Consumers Prefer the Skin Feel of Floraesters 20 Over the Skin Feel of Another Petrolatum Alternative, in a Lotion Formula

Consumers ranked two lotion formulas with regard to skin feel characteristics. Consumers were asked to indicate a preference between lotions which contained either 2% Floraesters 20 or 5% Vegelatum, or to indicate no preference.

A summary of the consumers’ preferences (of those that chose a preference) can be seen above.

Floratech Ingredient: Floraesters 20

Vehicle: Water (q.s.), Glyceryl Stearate (and) PEG-100 Stearate (4.00%), Cetyl Alcohol (3.00%) Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (0.80%), Xanthan Gum (0.20%), and Disodium EDTA (0.03%)

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