

# North 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 North American Hair Research Society ("NAHRS") 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 NAHRS Seal of Recognition Program as set forth in the Program Outline, subject to amendment from time to time by NAHRS. 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 NAHRS, 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 NAHRS, 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 NAHRS Seal of Recognition will be made solely and exclusively by NAHRS, according to its rules, and that its decisions are final.

Company shall abide by the NAHRS Seal of Recognition and Official Seal Statement Use Specifications, as well as any other terms and conditions of participation in the NAHRS Seal of Recognition Program. Company further understands and acknowledges that, in the event NAHRS determines that the Product meets the criteria for the NAHRS Seal of Recognition, Company may use the NAHRS 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:

NAHRS Seal of Recognition Program  
North American Hair Research Society  
Attn: Victoria Ceh, MPA, Society Administrator  
303 West State Street  
Geneva, IL 60134 USA  
Telephone: 1-630-578-3991; Fax: 1-630-262-1520  
E-mail: [vceh@nahrs.org](mailto:vceh@nahrs.org)

NAHRS Federal Tax ID number is: 36-4477156

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

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

At this time, NAHRS accepts independent test results from: TRI/Princeton ([www.triprinceton.org](http://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 NAHRS 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).

- Anti-frizz
- Build-up
- Color Fastness
- Curl Retention
- Diffusion of Product into the Hair Fiber
- Fiber Softness
- Flyaway Reduction (anti-static properties)
- Holding Ability (hold strength of hair fixatives)
- Manageability (product's efficacy in increasing combing ease and decreasing tangles)
- Moisturizing Ability
- Protection from Heat Damage
- Shine
- Smoothness
- Strength
- Volume
- 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 NAHRS Seal of Recognition.

- a) If the product that is being submitted for the NAHRS 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 NAHRS 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 NAHRS, please visit [www.nahrs.org](http://www.nahrs.org).

Rev. 8/15/11