

REPORT No. 246798/17/JSHR

Client: REKZE LABORATORIES, LTD 71-75 Shelton Street, Covent Garden, WC2H 9JQ London UK		Sample (according to declaration of the Client) REKZE 63 SHAMPOO ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO
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**REPORT OF USE TEST AND INSTRUMENTAL TEST
UNDER DERMATOLOGICAL CONTROL**

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REPORT No. 246798/17/JSHR**1. THE BASIS TO CONDUCT THE STUDY**

- Samples delivered by the Customer.
- The qualitative composition of the product delivered by the Customer.
- The results of microbiological purity of the product delivered by the Customer.
- Negative result of semi-occlusive patch test performed in J.S. Hamilton International (Report no. 193337/17/JSHR).

The Customer is responsible for conformity with the declared quality composition of the product as well as microbiological purity test of the delivered samples.

SCOPE OF TESTS COMPLIANT WITH:

- Regulation of the European Parliament and of the Council (EC) No. 1223/2009 of 30 November 2009 on cosmetic products.
- Cosmetics Europe – The Personal Care Association (previously COLIPA) Guidelines "Product Test Guidelines for the Assessment of Human Skin Compatibility 1997."
- Cosmetics Europe – The Personal Care Association (previously COLIPA) Guidelines for the Evaluation of the Efficacy of Cosmetic Products 2008.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-01/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-03/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-14/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-16/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-39/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-42/PK.
- Technical Instruction applicable at the J.S. Hamilton Poland S.A. IT-43/PK.

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2. SUBJECT OF THE TEST

2.1 Description of the product

Parameter	Description
Intended use	The product is intended for use as a shampoo
Appearance	Liquid
Color	White
Fragrance	Characteristic for used fragrance composition
Packaging	Commercial
Direction of use	Shake before use. Apply shampoo gently down to the ends of your hair and leave in on the scalp for 1 to 2 minutes before rinsing thoroughly. Repeat and leave it on the scalp 3-5 minutes. Use 4 times per a week.

2.2 Qualitative composition of the product (INCI)

Ingredients: Aqua, Disodium laureth sulfosuccinate, Cocamidopropyl betaine, Ammonium lauryl sulfate, Sodium lauroyl sarcosinate, Glycerin, Polyquaternium-7, Potassium cocoyl hydrolyzed soy protein, Glycol stearate, Lauryl glucoside, Caffeine, Parfum, Lactic acid, Menthyl lactate, Styrene/acrylates copolymer, Acetylated lanolin alcohol, Cetyl acetate, Oleyl acetate, Polysorbate 80, Stearyl acetate, Climbazole, Dimethyl sulfone, Glycol distearate, Aspalathus linearis leaf extract, Hydrolyzed wheat protein, Quaternium-80, Serenoa serrulata extract, Zinc PCA, Steareth-4, Linalool, Hexyl cinnamal, Biotin, Limonene, Geraniol, Allyl heptanoate, Tetramethyl acetyloctahydronaphthalenes, Allyl cyclohexylpropionate, Amyl cinnamal, Citronellol, Allyl caproate, 2,4-Dimethyl-3-cyclohexene carboxaldehyde, Hexyl salicylate, Carnitine tartrate, Cysteine HCl, Emu oil, Ornithine HCl, Rose ketone-4, Taurine, Propylene glycol, Malus domestica fruit cell culture extract, Triticum vulgare seed extract, Prunus amygdalus dulcis oil, Cinnamomum zeylanicum bark extract, Ginkgo biloba leaf extract, Kigelia africana fruit extract, Salvia sclarea extract, Lecithin, Xanthan gum, Lycopene, Phenoxyethanol, Methylisothiazolinone, Methylchlorisothiazolinone, BHT.

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REPORT No. 246798/17/JSHR**3. AIM OF THE STUDY**

Confirmation/exclusion of the declared properties and efficiency of the product.

3.1 Product claims/properties declared by the Customer

- The product provides comfortable hair care.
- The product gives a feeling of reducing hair loss.
- The product stimulates hair growth.
- The product gives a feeling of improving hair condition.
- The product gives a feeling that the hair shafts are thicker.
- Hair has more volume.
- Hair looks shinier.
- The product makes hair smoother.
- The product makes hair softer.
- The product gives a feeling that the hair has increased strength.
- Hair is less breakage.
- Hair is less dull.
- Hair is less frizzy.
- Hair is less dry.
- Hair is less thinning.
- Hair is easier to style.
- The product gives a feeling that the scalp is revitalized.
- The product gives a feeling that the hair is clean and weightless.
- The product gives a feeling that the hair are stronger.
- The product gives a feeling that the hair is more resilient.
- The product gives a feeling that the scalp is less itchy.
- The product gives a feeling that the hair is less brittle.
- The product gives a feeling that the hair has less split ends.
- The product gives a feeling that the hair has increased elasticity.
- The product gives a feeling that the hair is less damaged.
- The product gives a feeling that the scalp is nourished.
- The product gives a feeling that the scalp is less dry.
- The product gives a feeling that the scalp is clean.

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REPORT No. 246798/17/JSHR**3.2 Study duration**

4 weeks (19.07.2017 – 16.08.2017)

3.3 Testing methodology**3.3.1 Use test**

The use test conducted at home under dermatological supervision.

The study concerned on:

- assess the impact of cosmetic on safety to human health based on a long-term tolerance of the skin at the application site as a result of regular, repetitive application of the product, according to the purpose and use of the specified time (repetitive test).
- research leading to confirm or exclude the effect claimed for the cosmetic.

The Evaluation Questionnaire form, the characteristics of the panel and numbers of volunteers (25 people) were in line with customer requirements (Study Protocol No. 189.3.17). The product was applied by volunteers accordance with the declared method of use.

Declarations will be confirmed only if the ratio of the received positive responses to the total number of volunteers participating in the study will be above 50%.

3.3.2 Instrumental test**3.3.2.1 Measurement of hair density before and after the product application using Aramo SG® ASG 200F**

The aim of the study is to measure hair density before and after the product application. The test has been conducted using special measuring device manufactured by ARAM HUVIS Co., Ltd. – ARAMO SG® ASG 200F. Instrumental study has been carried out on 10 volunteers involved in use test. The measurements in zoom 60-times has been performed at the specified shaved zone – before product application (D0) and after 4 weeks (D28) of regular application. All measurements have been carried out in an air conditioned room in the temp. of $20 \pm 2^{\circ}\text{C}$ and relative humidity $50 \pm 10\%$. If the difference between results before (D0) and after (D28) increase significantly then the product efficacy is confirmed. The results were statistically analyzed with STATISTICA 12. The level of significance was set $p < 0,05$.

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REPORT No. 246798/17/JSHR**3.3.2.2 Measurement of hair thickness before and after the product application using Aramo SG® ASG 200F**

The aim of the study is to measure hair thickness on 10 hair before and after the product application. The test has been conducted using special measuring device manufactured by ARAM HUVIS Co., Ltd. – ARAMO SG® ASG 200F. Instrumental study has been carried out on 10 volunteers involved in use test. The measurements in zoom 200-times has been performed at the site of application – before product application (D0) and after 4 weeks (D28) of regular application. All measurements have been carried out in an air conditioned room in the temp. of $20\pm 2^{\circ}\text{C}$ and relative humidity $50\pm 10\%$. If the difference between results before (D0) and after (D28) increase significantly then the product efficacy is confirmed. The results were statistically analyzed with STATISTICA 12. The level of significance was set $p < 0,05$.

3.3.2.3 Macrophotography of the surface of the scalp and hair in zoom 60-times before and after the product application using Aramo SG® ASG 200F

The aim of the test was to take pictures of the zone on the scalp to present an improvement in hair density and hair growth. The test has been conducted using special measuring device manufactured by ARAM HUVIS Co., Ltd. – ARAMO SG® ASG 200 F. Instrumental study has been carried out on 10 volunteers involved in use test. The macrophotography of scalp and hair in zoom 60-times has been performed at the specified shaved zone – before product application (D0) and after 4 weeks (D28) of regular application. All measurements have been carried out in an air conditioned room in the temp. of $20\pm 2^{\circ}\text{C}$ and relative humidity $50\pm 10\%$.

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4. DESCRIPTION OF VOLUNTEERS
Inclusion criteria:

GENERAL	Sign an informed consent to participate in the study, were informed about the purpose of the study, the manner of its conduct and the possible side effects.	
	Skin without irritation and changes requiring pharmacological treatment (dermatological evaluation).	
SPECIFIC	Amount of volunteers:	25 volunteers – use test, including 10 people – instrumental test
	Gender:	Women, Men
	Age:	18+
	Other:	Men and women with hair fall tendency, noticeable diffuse thinning, dry damaged aspect of hair, hair that is easily breakable.

The qualified volunteers received the tested product, specially developed questionnaire and were obliged to:

- regular use of the product according to the method of use during application period,
- during the test any other products of similar effects must not be used,
- a detailed evaluation of the tested product by using the received questionnaire,
- in case of any side effects on scalp they should immediately stop using the product and consult dermatologist at J.S. Hamilton International.

The test results may be affected by such factors as:

- scalp and hair condition at the site of product application,
- inter-individual genetic characteristics,
- individual preferences of volunteers.

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5. RESULTS
5.1 Characteristic of volunteers

No. of volunteer	Initials of volunteer	Gender W/M		Age		Type of hair type		Scalp sensitivity		Study initiation date		Study completion date	
1	AL	W		26		D		Y		19.07.2017		16.08.2017	
2	JM	W		55		D		Y		19.07.2017		16.08.2017	
3	JR	W		67		G		N		19.07.2017		16.08.2017	
4	BB	W		65		N		N		19.07.2017		16.08.2017	
5	WS	W		61		D		N		19.07.2017		16.08.2017	
6	MM	W		20		D		N		19.07.2017		16.08.2017	
7	PL	W		24		D		N		19.07.2017		16.08.2017	
8	AP	W		57		D		Y		19.07.2017		16.08.2017	
9	SM	W		32		D		Y		19.07.2017		16.08.2017	
10	KK	W		29		D		Y		19.07.2017		16.08.2017	
11	WR	W		41		N		N		19.07.2017		16.08.2017	
12	RF	M		27		G		Y		19.07.2017		16.08.2017	
13	AB	W		39		D		Y		19.07.2017		16.08.2017	
14	DM	W		29		G		Y		19.07.2017		16.08.2017	
15	MJ	W		26		D		Y		19.07.2017		16.08.2017	
16	MW	W		34		N		N		19.07.2017		16.08.2017	
17	KL	M		28		N		N		19.07.2017		16.08.2017	
18	ZW	M		51		N		Y		19.07.2017		16.08.2017	
19	DZ	W		29		D		N		19.07.2017		16.08.2017	
20	AM	W		32		D		N		19.07.2017		16.08.2017	
21	KO	W		29		G		N		19.07.2017		16.08.2017	
22	JŽ	M		40		N		N		19.07.2017		16.08.2017	
23	IB	W		36		N		N		19.07.2017		16.08.2017	
24	NM	W		31		G		N		19.07.2017		16.08.2017	
25	MK	W		28		G		Y		19.07.2017		16.08.2017	
		WOMEN (W)	21	THE AVERAGE AGE	37	DRY (D)	12	YES (Y)	11	NUMBER OF VOLUNTEERS, WHO STARTED THE INSTRUMENTAL TEST	10	NUMBER OF VOLUNTEERS, WHO ENDED THE INSTRUMENTAL TEST	10
		MEN (M)	4	MINIMAL AGE	20	NORMAL (N)	7	NO (N)	14	NUMBER OF VOLUNTEERS, WHO STARTED THE USE TEST	25	NUMBER OF VOLUNTEERS, WHO ENDED THE USE TEST	25
				MAXIMUM AGE	67	GREASY (G)	6						

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REPORT No. 246798/17/JSHR**5.2 Assessment of the cosmetic impact on safety of human health – including the tests on skin tolerance in the site of application (repeated application)**

On the basis of medical examinations and interviews collected from volunteers we found that:

the tested product **REKZE 63 SHAMPOO_ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO** was very well tolerated on the scalp and hair, because of all 25 people who involved in the study, during the regular application over a period of 4 weeks, there was no way in the interview negative symptoms and feelings that might indicate an intolerance to any component of the product, such as redness, burning sensation, swelling, tingling and itching. The product did not cause dryness at the site of application of all 25 volunteers who involved in the study. One volunteer [5.WS/W] reported feeling of discomfort after use of the product.

Contraindications for use of the product are: acute inflammation of the place of application, requiring pharmacological treatment, and allergy recognized or hypersensitivity to any of its ingredients.

The results obtained in the test allow to conclude, that the product used as intended is safe for health of persons, in whom there is not a contraindication to its use.

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5.3 Confirmation of the effect claimed for the cosmetic product

Regulation of the European Parliament and of the Council (EC) No. 1223/2009 of 30 November 2009 on cosmetic products.

Based on the results of use test – subjective feelings of volunteers we concluded that properties of the product **REKZE 63 SHAMPOO_ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO** declared by the Customer were assessed as follows:

• The product provides comfortable hair care.	: 96% positive responses
• The product gives a feeling of reducing hair loss.	: 64% positive responses
• The product stimulates hair growth.	: 52% positive responses
• The product gives a feeling of improving hair condition.	: 76% positive responses
• The product gives a feeling that the hair shafts are thicker.	: 52% positive responses
• Hair has more volume.	: 52% positive responses
• Hair looks shinier.	: 64% positive responses
• The product makes hair smoother.	: 88% positive responses
• The product makes hair softer.	: 92% positive responses
• The product gives a feeling that the hair has increased strength.	: 80% positive responses
• Hair is less breakage.	: 36% positive responses
• Hair feels less dull.	: 68% positive responses
• Hair is less frizzy.	: 52% positive responses
• Hair is less dry.	: 60% positive responses
• Hair is less thinning.	: 36% positive responses
• Hair is easier to style.	: 84% positive responses
• The product gives a feeling that the scalp is revitalized.	: 76% positive responses
• The product gives a feeling that the hair is clean and weightless.	: 92% positive responses
• The product gives a feeling that the hair is stronger.	: 72% positive responses
• The product gives a feeling that the hair is more resilient.	: 68% positive responses
• The product gives a feeling that the scalp is less itchy.	: 68% positive responses
• The product gives a feeling that the hair is less brittle.	: 72% positive responses
• The product gives a feeling that the hair has less split ends.	: 60% positive responses
• The product gives a feeling that the hair has increased elasticity.	: 80% positive responses
• The product gives a feeling that the hair is less damaged.	: 76% positive responses
• The product gives a feeling that the scalp is nourished.	: 80% positive responses
• The product gives a feeling that the scalp is less dry.	: 80% positive responses
• The product gives a feeling that the scalp is clean.	: 96% positive responses

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Moreover:

• Suitable fragrance.	: 72% positive responses
• Suitable fragrance intensity.	: 84% positive responses
• Appropriate consistency.	: 100% positive responses
• Easy spreadability.	: 96% positive responses
• Easy rinsing.	: 100% positive responses
• Well foaming properties.	: 88% positive responses
• Easy wet combing.	: 64% positive responses
• Easy dry combing.	: 88% positive responses
• Pleasant wet hair to the touch.	: 80% positive responses
• Pleasant dry hair to the touch.	: 100% positive responses
• Pleasant product application (comfort of use).	: 84% positive responses
• Overall positive assessment.	: 84% positive responses
• Comparing with other similar products used in the past, the tested product was assessed as better.	: 64% positive responses
• Would like to buy the product.	: 80% positive responses

Answers on all questions are presented in the Appendix **7.1**.

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5.4 The instrumental test result.
5.4.1 Measurement of hair density before and after the product application using Aramo SG® ASG 200F
Assumption:

The product efficacy is confirmed when the difference between measurement before (D0) and measurement after 4 weeks (D28) is increase significantly.

Table 1. Aramo SG® ASG 200F. The mean results of hair density at the site of the product application on measurements before application (D0) and after 4 weeks (D28) of regular application in [average amount of hair/cm²].

Volunteer (number/initials/ gender)	First measurement (D0)	Measurement after 4 weeks (D28)	Difference (D28-D0)
1.AL/W	102	139	37
2.JM/W	102	110	8
3.JR/W	78	104	26
4.BB/W	111	125	14
5.WS/W	101	117	16
6.MM/W	120	128	8
7.PL/W	128	157	29
8.AP/W	128	149	21
9.SM/W	102	115	13
10.KK/W	107	141	34
Mean	108	129	21
Min	78	104	8
Max	128	157	37
SD	15	18	10
Median	105	127	19
p-value			0,00016
Significance			Yes
Δ%			19%
% of volunteers with the positive effect			100%

Conclusion: The product **REKZE 63 SHAMPOO_ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO** improves hair density.

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5.4.2 Measurement of hair thickness before and after the product application using Aramo SG® ASG 200F
Assumption:

The product efficacy is confirmed when the difference between measurement before (D0) and measurement after 4 weeks (D28) is increase significantly.

Table 2. Aramo SG® ASG 200F. The mean results of hair thickness at the site of the product application on measurements before application (D0) and after 4 weeks (D28) of regular application in [mm].

Volunteer (number/initials/ gender)	First measurement (D0)	Measurement after 4 weeks (D28)	Difference (D28-D0)
1.AL/W	0,085	0,087	0,002
2.JM/W	0,064	0,065	0,001
3.JR/W	0,071	0,073	0,002
4.BB/W	0,058	0,061	0,003
5.WS/W	0,068	0,071	0,003
6.MM/W	0,079	0,082	0,003
7.PL/W	0,081	0,083	0,002
8.AP/W	0,069	0,072	0,003
9.SM/W	0,083	0,084	0,001
10.KK/W	0,084	0,084	0,000
Mean	0,074	0,076	0,002
Min	0,058	0,061	0,000
Max	0,085	0,087	0,003
SD	0,009	0,009	0,001
Median	0,075	0,078	0,002
p-value			0,00020
Significance			Yes
Δ%			3%
% of volunteers with the positive effect			90%

Conclusion: The product **REKZE 63 SHAMPOO_ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO** improves hair thickness.

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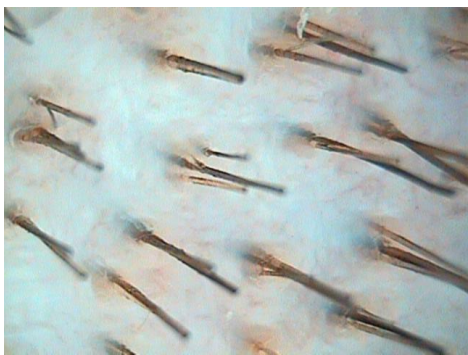


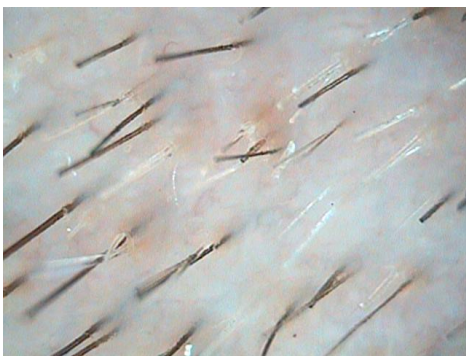


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5.4.3 Macrophotography of the surface of the scalp and hair in zoom 60-times before and after the product application using Aramo SG® ASG 200F
Assumption:

Product's properties are confirmed, when hair density is improved.

Table 3. Aramo SG® ASG 200F. The images of the surface of the scalp and hair in zoom 60-times before application (D0) and after 4 weeks (D28) of regular application.



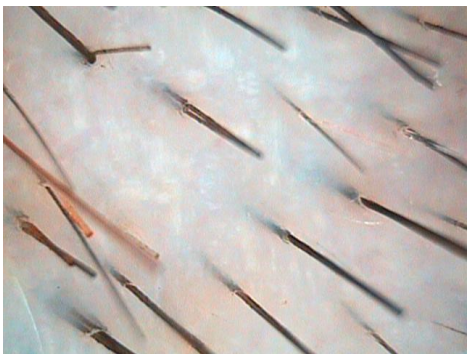
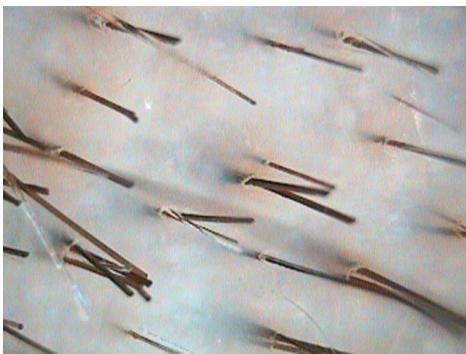

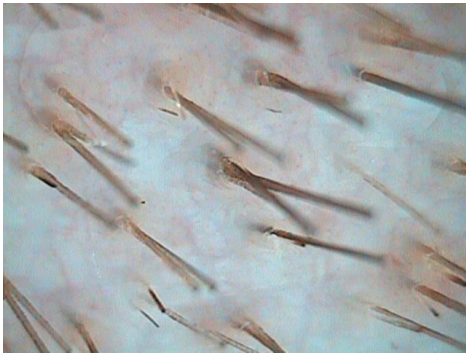
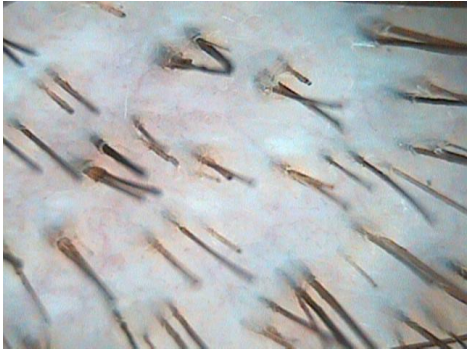
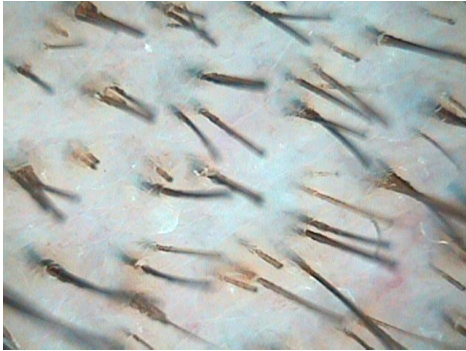
Volunteer (number/initials /gender)	Before (D0)	After 4 weeks of product use (D28)
1.AL/W		
2.JM/W		
3.JR/W		

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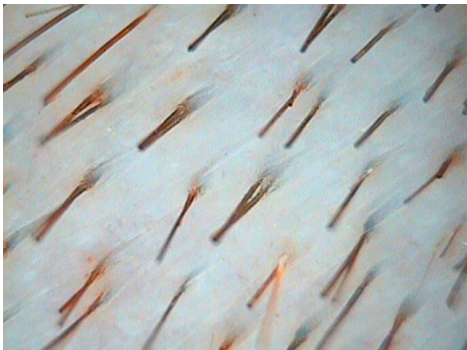
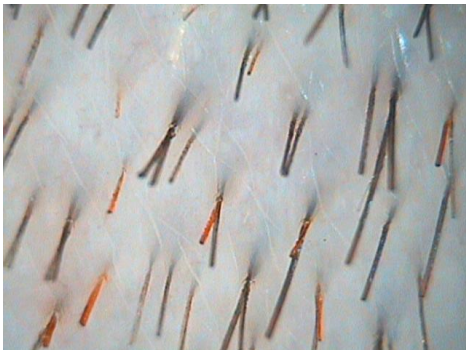

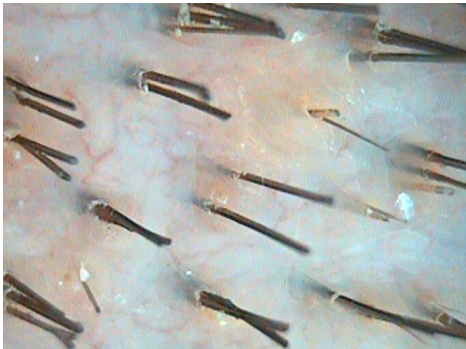
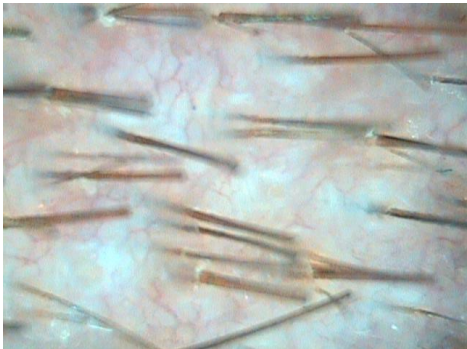

4.BB/W		
5.WS/W		
6.MM/W		
7.PL/W		

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8.AP/W		
9.SM/W		
10.KK/W		

Conclusion: The improvement in hair density was observed in all 10 volunteers.

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REPORT No. 246798/17/JSHR**6. CONCLUSION**

Under the study conditions, after 4 weeks of application, is concluded that the product **REKZE 63 SHAMPOO_ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO:**

- was very well tolerated on the scalp and hair,
- properties declared by the Customer have been confirmed:
 - The product provides comfortable hair care.
 - The product gives a feeling of reducing hair loss.
 - The product stimulates hair growth.
 - The product gives a feeling of improving hair condition.
 - The product gives a feeling that the hair shafts are thicker.
 - Hair has more volume.
 - Hair looks shinier.
 - The product makes hair smoother.
 - The product makes hair softer.
 - The product gives a feeling that the hair has increased strength.
 - Hair is less dull.
 - Hair is less frizzy.
 - Hair is less dry.
 - Hair is easier to style.
 - The product gives a feeling that the scalp is revitalized.
 - The product gives a feeling that the hair is clean and weightless.
 - The product gives a feeling that the hair are stronger.
 - The product gives a feeling that the hair is more resilient.
 - The product gives a feeling that the scalp is less itchy.
 - The product gives a feeling that the hair is less brittle.
 - The product gives a feeling that the hair has less split ends.
 - The product gives a feeling that the hair has increased elasticity.
 - The product gives a feeling that the hair is less damaged.
 - The product gives a feeling that the scalp is nourished.
 - The product gives a feeling that the scalp is less dry.
 - The product gives a feeling that the scalp is clean.
- improves hair density (average 19%).
- improves hair thickness (average 3%).

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7. APPENDICES
7.1 Summary of the questionnaire

One volunteer presents 4,0% of answers.

246798 REKZE 63 SHAMPOO – ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO					
I. ASSESSMENT OF THE PRODUCTS PROPERTIES					
	Definitely does not suit me	Does not suit me	Neutral	Suits me	Definitely suits me
1 Fragrance	4%	4%	20%	48%	24%
	Far too intensive	Too intensive	Suitable	Too little intensive	Definitely too little intensive
2 Fragrance intensity	0%	8%	84%	8%	0%
	Definitely too watery	Too watery	Appropriate	Too thick	Definitely too thick
3 Consistency	0%	0%	100%	0%	0%
	Definitely difficult	Difficult	Easy	Definitely easy	
4 Spreadability	0%	4%	84%	12%	
5 Rinsing	0%	0%	88%	12%	
	Not foaming	Less foaming	Satisfactory	Well foaming	
6 The foaming properties	0%	12%	68%	20%	
	Definitely difficult	Difficult	Easy	Definitely easy	
7 Wet combing	0%	36%	60%	4%	
8 Dry combing	0%	12%	88%	0%	
	Unpleasant	Pleasant			
9 Wet hair to the touch	20%	80%			
10 Dry hair to the touch	0%	100%			
11 Product application (comfort of use)	16%	84%			
	No	Yes			
12 The product provides comfortable hair care	4%	96%			
	Definitely no	No	Yes	Definitely Yes	
13 The product gives a feeling of reducing hair loss	0%	36%	56%	8%	
14 Did you notice that this product stimulates hair growth?	0%	48%	44%	8%	
15 The product gives a feeling of improving hair condition	0%	24%	72%	4%	
16 The product gives a feeling that the hair shafts are thicker	0%	48%	48%	4%	
17 Hair has more volume	0%	48%	48%	4%	
18 Hair looks shinier	0%	36%	52%	12%	
19 The product makes hair smoother	0%	12%	72%	16%	
20 The product makes hair softer	0%	8%	80%	12%	
21 The product gives a feeling that the hair has increased strength	0%	20%	72%	8%	
22 Did you notice less hair breakage?	0%	64%	32%	4%	
23 Hair is less dull	0%	32%	60%	8%	
24 Did you notice less frizzy hair?	0%	48%	44%	8%	
25 Did you notice less dry hair?	0%	40%	52%	8%	

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246798 REKZE 63 SHAMPOO – ANTI-HAIR LOSS AND HAIR GROWTH STIMULATING SHAMPOO					
I. ASSESSMENT OF THE PRODUCTS PROPERTIES					
	Definitely no	No	Yes	Definitely Yes	
26 Did you notice less thinning hair?	0%	64%	32%	4%	
27 Hair is easier to style	0%	16%	76%	8%	
28 The product gives a feeling that the scalp is revitalized	0%	24%	72%	4%	
29 The product gives a feeling that the hair is clean and weightless	0%	8%	88%	4%	
30 The product gives a feeling that the hair are stronger	0%	28%	64%	8%	
31 The product gives a feeling that the hair is more resilient	0%	32%	60%	8%	
32 The product gives a feeling that the scalp is less itchy	0%	32%	60%	8%	
33 The product gives a feeling that the hair is less brittle	0%	28%	64%	8%	
34 The product gives a feeling that the hair has less split ends	0%	40%	52%	8%	
35 The product gives a feeling that the hair has increased elasticity	0%	20%	72%	8%	
36 The product gives a feeling that the hair is less damaged	0%	24%	64%	12%	
37 The product gives a feeling that the scalp is nourished	0%	20%	72%	8%	
38 The product gives a feeling that the scalp is less dry	0%	20%	68%	12%	
39 The product gives a feeling that the scalp is clean	0%	4%	84%	12%	
II. MARKETING ASSESSMENT					
	I definitely do not like it	I do not like it	Neutral	I like it	I definitely like it
40 Overall assessment of the products	0%	0%	16%	76%	8%
	Definitely worse	Worse	Comparable	Better	Definitely better
41 Product assessment in comparison with the same type of products used before	0%	8%	28%	52%	12%
	I definitely would not buy it	I would not buy it	I do not know if I would buy it, or not	I would buy it	I definitely would buy it
42 Taking under consideration previously tested properties of the products, what is the probability that you will buy this product?	0%	8%	12%	60%	20%

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