

American Hair Research Society Seal of Recognition Program



Application

Use this application for products relevant to **HAIR SHAFT CHARACTERISTICS**

Confidential. One application per product.

Name of Product: _____

Company: _____

Contact Person and Title: _____

Address: _____

City/State/Province/Postal Code: _____

Telephone: _____ Fax: _____

E-Mail: _____ Website: _____

Intended Use of Product: _____

Patent(s) : _____

Attach most recent company annual report, or provide description of company: _____

The undersigned company ("Company") hereby requests and authorizes The American Hair Research Society ("AHRS") to review this Application, including the related data submitted in conjunction therewith, for the purpose of determining whether the Product listed above meets the criteria for the AHRS Seal of Recognition Program as set forth in the Program Outline, subject to amendment from time to time by AHRS. In consideration for the review of its Application and potential Product recognition, Company hereby: (i) waives any claim for damages, or otherwise, that it may have against AHRS, and TRI/Princeton, their respective officers, directors, members, and agents by reason of any act of omission or commission that they, or any of them, may take in good faith in connection with this Application and any Product recognition; and (ii) agrees to indemnify, defend, and hold AHRS, and TRI/Princeton, and their respective officers, directors, members, and agents harmless from and against any and all third-party claims arising from Company's Application and/or Product recognition. Company understands that a determination as to whether the Product meets the criteria for the AHRS Seal of Recognition will be made solely and exclusively by AHRS, according to its rules, and that its decisions are final.

Company shall abide by the AHRS Seal of Recognition and Official Seal Statement Use Specifications, as well as any other terms and conditions of participation in the AHRS Seal of Recognition Program. Company further understands and acknowledges that, in the event AHRS determines that the Product meets the criteria for the AHRS Seal of Recognition, Company may use the AHRS Seal of Recognition and Official Seal Statement only upon execution of the License Agreement setting forth the specific rights and obligations of the parties with respect to such use.

Company represents and warrants that the information provided in this Application is truthful and accurate.

Print Company Name

Print Authorized Rep Name and Title

By: _____
Signature of Authorized Representative

Date: _____

Submit a signed and dated electronic version of the application with attachments and a signed and dated hard copy via U.S. mail or courier service to:

AHRS Seal of Recognition Program
American Hair Research Society
Attn: Victoria Ceh, MPA, Executive Director
1932 S. Halsted St., Suite 413
Chicago, IL 60608 USA
Telephone: 1-630-578-3991; Fax: 1-630-262-1520
E-mail: vceh@americanhairresearchsociety.org

AHRS Federal Tax ID number is: 36-4477156

Application Fee enclosed. USD \$2,500 (non-refundable), payable to: *American Hair Research Society*

Check applicable attributes for which you are applying and will obtain test results.

At this time, AHRS accepts independent test results from: TRI/Princeton (www.triprinceton.org). Specific information about each test may be obtained from TRI/Princeton. Tests are available for at least some claims and some ingredients in the each of the attribute areas below. Not all claims are supportable within the AHRS program. In particular, claims should relate to overall performance vs a negative control, usually a clarifying shampoo. Competitive claims in general are not supportable within this program. Claims relating to other attributes may be supported on a case-by-case basis. An acceptable result is a statistically significant change (e.g. p-value less than 0.05).

- | | |
|--|---|
| <input type="checkbox"/> Anti-frizz | <input type="checkbox"/> Manageability (product's efficacy in increasing combing ease and decreasing tangles) |
| <input type="checkbox"/> Build-up | <input type="checkbox"/> Moisturizing Ability |
| <input type="checkbox"/> Color Fastness | <input type="checkbox"/> Protection from Heat Damage |
| <input type="checkbox"/> Curl Retention | <input type="checkbox"/> Shine |
| <input type="checkbox"/> Diffusion of Product into the Hair Fiber | <input type="checkbox"/> Smoothness |
| <input type="checkbox"/> Fiber Softness | <input type="checkbox"/> Strength |
| <input type="checkbox"/> Flyaway Reduction (anti-static properties) | <input type="checkbox"/> Volume |
| <input type="checkbox"/> Holding Ability (hold strength of hair fixatives) | <input type="checkbox"/> Other |

Documentation Required

Attach the following to this application and note the name of the product on all attachments.

1. Formulation Background

Formulation (lotion, spray, gel, other):

2. List of all Ingredients and Concentrations

Identify active ingredient(s).

3. Stability of Product

Please specify (yes or no) that the product meets the consumer safety requirements as proposed by the U.S. FDA guidelines for topical products for human use.

4. Report of Adverse Reactions

A separate Report of Adverse Reactions must be completed for each product that is submitted for the AHRS Seal of Recognition.

- a) If the product that is being submitted for the AHRS Seal of Recognition is a new product introduced in the market, please complete and submit a Report of Adverse Reactions one year after product introduction.
- b) If the product that is being submitted for the AHRS Seal of Recognition was introduced one or more years ago, please submit with this application a Report of Adverse Reactions as noted by your company physician.

5. Evidence of Quality Control Procedures

Identify manufacturing quality processes and compliance with good manufacturing practices principles.

For additional information about AHRS, please visit www.americanhairresearchsociety.org.

Rev. 5/19/22

