In Most Cases, Consumers Preferred the Product Aesthetic of Floratech’s All-Day-Long Under-Eye Concealer Over That of a “Leading” Consumer Brand

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

Consumers were asked to indicate a preference between two under-eye concealers: Floratech® All-Day-Long Concealer or Covergirl® Invisible Honey Concealer.

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

Floratech Ingredient: Floraesters® IPJ