



Technical Comparison of Hair Products

Custom Testing for Product Differentiation

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.

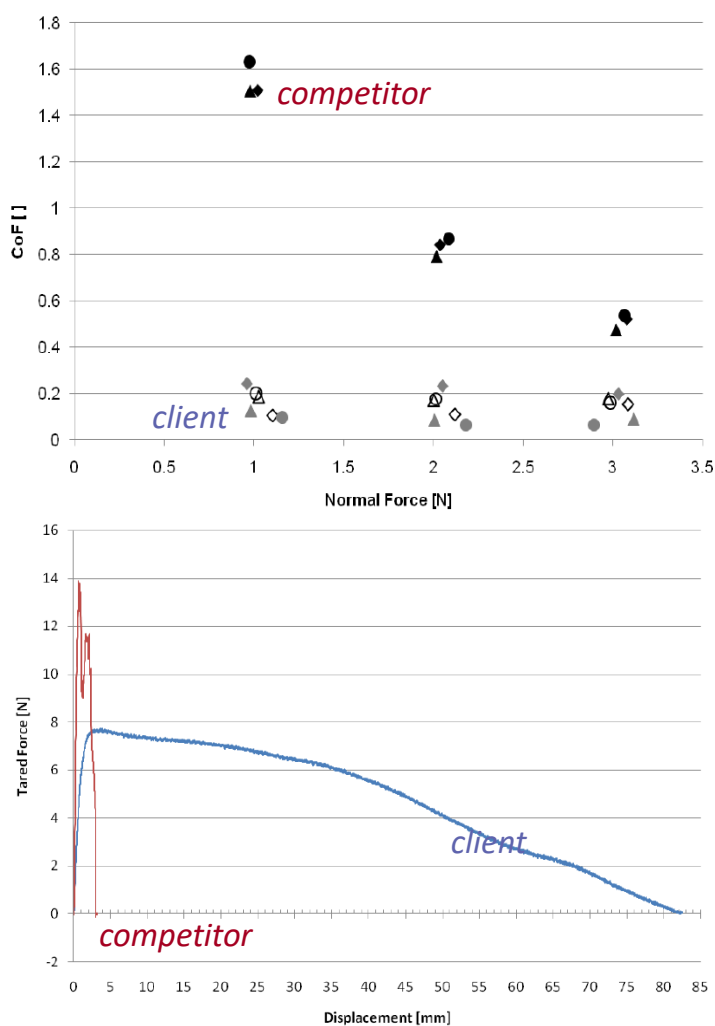
Description

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 'touch ability' than the competition.

Cambridge Polymer Group scientists translated 'hold' and 'touch ability' 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.



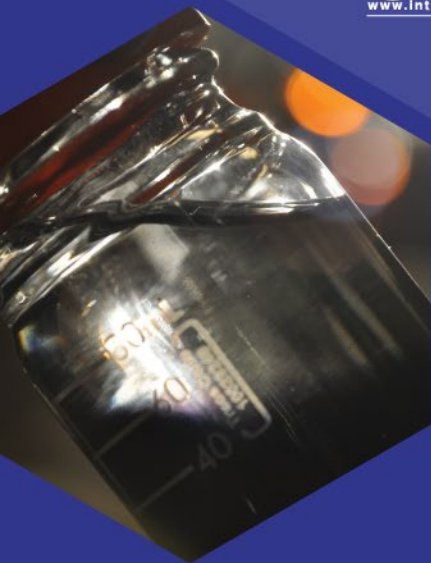
Data and Outcomes



Uses

- Sales/Marketing Collateral
- Patent Filing
- In-house Educational Materials

ANALYTICAL TESTING
BIOMEDICAL MATERIALS
MATERIALS CONSULTATION
RESEARCH & DEVELOPMENT



Cambridge Polymer Group, Inc. is a contract research laboratory specializing in materials. We partner with our clients to solve the world's toughest polymer problems utilizing our multi-disciplinary research team and full service laboratory.

We work with clients throughout the product life cycle to:

- Develop new materials
- Design prototypes for proof-of-concept studies
- Create and execute experimental design
- Validate and verify manufacturing processes
- Perform root-cause analysis in product failures

Cambridge Polymer Group, Inc. was founded in 1996 to provide a cost-effective resource for testing, research and development to clients who need periodic access to Ph.D.-level scientists and their support structure. We have developed a host of testing methods and materials for our clients, which number more than 1,000.

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