Floraesters IPJ Enhances Consumer Aesthetic Preference When Included in an Under-Eye Concealer Formula

Consumers ranked two under-eye concealer formulas with regard to product aesthetics.

Consumers were asked to indicate a preference between under-eye concealers which contained either 5% Floraesters IPJ or 5% caprylic capric triglyceride, or to indicate no preference.

A summary of the consumers' preferences can be seen in the radar graph to the left.

Floratech Ingredient: Floraesters IPJ