



Hair Care Ingredients/Products for Anti-Frizz

Objective

Identify hair care ingredients or products that can be used to reduce water uptake at high humidity and decrease static in dry weather. These materials could be used to provide frizz reduction and control hair expansion.

Success Criteria

- Performance
 1. Must have in-vitro and/or in-vivo data showing benefit using images with conditions and test protocol under which it was tested.
 2. Shows benefit over multiple washings.
- Supply - Must be available in reasonable quantities with a scalable manufacturing process
- Cost - Acceptable for cosmetic products
- Regulatory/Safety - Materials are available for use in cosmetic products.
- IP - Patent applications have been filed or granted, or materials are available for purchase.
- Formulation - Able to be formulated in hair care products.

Please submit response by July 30 at www.pgconnectdevelop.com First time submitters will need to register prior to submitting.