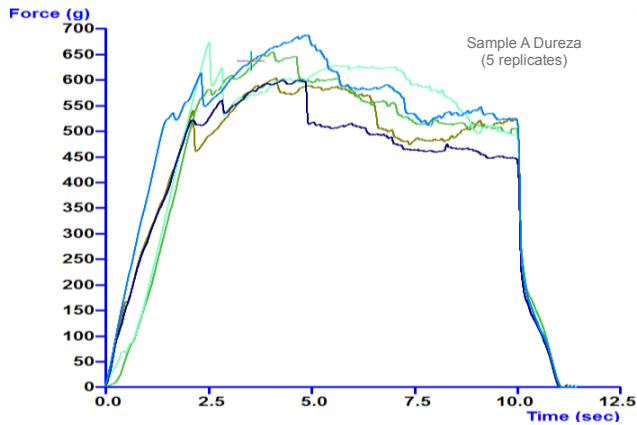


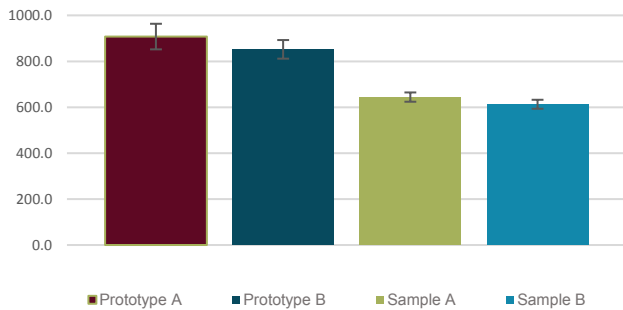
Hair Claims Substantiation

Fixative Performance

Hair tress three-point bend test on TA.XT

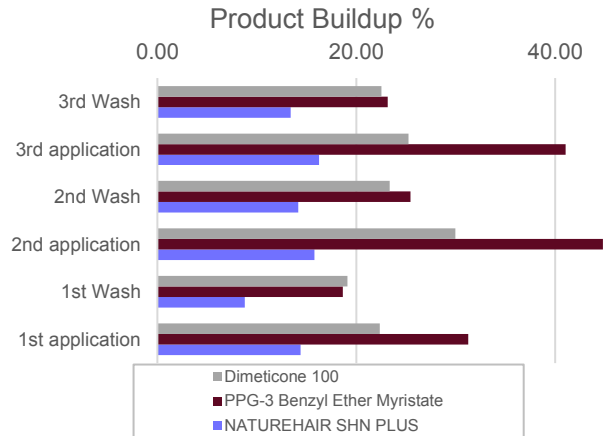


1st TOUCH Flat Hair Tresses Hair Stiffness Raw (grams)
Dureza



Hair Buildup Quantification

Post-application and post-wash FTIR Analysis



Flaking Comparison

Evaluation of treated tresses combed against black backdrop



Humidity Control Curl Retention

Comparison of fixative resistance to high humidity conditions or an extended time period



Comb Force Testing

Comparison between conditioning treatments of wet and dry comb force reduction

Additional Services

- Formula Development Consultations
- Anton-Parr MCR92 rheological studies
- TA.XT Plus Connect product texture analysis (firmness, stickiness, stringiness, spread)
- Transmittance, pH, Brookfield viscosity
- 30/60/90 day accelerated stability testing

Featured Formulations



Shea Honey Curl Souffle



Loc & Twist Gel



Loc & Twist Braid Set



Day-Glow Nose Guard Stick



Clear Hair Conditioner



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