

Honeyquat 50 PF

Substantive Honey Derivative



INCI Name: Hydroxypropyltrimonium Honey

Preservation System: 0.2 - 0.4% Sorbic Acid

SAP Code#: 138170

Key Product Attributes

- Moisturizing
- Substantive
- Thickening
- Penetrating
- Conditioning

Use Level

2 - 5%

In Vivo Studies

European blonde hair fibers were used in the study. They were damaged by a 2X bleach/wave process prior to beginning the testing. Honeyquat 50 PF was tested both at 5% in an aqueous solution and at 2% in a conditioning shampoo formula. The negative control was the shampoo formulation without Honeyquat 50 PF.

Surface Deposition through Quat

Fluorescence Techniques

- Hair fibers damaged by 2x bleach wave process
- Test materials
- 5% Honeyquat 50 PF in aqueous solution
- 2% Honeyquat 50 PF in shampoo
- Control was distilled water
- Substantivity of Honeyquat 50 PF clearly shown vs. control

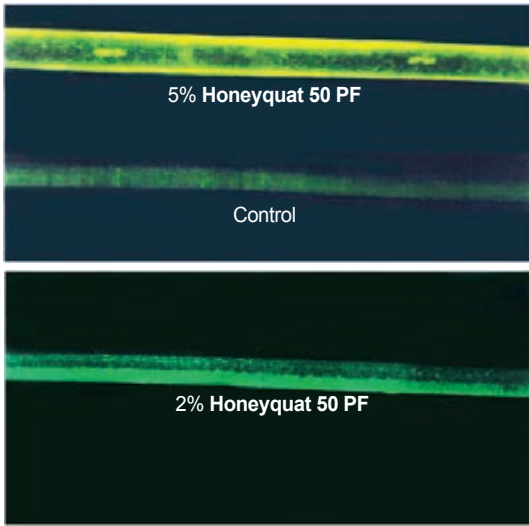


Fig. 1

Claims Substantiation

Penetration into the Cuticle

- Laser Scanning Confocal Projection Photomicrograph
- Hair fibers damaged by 2x bleach wave process
- Test materials
- 5% Honeyquat 50 PF in aqueous solution
- 2% Honeyquat 50 PF in shampoo
- Control was distilled water
- The penetration ability of Honeyquat 50 PF is clearly demonstrated

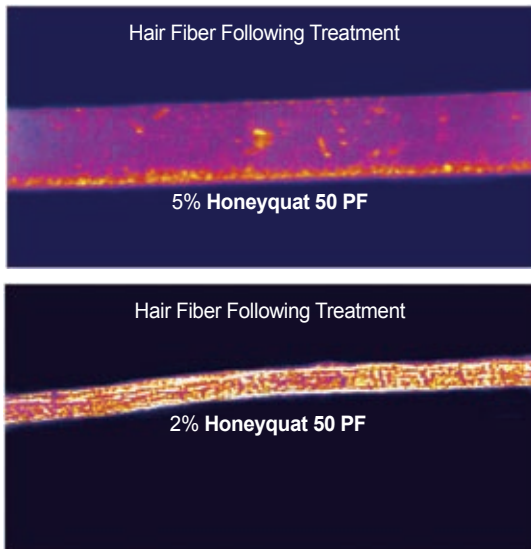


Fig. 2

In Vivo Skin Moisturization

Moisturization

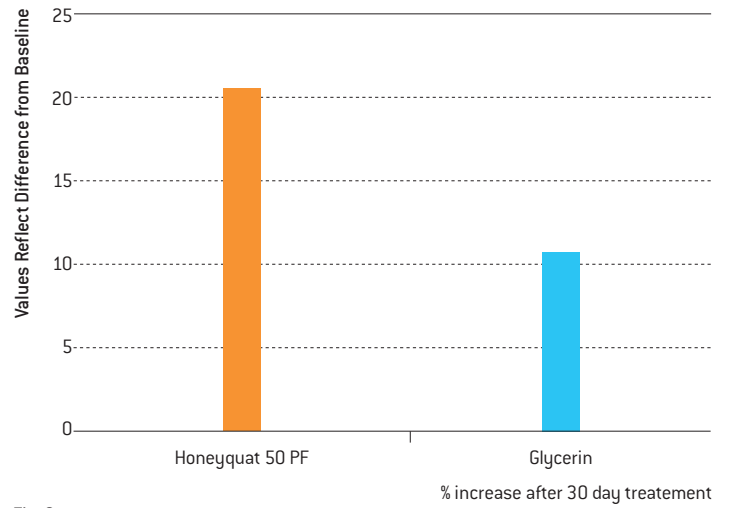


Fig. 3

In Vivo Skin Moisturization Data - Leave-On Product

- 30 volunteers were divided into two treatment groups
- They applied the formulations to each half of the face
 - one contained 3% Honeyquat 50 PF
 - the other contained 3% glycerin
- The volunteers used the assigned products for 28 days, applying daily, one on each side of the face.
- On the final day of the study (Day 30), moisture levels were measured on the two halves of the face of each volunteer using the Corneometer
- Third key attribute

Results

As can be seen from the graph, significant differences were established between the sides of the face indicating that Honeyquat 50 PF performed better overall as a moisturizer.



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