

Call for Sponsors



Hair Movement Consortium Project

TRI Princeton is looking for five sponsors for a one-year project on hair movement. The project will be led by Dr Trefor Evans, Institute Fellow and Director of Research.

For consumers with long hair, natural hair movement is an important visual cue of healthy hair. Claims based on improved hair movement are thus of great interest.

TRI Princeton has, together with Bossa Nova Vision (CA), developed a new technique for measuring the movement of hair tresses in vitro. Preliminary experiments suggest that this technique has much promise. However, more work is required to fully refine the protocols and to improve the precision and reproducibility of the measurements.

The Hair Movement Consortium Project will last one year and will have the following deliverables for its sponsors;

1. Finalized protocol for movement measurements, with adequate precision, discrimination and reproducibility for claim support work
2. Validation of the technique versus consumer perception. Consumer panels will define the relationships between technical measures and movement claims (e.g. natural movement, bounciness, etc)
3. Validation that the protocol can measure differences in movement produced by different damage insults and different hair surface treatments (e.g. silicones, styling polymers)

Sponsors will get exclusive access to the assay details and the validation data for one year, before it is made available to all TRI clients. The instrument will also be made available to purchase immediately after the study. Sponsors wanting to test their products at TRI, will also have one-year exclusive access to the assay and a 25% sponsors' discount.

This study will cost each sponsor \$25,000 and is planned to start in Q1 2020. Consortium projects are only available to TRI Members

For further information please contact

Dr Trefor Evans,

Institute Fellow and Director of Research
(tevens@triprinceton.org; +1 609 430-4834)

Dr Paul Cornwell,

TRI Princeton, TRI UK & Europe Contact
(pcornwell@triprinceton.org; +44 1244 336118)

