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## 118. Analysis of shampoos' consumer characteristics and labeling

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**Introduction:** Hair care is important in the life of modern person. The primary means of care are shampoos that are very hygienic, aesthetic and psychological value.

There is quite a wide range of shampoos both by import and domestic manufacturers. Among them are following types of shampoos: medical, professional, for different hair types, with air conditioning balm or other additives. Shampoo manufacturers are constantly developing new techniques and recipes. Many consumers believe that the high price of shampoo ensures its high quality, but often it does not [2].

**Resources and methods:** Shampoos should have a good cleansing ability to give magnificent stable foam in water of any hardness, well distributed on the hair and thus easily come off as be soft for the scalp and mucous membrane of eyes, give hair shine, have nice color and smell the aroma, have a pH 3.5 - 8.5. [1]

Today, the market is constantly changing and expanding range of shampoos. To study the five samples were selected liquid creamy shampoo for normal hair by different manufacturers: "Elseve" (L'Oreal), "One Hundred Beauty Recipes" (Kalina), "Fructis"

(Garnier); "Palmolive" (Colgate-Palmolive); "Hairwell Repair Shampoo" (Hairwell). The objects were examined according to their organoleptic characteristics and labeling.

**Results:** While carrying out organoleptic evaluation it was revealed that Elseve (L'Oreal), "Fructis" (Garnier), "Palmolive" (Colgate-Palmolive), Hairwell Repair Shampoo (Hairwell) met the requirements of regulatory documents. They have creamy structure, the color is typical and there is strange odor. Another samples under investigation - "Palmolive" (Colgate-Palmolive) and Hairwell Repair Shampoo (Hairwell) have a pleasant herb aroma, due to the addition of herbal extracts. "One Hundred Beauty Recipes" (Kalina) have a liquid consistency. This defect may be the cause of failure in production technology. [2]

Assessment of washing ability of shampoos was performed by people of different ages according to five-point scale. Higher ranking was given to shampoo which made hair clean, soft and silky with no sense of encumbrances. The highest rate goes to "Fructis" (Garnier Laboratories). Somewhat lower marks have the following brands: "Elseve" (L'Oreal), "Palmolive" (Colgate-Palmolive) and "Hairwell Repair Shampoo" (Hairwell). "One Hundred Beauty Recipes" receives the lowest score. After the use the respondents admitted the felling of stiffness.

Foaming abilities are : the number of foam and foam stability. Foam number of benign shampoos should be no less than 100 mm and foam stability range is 0.7-1.0 m. Each sample of shampoo has foam of 400 mm or more, and foam stability varies within acceptable limits at regulatory documents. pH of creamy shampoos should be within 3,5-8,5. All examined samples of shampoos have results that do not exceed this limit.

It should be emphasized that only shampoos L'Oreal, Colgate-Palmolive and Hairwell meet specifications 00333919-003-2000.

Also, the study was conducted under labeling samples of shampoos regulations. Shampoo "OneHundred Beauty Recipes", "Elseve (L'Oreal)", "Fructis" (Garnier) satisfy the requirements of State Standard 51391-99. Product information is on the label and presented to consumers in clear, consistent, concise form, as well as it is easy to read. Marking provides stability during storage. Production of these brands is certified by ISO 9001 Certification.

Marking of shampoos "Palmolive" (Colgate-Palmolive) and "Hairwell Repair Shampoo" (Hairwell) does not satisfy the requirements of State Standard 51391-99. The characters on the label of products are rather small and difficult to read.

**Conclusions:** Therefore, according to the requirements to shampoos the best among those investigated are "Fructis" (Garnier Laboratories) and "Elseve" (L'Oreal). They meet the requirements of regulatory documents, the washing abilities are high, the foam is stable and labeling is correct.

#### **References**

1. GOST 26878-86. Shampoo's hair and leave behind a bath. Specifications. - K.: state standard of Ukraine, 1996.
2. Vylkove S., Svekolnykova A. 'Evaluation of the quality and competitiveness of cosmetic products'.