STRESS CURL
RETENTION TEST
Consumer expectations towards cosmetic and personal care products are continuously changing and consumers are becoming more and more demanding. 50 years ago, good product quality regarding texture, scent, and application in combination with professional presentation and advertising might have been enough to please the consumer while today’s consumers actually expect scientific proof that the product keeps its promises.

SGS INSTITUT FRESENIUS continuously strives to support the industry with its need for scientific proof by providing a new method for testing hair styling products. The products undergo a previously unknown stress test that goes beyond just climate conditions. The classical curl retention test covers temperature and humidity only. Tresses of hair are being treated with different hair styling products and shaped into curls. Subsequently, the curls are exposed to a warm, humid damp climate and the length of the curls is monitored at defined periods of time. In principle, the shorter the tresses, the better the humidity resistance of the styling product, because the curls keep their shape longer. In order to obtain comparable data, the conditions are standardized and identical for every product.

In everyday life, hair and thus hair styling products as well have to tolerate much more than changes in climatic conditions. Next to temperature and humidity, hair styling has to cope with people running their fingers through it, dressing and combing it or shaking their heads. Therefore, the new stress curl retention test reflects exactly these mechanical stress points.

When comparing the standard curl retention test with the stress curl retention, additional insight may be gained since climatic and mechanical stress points are combined. Improvements in such dimensions should help to trigger the repeated purchasing decision of consumers.

As one of the leading providers of non-medical laboratory analysis in Germany, SGS INSTITUT FRESENIUS has an outstanding reputation among manufacturers, consumers, and retailers – in particular with regard, to the safety and quality of food, beverages, and consumer products. Take advantage of our know-how and expertise in new and state-of-the-art methods tailor-made for hair spray and mousse products.

Please do not hesitate to contact us for further questions.

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