Floraesters K-20W Jojoba Enhances Consumer Preference for Skin Feel When Included in an Antibacterial Nonwoven Wipe

Consumers evaluated the skin feel characteristics (e.g. moistness, tackiness, etc.) of two antibacterial nonwoven wipes.

Consumers were asked to indicate a preference between antibacterial nonwoven wipes with and without 0.5% Floraesters K-20W Jojoba, or to indicate no preference.

A summary of the consumers’ preferences, of those that chose a preference, can be seen to the left.

Consumers preferred the nonwoven wipe with 0.5% Floraesters K-20W Jojoba versus the nonwoven wipe without (vehicle) for overall preference, smoothness / softness, moistness, dry-down, clean-feel, and after-feel.

Vehicle: Deionized Water (q.s.), Alcohol Denatured (9.00%), PEG-60 Lanolin (2.50%), Disodium Capryloamphodipropionate (2.00%), Glycerin (1.00%), PEG-8 Dimethicone (1.00%), Potassium Sorbate (1.00%), Quaternium-52 (1.00%), Phenoxyethanol (0.55%), Citric Acid (0.50%), Benzethonium Chloride (0.30%), Propylparaben (0.15%), Ethylparaben (0.10%), Methylparaben (0.10%), Aloe Barbadensis Leaf Juice (0.05%), and Disodium EDTA (0.05%)