



Technical Comparison of Hair Products

Summary

A manufacturer of high-end hair products wanted data to compare their products to competitor products to demonstrate quantitative benefits of their technology. Cambridge Polymer Group developed test methods that quantified the key benefits of their technology. This data was used in patent filings and marketing information. Translating consumer perception to rigorous quantitative data allows more efficient R&D and simplified property selection.



Description

As consumers become more sophisticated in technology-based products, marketing lexicon must match this sophistication. The main features of the client's hair products were that they provided good 'hold' to prevent fly-away hair in windy conditions, even after combing. The competitor's product could not be combed without losing its hold features. Additionally, the client's products had more 'touchability' than the competition. Cambridge Polymer Group scientists translated 'hold' and 'touchability' to peel strength and coefficient of friction. Custom experiments were designed with compliance to ASTM test methods where possible, with testing performed under field-use conditions. Our testing showed superior peel strength and lower COF in the client's products.

Uses

Sales material
Patent filing

In-house educational materials

Data and Outcomes

