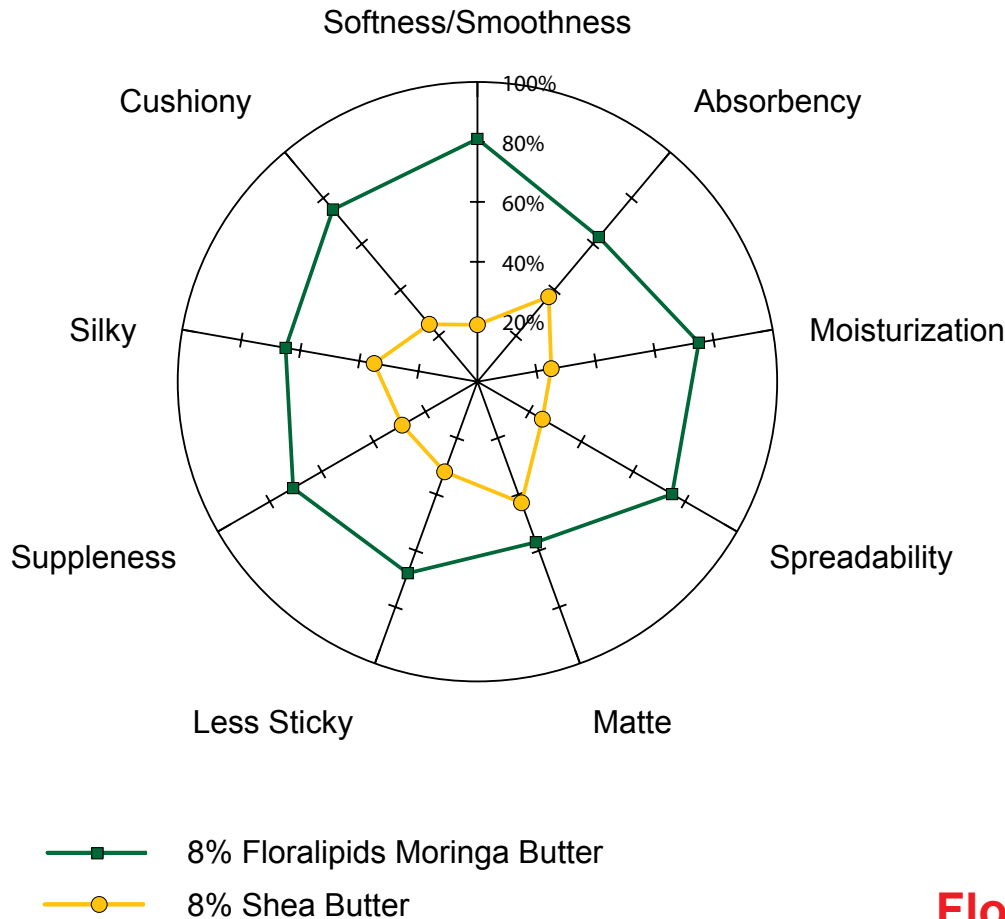




## Floralipids Moringa Butter Enhances Asian Consumer Preference Over Shea Butter When Included in a Body Cream

### Consumer Preference



Asian consumers evaluated the skin feel characteristics of two body creams and were asked to indicate a preference between body creams with either 8% Moringa Butter or 8% Shea Butter, or to indicate no preference.



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

**Asian consumers preferred the body cream with 8% Floralipids Moringa Butter compared to the body cream with 8% Shea Butter for all listed attributes.**

**Vehicle:** Deionized Water (53.35), Floraesters 30 (10.0%), Propandiol (4.0%), Isododecane (and) Dimethicone (and) Polysilicone-11 (and) Coco-Caprylate/Caprate (and) Water (and) Butylene Glycol (and) Decyl Glucoside (5.0%), Floramac-10 (3.0%), Cetearyl Alcohol (2.5%), Glycerol Stearate (and) PEG-100 Stearate (1.25%), Glycerin (1.5%), Stearyl Dimethicone (1.5%), PPEG/PPG-18/18 Dimethicone (1.5%), Glycerol Monostearate (1.25%), Polyethylene Synthetic Wax (1.0%), C12-15 Alkyl Benzoate (and) Dipropylene Glycol Dibenzoate. (and) PPG-15 Stearyl Ether Benzoate (1.0%), Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol (1.0%), Polyacrylamide (and) C13-14 Isoparaffin (and) Laureth-7 (1.0%), Palmitic Acid (1.0%), Myristic Acid (1.0%), Ammonium Acryloyldimethyl Taurate (and) VP Copolymer (0.5%), Floraesters K-100 Jojoba (0.35%), Fragrance (0.2%), and Disodium EDTA (0.1%)

## Floratech Ingredient: Floralipids Moringa Butter

The clinical study of Floratech® test formulation (CTL\_11-042) was conducted with a panel of 22 healthy Asian women ranging from 19 to 65 years of age. This study was carried out at two separate locations: Phoenix, Arizona (12 subjects) and Taipei, Taiwan (10 subjects). One application of each test article was made to the back of each hand, followed by the preference survey completion. This study was double-blind and randomized. (Clinical Study Trial 11-042-Phase II report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.