



## Annexure - 2

## TEST RESULTS : SHAMPOOS

BRANDS / STANDARDS IS:7884:1992 (2nd Revision)	Rank	Overall score (wtd.)	Price@ (per 100 ml)	Weighted Score		Sensory Score out of 100	Labelling information			
				Sen- sory	Labe- lling		Name of material	Best Use before month & year of mfg.	List of key ingre- dients	
NEW REJOICE RICH	1	83	38.00	63	20	79	✓	Xb	✓	
PANTENE PRO-V	2	82	61.00	62	20	77	✓	Xb	✓	
HIMALAYA AYURVEDIC CONCEPTS	3	80	54.17	60	20	76	Xa	✓	✓	
GARNIER FRUCTIS	4	79	49.00	59	20	74	Xa	✓	✓	
 SUPER RICH LUX	5	78	15.00	58	20	73	✓	✓	✓	
NEW CLINIC PLUS	5	78	37.50	58	20	73	✓	✓	✓	
SHAHENNA	6	77	160.00	57	20	71	Xa	✓	✓	
SUNSIK BLACK SHINE	7	76	40.80	56	20	71	✓	✓	✓	
CHIK	8	74	15.00	54	20	67	✓	✓	✓	
NYLE HERBAL	9	73	32.50	53	20	66	✓	✓	✓	
AYUR HERBAL	10	71	27.00	51	20	64	Xa	✓	Xb	
BEAUTY PLUS	10	71	9.50	51	20	63	✓	Xb	✓	
DABUR VATIKA HENNA CREAM CONDITIONER	11	70	47.00	50	20	62	✓	✓	✓	
JOHNSON'S BABY	12	69	69.00	49	20	61	✓	✓	✓	
BIO-MARGOSA	13	49	79.17	29	20	37	Xa	✓	✓	
<b>ANTI-DANDRUFF SHAMPOO</b>										
 NEW SUNSIK WHITE ANTI-DANDRUFF	1	87	40.80	67	20	83	✓	✓	✓	
HEAD & SHOULDERS	2	81	64.00	61	20	77	✓	Xb	✓	
CLINIC ALL CLEAR	2	81	50.00	61	20	76	✓	✓	✓	
DABUR VATIKA ANTI- DANDRUFF	3	80	49.00	60	20	76	✓	✓	✓	
NIZORAL	4	74	200.00	54	20	67	✓	✓	Xb	
SHAMLA	5	73	140.00	53	20	66	Xa	✓	✓	
LEVER AYUSH ANTI-DANDRUFF	6	68	49.00	48	20	60	Xa	✓	✓	
<b>WEIGHTAGE</b>	<b>100</b>			<b>80%</b>	<b>20%</b>					

## KEY (Sensory)

0-50	= poor
51-60	= average
61-70	= fair
71-80	= good
81-100	= excellent

✓ Conforming  
X Non-conforming

## BEST BUY

Best Buy is based on the overall score and price. Among the 'regular shampoo' brands, New Rejoice Rich (83) scored the highest. Although Super Rich Lux (78) had a comparatively lower score, it was the Best Buy since its price was far less than New Rejoice Rich. Among the 'anti-dandruff shampoo' brands, New Sunsilk White (87) was the top scorer and, with a reasonable price, is our Best Buy.



## RATING AND RANKING

For rating and ranking we assigned 80 per cent to sensory scores and 20 per cent to packing and marking. Chemical scores were not included as only the minimum limits were mentioned in the IS and all the brands complied. The overall score was therefore based on these two weighted scores.

(a) As per the IS, the manufacturers are required to put on their labels the 'name of the material' i.e. 'Shampoo Surfactant Based'. The brands not so marked, however, were not considered by us as non-conforming, as the brands are marketed as shampoo, and are used externally.

(b) The Best Use Before date and the list of key ingredients are exempted as per the 13th Meeting of the Cosmetics Sectional Committee (PCD 19) held on 9/1/2004.

@ Price calculated for 100ml at the time of purchase.

## Notes :

(1) Mediker was not taken up for sensory testing as it is an anti-lice treatment shampoo.

(2) All the brands conformed to the IS requirements like 'Net Mass', 'Manufacturer's Name', 'Month & Year of Packaging' and 'Batch No.'

## Annexure - 3

# Wash & Tell Score



Brands @	Overall score (%)	Price* (per 100 ml) (in Rs.)	Cleanliness score (%)		Manageability score (wet) (%)		Manageability score (dry) (%)		Effectiveness against dandruff (%)		Any special effects (shine, volume, silkiness) (%)	
			Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
			<b>Regular Shampoo</b>									
Rejoice Rich	79	38.00	68.9	31.1	95.6	4.4	91.9	8.9	9.1	90.9	73.3	26.7
Pantene Pro-V	77	61.00	71.4	28.6	91.1	8.9	91.1	8.9	5.3	94.7	69.6	30.4
Himalaya Ayurvedic Concepts	76	54.17	72.7	27.3	86.7	13.3	82.2	17.8	-	100	54.1	45.9
Garnier Fructis	74	49.00	61.0	39.0	88.6	11.4	88.4	11.6	7.7	92.3	66.7	33.3
New Clinic Plus	73	37.50	60.5	39.5	86.4	13.6	86.7	13.3	7.1	92.9	66.9	33.1
Superrich Lux	73	15.00	65.9	34.1	79.5	20.5	80.0	20.0	5.3	94.7	51.5	48.5
Sunsilk Black Shine	71	40.80	54.5	45.5	86.7	13.3	84.4	15.6	-	100	66.7	33.3
Shahenna	71	160.00	53.7	46.3	88.4	11.6	81.0	19.0	18.8	81.3	52.4	47.6
Chik	67	15.00	68.8	37.2	88.6	11.4	90.9	9.1	-	100	55.0	45.0
Nyle Herbal	66	32.50	62.2	37.8	73.3	26.7	62.2	37.8	10.5	89.5	41.5	58.5
Ayur Herbal	64	27.00	31.7	68.3	81.4	18.6	76.7	23.3	9.1	90.9	48.4	51.6
Beauty Plus Conditioner	63	9.50	60.5	39.5	75.6	24.4	68.2	31.8	-	100	43.7	56.3
Dabur Vatika Henna	62	47.00	40.9	59.1	73.3	26.7	68.2	31.8	8.3	91.7	44.4	55.6
Johnson Baby Shampoo	61	69.00	33.3	66.7	81.4	18.6	77.3	22.7	13	87	50.0	50.0
Biotique Bio Margosa	37	79.17	14.3	85.7	45.5	52.3	38.6	61.4	-	100	12.9	87.1
<b>Anti-dandruff Shampoo</b>												
New Sunsilk White Anti-dandruff	83	40.80	72.1	27.9	95.5	4.5	97.7	2.3	5.6	94.4	74.7	25.3
Head & Shoulders Anti-Dandruff	77	64.00	62.8	37.2	93.3	6.7	86.7	13.3	-	100	63.0	37.0
Dabur Vatika Anti-dandruff	76	49.00	58.1	41.9	84.1	15.9	84.4	15.6	-	100	62.6	37.4
Clinic All Clear	76	50.00	60.5	39.5	90.9	9.1	84.4	15.6	18.88	81.3	61.2	38.8
Shamla	66	140.00	87.8	12.2	86.0	14.0	83.7	16.3	8.3	91.7	63.5	36.5
New Nizoral Anti-dandruff	67	200.00	47.6	52.4	86.4	13.6	74.4	25.6	35.7	64.3	48.0	52.0
Lever Ayush	60	49.00	48.8	51.2	74.4	25.6	77.3	22.7	15.8	84.2	40.9	59.1
<b>Weightage</b>												
		100										

\* Price calculated for 100 ml at the time of purchase.

@ Mediker was not taken up for sensory testing as it is an anti-lice treatment shampoo.

Score based on percentage of opinion by panellists

The panellists rated the shampoo brands based on their overall liking of each product. The overall liking was based on the 5 broad parameters of

cleanliness, manageability (both wet and dry), effectiveness against dandruff and observance of any special effect on the hair. Based on these, they rated the brands on a five-point scale of 'liked extremely', 'liked', 'neither liked nor disliked', 'disliked' and 'disliked extremely'. The overall score on a total of 100 points was derived from the panellists' rating.

## Annexure - 4

### Shampoo Sachets without Shampoo!

'Small is beautiful' is in vogue. Indeed, everything small is gaining momentum. Shampoo manufacturers too do not want to miss the bus. A vast section of consumers, who never thought of or were not inclined to using shampoo or could not afford it, have taken to the product, thanks to small-quantity, low-priced sachets. It's also convenient for travelling with, for trials of brands and for slashing avoidable expenditure, thus offering a huge market.

Considering this growing popularity, we decided on including sachets in our test. We recorded their initial weights. After a gap of time, we observed that most of the sachets had dried up. *Dabur Vatika Anti-dandruff* sachet of 8 ml (labelled weight) showed 3.44 gm, a difference of 4.78 gm. *Nyle Herbal Tulsi Amla* of 8 ml (labelled weight) gave 4.90 gm as the initial weight itself and was reduced to 2.87 gm, a difference of 6.13 gm.

These variations prompted us to conduct an accelerated study of the sachets over eight weeks and we purchased another fresh lot of 13 brands. We recorded their initial weight and found that 3

brands — *Clinic All Clear*, *Himalaya Ayurvedic Concepts* and *Sunsilk White Anti-dandruff* — did not carry the labelled net volume. We observed them for weight loss under controlled condition of 40°C temperature and ambient relative humidity (RH).

Only 4 brands — *Pantene Pro-V*, *Head & Shoulders*, *Rejoice Rich* and *Mediker* — did not lose weight even after 8 weeks. All the others showed a loss in volume. Altogether 6 brands — *Vatika Henna Cream Conditioner*, *Clinic All Clear*, *Vatika Anti-dandruff*, *Lux Super rich*, *Nyle*

*Herbal* and *Sunsilk Black* — showed the maximum loss. (See Table for results). In terms of monetary loss to a consumer, a difference of a few paise may not seem too big. But to consumers as a class, a loss of 89 paise on a Rs.3 sachet, as in the case of *Clinic All Clear*, works out to a significant amount. To a manufacturer who sells by the thousands of tonnes, the total amount adds up to quite a bit. This is a case of Unjust Enrichment to the manufacturer just as we had found in our tests of bottled water, vanaspati, instant coffee, turmeric powder, chilli powder and hair oil. Consumers should not be asked to pay for what they do not receive.

Weights in Shampoo Sachets

Brands	Labelled net content (In ml.)	Price* (in Rs.)	Initial wt. of sachet (in gm)	Wt. of sachets after 8 weeks (in gm)	Difference in gm	%loss (in Rs.)
<i>Mediker</i>	10	4.90	11.72	(±)11.69	+ 0.03	+1.18
<i>Head &amp; Shoulders</i>	7.5	2.80	8.98	(+) 8.84	+ 0.14	+0.54
<i>Rejoice Rich</i>	7.5	1.87	8.62	(±) 8.30	+ 0.31	+0.22
<i>Pantene Pro-V</i>	7.5	2.80	8.46	(+) 8.33	+ 0.13	+0.13
<i>Sunsilk White Anti-dandruff</i>	7	3.00	- 5.80	- 5.36	- 0.44	-0.70
<i>Himalaya Ayurvedic Concepts</i>	6	2.33	- 5.18	- 4.56	- 0.62	-0.40
<i>Vatika Henna Cream Conditioner</i>	8	1.75	+ 9.15	- 6.84	- 2.31	-0.29
<i>Clinic All Clear</i>	7	3.00	- 5.93	- 4.92	- 1.01	-0.89
<i>Clinic Plus</i>	-	2.00#	5.72	4.80	- 0.92	-0.32
<i>Vatika Anti-dandruff</i>	8	1.75	+ 8.19	- 5.16	- 3.03	-0.71
<i>Lux Super Rich</i>	7	1.00	+ 7.21	- 5.65	- 1.56	-0.19
<i>Nyle Herbal</i>	-	1.00#	7.86	- 5.98	- 1.88	-0.24
	-	2.00#	7.31	- 5.66	- 1.65	-0.45

\* Price calculated for 7 gm at the time of purchase.

# As labelled weight was not mentioned, the printed price was taken.