

# Call for Sponsors



## Brazil Textured Hair Consortium Project

TRI Princeton is looking for eight sponsors for a one-year project on the Brazilian textured hair in 2020-2021. The project will be led by Dr Samuel Gourion-Arsiquaud, Director for Skin & Bio-substrates.

TRI has a strategic goal to better understand all Textured Hair, irrespective of ethnicity, by providing sponsors with a deeper understanding of the key problems associated with very curly hair and new techniques to address unmet consumer needs. Brazil is a large and important hair care market that is growing strongly which we have not investigated.

Brazil is well known for its wide diversity of hair types, many of which are curly hair and it remains an important market where hair straightening and coloring are still highly popular. Consequently, Brazil is an ideal country in which to explore the effects of hair curl, hair coloring and chemical straightening treatments on both hair strength and specifically scalp health. The Brazil Textured Hair Consortium Project will focus on two key areas;

- **Scalp health.** A large consumer study will define the relationships between the degree of hair curl, chemical straightening treatments and scalp health. This Brazilian study will include panellists with natural, undamaged hair and chemically straightened hair. A spectroscopic method (ATR-FTIR spectroscopy) adapted for in-vivo measurement will be used to characterize scalp skin condition. New insights will enable sponsors to develop new, and more effective hair and scalp treatments.
- **Hair breakage.** Hair samples taken during the Brazilian consumer study will be investigated using fatigue testing, tensile testing and fracture analysis techniques. New insights will help sponsors develop more effective anti-breakage treatments for natural and chemically straightened hair.

This study will cost each sponsor \$30,000 (if all slots are filled) and is planned to start in Q3 2020. Consortium projects are only available to TRI Members.

Sponsors will get full access to the data produced in the scientific program. The data will remain exclusive to sponsors for two years after the project, after which TRI plans to publish the work. TRI will self-fund the program by 25%. Sponsors will get a \$300,000 program for an investment of \$30,000.

**For further information please contact**

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