ShowSheen® Original Hair Polish & Detangler Proven to Reduce Hair Breakage by 40%

In laboratory research conducted in April 2018, three tests were performed by an independent third-party research team to conclusively determine the beneficial effects of ShowSheen Original Hair Polish and Detangler on horse hair. Hair treated with the grooming aid showed 40% less breakage when repeatedly combed compared to untreated hair. Additionally, ShowSheen® proved to make detangling easier, smooth hair, and help hair resist damage due to brushing.

OVERVIEW OF IN VITRO LAB TESTING

Test 1: Dry Repeated Grooming

In this repeated grooming experiment, tresses of horse hair are mechanically groomed several times. The number of broken fibers occurring during and after the repeated grooming are recorded. Tresses treated with and without ShowSheen® Original Hair Polish & Detangler were tested.

Test 2: Scanning Electron Microscopy

The surface condition of hair fibers treated with and without ShowSheen® Original Hair Polish & Detangler was evaluated by using scanning electron microposy (SEM). Magnified topographical images of the control and treated hair fibers were taken and analyzed.

Test 3: Measurement of Dry Combing Forces

This instrumental combing experiment measured frictional forces while horse hair tresses treated with and without ShowSheen® Original Hair Polish & Detangler were pulled through a comb repeatedly.

THE LINK BETWEEN GROOMING AND HORSE HEALTH

Why test the effectiveness of using ShowSheen®? Grooming is essential to the health and well-being of horses.


“The best way to maintain a tail’s good looks and function is to keep it clean and in top condition. Unfortunately, though tail skin feels tough and those hairs look impenetrable, the equine tail isn’t immune to injury and disease. But conscientious care can make the difference between lush and scraggly. Healthy tail hairs are elastic and shiny, thanks to the lubricating sebum excreted from oil glands at the base of the hair follicles.” King, Sarah. “What Your Horse’s Tail is Teling You”. Equus 22 June 2006. Web. 6 July 2018.
Evaluating the Effectiveness of ShowSheen® when Applied to Horse Hair

**TEST 1: DRY REPEATED GROOMING**
This experiment utilizes an automated grooming device that consists of a hollow rotating drum-like assembly, on which four outer crossbars hold mounted combs or brushes. One complete drum revolution combs a tress four times. Tresses treated with and without ShowSheen® were groomed for a total of 2,000 cycles, collected, and assessed.

**Conclusion:** Tresses treated with ShowSheen® showed a 40% decrease in breakage when compared to the Control.

**What this means for you and your horse:** ShowSheen® protects hair from damage due to brushing, for significantly reduced breakage and fuller, longer manes and tails.

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**TEST 2: SCANNING ELECTRON MICROPOSY**
Scanning Electron Microscopy (SEM) was used to evaluate the effects of treatment on horse hair fiber integrity and surface condition. Tresses were treated with and without ShowSheen®, then fibers were randomly selected and viewed under SEM. The SEM pictures were recorded at 10KV with a working distance of ~10mm at both 500x and 5000x magnification. Three locations per fiber were imaged.

**Conclusion:** Control fibers showed sharp edges of cuticles and cracks, while fibers treated with ShowSheen® show significant coverage by the treatment, smoothing chipped cuticles and cracks.

**What this means for you and your horse:** ShowSheen® smooths hair to improve the appearance of manes and tails, and aid in detangling.

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**TEST 3: MEASUREMENT OF DRY COMBING FORCES**
To evaluate the smoothness properties in the dry state of tresses treated with and without ShowSheen®, instrumental combing is used to measure frictional forces. Six combing strokes are performed per tress, while eight replicate hair tresses are used per sample to ensure statistical relevance.

**Conclusion:** A decrease in dry combing force of approximately 38% was measured in tresses treated with ShowSheen® when compared to the Control treatment.

**What this means for you and your horse:** ShowSheen® reduces friction during brushing to make detangling much easier.