

## **Hair Care Products**

Sixteen year old Jesse just got a new hairstyle. Her stylist showed her some really neat ways to wear her hair. She used a gel to get the hair to stay where she wanted. Now Jesse would like to buy some gel to use on her own.

She thought a spray-on type would be easier to use and less messy. She will be going on a couple of camping trips this summer and needs to be able to take this product along for a fast style. Of course, cost is also a factor, so Jesse wants to get a good deal for her money.

Help Jesse choose a gel product that would best suit her needs.

### Criteria:

- Gel
- Spray-on
- Work for fast styling (camping trip)
- Cost

The information given in this document is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the University of Minnesota is implied.

#1

Pantene Pro-V Gel Radiant Response  
Pump Spray

5.1 fl. oz.

\$3.99

Gives control for healthy-looking color and shine.

Enhances the sheen and luster of your hair.

Penetrating Pro-Vitamin formula helps protect hair from everyday styling damage.

Pantene responds to your hair's structure to help bring out the beauty that's your's alone.

Directions:

Use on wet or damp hair. Apply directly to roots for greater volume. Spray lightly on all other areas that need control, definition, or height. Dry thoroughly, starting at roots and working toward ends.

Ingredients:

Water, PVP/VA Copolymer, Polyguaternium -4, Benzyl Alcohol, Isosteareth-20, Fragrance, Pantheno, Panthenyl Ethyl.



#2

Vidal Sassoon  
Lifter Spray-Gel  
5.1 fl. oz.  
\$6.35

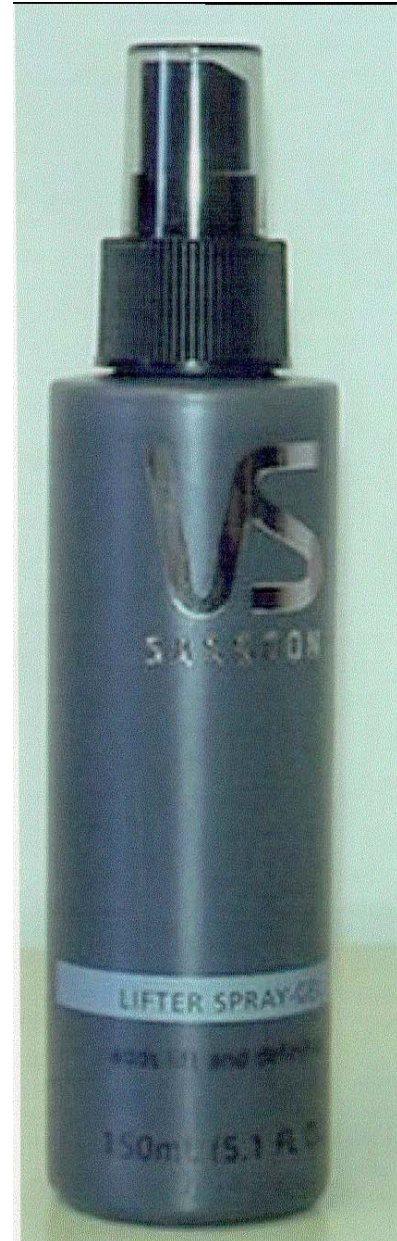
Vidal Sassoon stylists are constantly creating and sharing new techniques. Hair stylists from all over the world come to our academies to learn about the latest in hair care. Now we want to put this know-how in your hands.

You want:  
To add lift and definition to your style.

Here's How:  
Spray on roots of hair when it is nearly dry, then style as usual.

Our Stylists Suggest:  
For lift and volume, apply to root area of hair that is nearly dry and hold out with brush until finished blow-drying. Spray on dry hair for added texture.

Ingredients:  
Water, PVP/VA, copolymer, myristoyl, hydrolyzed, collagen, polyquatenium-4, benzyl alcohol, isostereath-20, DMDM hydantoin, Disodium EDTA, fragrance, octyl salicylate.



Hair Care Products  
Intermediate  
2001

#3

Helene Curtis

ThermaSilk Heat Activated Shine & Shape

Gel

8 oz.

\$3.99

Therma Shine & Shape Gel is specially designed to work with heat appliances to enhance your hair's natural shine, while giving the light, flexible level of hold and control you need.

Never too stiff or too sticky.

All ThermaSilk products contain revolutionary protein formulas that are stimulated by the heat from your blow dryer to curling iron.

ThermaSilk products go beyond protection to actually improve your hair's condition, leaving it looking and feeling healthier.

To use:

Pump gel into palm. Work through damp hair. Heat style as usual.

Ingredients:

Water, silk protein, silk amino acids, phytantriol, arginine, Oleth-20, hydroxyethylcellulose, thiethanolamine, carbomer, fragrance, propylene glycol, isoceteth-20, diazolidiny urea, terasodium EDTA, methylparaben, mica, propylparaben, titanium dioxide.



#4

Aussie Sprunch Spray  
Style, Shape & Scrunch  
12 fl. oz.  
\$4.19

Australian Kangaroo Paw Flower, - grows wild in the southwestern corner of Australia. Multi-colored and velvety to the touch, this flower is blended into our unique formula that adds life and shine to hair.

Directions:

To style, spray about 8 inches from hair and scrunch with hand. For added volume, spray on damp hair and blow dry, then spray again for final finishing.

Our formula:

Alcohol denat., water,  
diglycol/chom/isophthalates, sip copolymer,  
octyl-acrylamide, acrylates, butylaminoethyl  
methacrylate copolymer, kangaroo paw flower  
extract, tocopheryl acetate, hydrolyzed soy  
protein, hydrolyzed wheat starch, hydrolyzed  
wheat protein, dimethicone copolyol,  
acetamide mea-aminomethyl propanol,  
fragrance, propylene glycol.



Hair Care Products  
Official Placing

Placing: 1-2-3-4

Cuts: 4-2-4

I place this class of hair care products 1-2-3-4.

In the top pair I place 1 over 2 because 1 is one of the cheapest gels and is in the spray form that Jesse prefers.

In the middle pair I place 2 over 3 because it meets the criteria of being a gel in a spray bottle. Granted, 2 is the most expensive gel in the class. I fault 3 for not being a spray and for being “heat activated”, requiring a blow dryer, which would be difficult to use on her camping trip.

In the bottom pair I place 3 over 4 because 3 meets the requirement of being a gel and is slightly less expensive.

I leave 4 at the bottom of the class because it is not a gel at all, it is a sprunch spray, therefore, not meeting Jesse’s first requirement.

For these reasons I place this class of hair care products 1-2-3-4.

1234 - 50
1243 - 46
1324 - 48
1342 - 42
1423 - 40
<u>1432 - 38</u>
2134 - 46
2143 - 42
2314 - 40
2341 - 30
2413 - 32
<u>2431 - 26</u>
3124 - 42
3142 - 36
3214 - 38
3241 - 28
3412 - 26
<u>3421 - 22</u>
4123 - 30
4132 - 28
4213 - 26
4231 - 20
4312 - 22
4321 - 18