



Revita.COR High Performance Hair-Stimulating Conditioner Study



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Summary:

The results that were obtained from the study confirm that Revita.COR High Performance Hair-Stimulating Conditioner was effective in achieving long lasting conditioning result. Revita.COR also left the hair looking thicker and full. In addition it also hydrated the hair as well as reducing flyaway and leaving it more manageable with a long lasting vibrant look.

Study Objective:

To determine if Revita.COR High Performance Hair-Stimulating Conditioner is effective in leaving hair with long lasting conditioning results, leaving the hair looking thicker and full, leaving the hair hydrated, as well as reducing flyaway and leaving it more manageable with a long lasting vibrant look.

Procedure:

Please note that all the pictures that were taken as control were of the same samples of hair before they were treated with the test product. They were however washed with the surfactant solution (10 % Stepan Mild LSB) to insure that the samples were clean and that they had no traces of any chemicals that the supplier may have used on them during the preparation of the swatches.

Testing Procedure Hydrating Study:

1. Weigh 2 hair swatches to determine the exact weight of each swatch prior to treatment with the test product.
2. Hair swatches were washed in a solution of 10 % Stepan Mild LSB (Sodium Lauryl Sulfoacetate and Disodium Laurth Sulfosuccinate to simulate actual hair washing. This solution was used because it contains no added ingredients to treat the hair in any way.
3. Rinse the hair off under running tap water making sure that no foam remains on the hair.
4. Blow dry the hair until the hair is completely dry to the touch.
5. Treat the hair samples with approximately 1 ml of Revita.COR High Performance Hair-Stimulating Conditioner following the label direction so that it is applied correctly.
6. Rinse the hair off under running tap water making sure that no product remains on the hair.
7. Blow dry the hair until the hair is completely dry to the touch.
8. Weigh each hair sample immediately after the hair is completely dry so that it can be determined if the hair is hydrated. Additional weighing of the hair swatches will take place after approximately 1 hour, and after they have been sitting over night to determine long lasting effects. The samples will be weighed at ambient room temperature to simulate actual consumer use conditions.



Testing Procedure Hair Thickening Study:

1. Place the Control hair swatches on a sheet of paper and approximately ½ inch from the top of the swatch (where it is sealed) place a ruler across the swatch so that a measurement can be taken
2. Record the measurement of the width of the hair. This is the baseline control measure that will be used.
3. Take a photograph of the hair swatch to document the measurement.
4. Treat the hair with approximately 1ml of Revita.COR High Performance Hair-Stimulating Conditioner following the label directions so that the product is applied correctly and simulates actual consumer use.
5. Rinse the hair off under running tap water making sure that no product remains on the hair.
6. Blow dry the hair until the hair is completely dry to the touch.
7. Place the treated hair swatches on a sheet of paper and approximately ½ inch from the top of the swatch (where it is sealed) lay a ruler across the swatch so that a measurement can be taken
8. Record the measurement of the width of the hair. This is the treated measurement that will be used to determine if any increase in volume occurs (thicker and fuller looking hair).

Testing Procedure Hair Manageability Study:

1. Hair swatches were washed in a solution of 10 % Stepan Mild LSB (Sodium Lauryl Sulfoacetate and Disodium Laurth Sulfosuccinate to simulate actual hair washing. This solution was used because it contains no added ingredients to treat the hair in any way and so that all the swatches start out the same.
2. Treat ½ of the hair swatches with approximately 1ml of Revita.COR High Performance Hair-Stimulating Conditioner following the label directions so that the product is applied correctly and simulates actual consumer use.
3. Rinse the treated hair swatches off under running tap water making sure that no product remains on the hair.
4. Blow dry the hair until the hair is completely dry to the touch.
5. Comb one treated hair swatch and one untreated hair with a fine tooth comb to determine the how easy the comb goes through the hair. Results are record based on the findings of the expert evaluators as to which swatch is easier to comb.



Hair Softening (Conditioning) Study

Upon completion of the last physical measurements of the hair samples that were treated a sensory evaluation will be conducted using random volunteers to determine if the product softens the hair which translates to how well the product conditions the hair. This sensory evaluation will compare a treated hair sample verse an untreated control. To establish a long lasting effect samples will be evaluated after sitting overnight (approximately 18 hours) at ambient room temperature conditions.

Hair Vibrant Study

As the hair softening evaluations are being conducted the same sensory panel will evaluate the hair samples to determine if Revita.COR High Performance Hair-Stimulating Conditioner leaves the hair looking vibrant. Vibrant is defined within the scope of this study as the perceived enhancement or the lack of a perceivable derogation of the overall color and texture of the test hair swatch.

Hair Flyaway Study

A photographic evaluation will be conducted to see if Revita.COR High Performance Hair-Stimulating Conditioner has an effect on the fly away property of hair. Photographs will be taken before and after treatment with Revita.COR High Performance Hair-Stimulating Conditioner to demonstrate this.

Results:

Hydration Study Results:

Time point	Swatch weight	Swatch weight
Initial (control)	3.07	3.11
Imminent (after treatment)	3.09	3.14
1 hour	3.10	3.17
Overnight (approximately 18 hours)	3.13	3.21

The data above shows an initial average gain in weight after treatment with Revita.COR Conditioner of increase in weight was calculated to be 0.025g. This translates to approximately 0.81 % increase in weight attributable to an increase in moisture content as the test product contains ingredients that attract moisture. After one hour post treatment with Revita.COR Conditioner the average increase in weight was calculated to be 0.045g. This translates to approximately 1.46 % increase in weight attributable to an increase in moisture content. After letting the samples sit overnight approximately 18 hours post treatment with Revita.COR Conditioner the average increase in weight was calculated to be 0.08g. This translates to approximately 2.59 % increase in weight attributable to an increase in moisture content.



It should be noted that there was a noticeable change in moisture content from the imminent time point to the 18 hour time point of approximately 0.065g.

Based on the data obtained from the measurements above it was shown that Revita.COR High Performance Hair-Stimulating Conditioner hydrates (increases the moisture) the hair imminently after use and after an extended period of time (overnight).

Thicker Fuller Looking Hair (Volume) Study Results:

Photographic results confirm that Revita.COR High Performance Hair-Stimulating Conditioner leaves increases the volume which translates to thicker fuller looking hair (see photographs below). The photographs were taken using a Nikon D3200 digital camera with an 18-55 mm zoom lens. Direct light from a window was used as well as fill lighting from the overhead florescent bulbs in the room.

Sample	Swatch #5 width measurement	Swatch #6 width measurement
Control	1.06 inches	1.25 inches
Treatment	1.31 inches	1.31 inches
Increase in thickness	0.25 inches	0.06 inches
Percent increase	23.6%	4.8%

The average increase in width of the hair swatches was 0.16 inches and the average percentage increase in width was 14.2%. Based on the measurement taken following the test procedure it can be stated that Revita.COR High Performance Hair-Stimulating Conditioner increases the volume of the hair which translates to thicker fuller looking hair. If one would extrapolate the results of the above data on to a whole head of hair the results obtained would be noticeable.



Control untreated hair swatch (initial)



Treated with Revita.COR High Performance Hair-Stimulating Conditioner



Control untreated hair strand (initial)



Hair treated with Revita.COR High Performance Hair-Stimulating Conditioner



Hair Manageability Study Results:

The results of the combing study performed on hair swatches treated with Revita.COR High Performance Hair-Stimulating Conditioner showed that 95% of the evaluators indicated that Revita.COR High Performance Hair-Stimulating Conditioner decreased the amount of effort needed to comb the hair. The evaluators were give two different sets of swatches to comb Swatch 5 and swatch 6 were treated with the test product while swatch 3 and 13 were untreated.

Panel Evaluation

Evaluator #	Swatch 5 (treated with test product)	Swatch 3 (untreated control)	Swatch 6 (treated with test product)	Swatch 13 (untreated control)
1	X		X	
2	X		X	
3	X		X	
4	X		X	
5	X		X	
6	X		X	
7	X		X	
8	X		X	
9	X		X	
10	X			X

Hair Softening and Smooth (Conditioning) Perception Study:

10 Random evaluators were asked to determine whether a hair swatch that was treated with Revita.COR High Performance Hair-Stimulating Conditioner was softer than that of a control non-treated virgin brown hair swatch. Both hair swatches were of the same length and weight. The evaluators were instructed to feel the two hair swatches for as long as they need to in order to make their decision. The evaluators were instructed to discount the very end of the hair and the very top of the hair where it was secured. They were also told that they had to state a preference to either one or the other they could not state that both were the same.

The hair swatches were label “R” (treated) and “P” (control). The results that were obtained from this evaluation indicated that 90% of the panel that was questioned indicated that the hair swatch that was treated with Revita.COR High Performance Hair-Stimulating Conditioner left the hair softer and smoother than the control untreated hair swatch thus indicating that the hair was conditioned.



Panel Evaluation

Subject #	Swatch R (treated with test product)	Swatch P (untreated control)
1	X	
2	X	
3	X	
4	X	
5		X
6	X	
7	X	
8	X	
9	X	
10	X	

The same evaluators were again asked to evaluate hair swatches that were label “S” (treated) and “J” (control). These samples are the same hair swatches the panel previously evaluated labeled R” (treated) and “P” (control) except that they sat at ambient room temperature overnight to see if Revita.COR High Performance Hair-Stimulating Conditioner had any long last conditioning effects. The results that were obtained from this evaluation indicated that 80% of the panel that was questioned indicated that the hair swatch that was treated with Revita.COR High Performance Hair-Stimulating Conditioner left the hair softer and smoother than the control untreated hair swatch thus indicating that the hair was conditioned over an extended period of time.

Panel Evaluation

Subject #	Swatch S (treated with test product)	Swatch J (untreated control)
1		X
2	X	
3	X	
4	X	
5		X
6	X	
7	X	
8	X	
9	X	
10	X	



Hair Flyaway Perception Study

Photographic results confirm that Revita.COR High Performance Hair-Stimulating Conditioner reduces the amount of flyaway on the hair (see photographs below). The photographs were taken using a Nikon D3200 digital camera with an 18-55 mm zoom lens. Direct light from a window was used as well as fill lighting from the overhead florescent bulbs in the room.



Control untreated hair swatches

Please note that the photograph above shows that the hair exhibits numerous strands that appear separated from the main portion of the swatch is fairly numerous indicative of “flyaway” hair.



Swatches treated with Revita.COR High Performance Hair-Stimulating Conditioner

Compared to the control photograph (see page above) the amount of loose hair that is separated from the main body of hair swatch is drastically reduced. The hair appears smoother and more controlled. This indicates that the treatment reduced the amount of flyway the hair exhibits.

Vibrant Hair Perception Study:

Three hair swatches were placed on a sheet of paper and photographed. The first swatch (#5) and the last swatch (#6) were treated with Revita.COR High Performance Hair-Stimulating Conditioner the center swatch (#13) is a non-treated control. The photograph was taken utilizing natural sun light from a window taken on a sunny day so that the hair looks as natural as possible to reflect a consumer outdoors. In addition overhead room fluorescent lights were also used as fill lighting so shadowing was at a minimum. The photograph was then shown to expert evaluators to determine which of the swatches appears more vibrant as defined within the scope of this study. In addition the expert evaluators were given the hair swatches in the photograph for direct evaluate.



All the expert evaluators stated that the sample Labeled “5” and #6 exhibited more reflectance and that the color looked to be more distinct than Sample “13” indicating that Revita.COR High Performance Hair-Stimulating Conditioner leaves the hair more vibrant than the untreated control swatch.

Conclusion:

Based on the data obtained utilizing the above procedures it was determined that Revita.COR High Performance Hair-Stimulating Conditioner supports all the claim that were tested for within the scope of this study.