Eighty percent of female consumers prefer an astringent with 1% Floraesters K-20W Jojoba compared to an astringent without.

Women were asked to use each of the astringent test articles with and without Floraesters K-20W Jojoba for two weeks of twice daily at-home use. After two weeks, the women evaluated the product and skin characteristics using an 8-point scale.

The test article containing 1% Floraesters K-20W Jojoba was preferred over the vehicle test article (without) as shown in the graph. Statistical (**) and directional (*) significance was apparent where indicated (p<0.05 and p<0.1, respectively).

Vehicle (%wt/wt): Water (q.s.), Alcohol Denat. (20.00%), Glycerin (4.00%), Hamamelis Virginiana (Witch Hazel) (and) Water (and) Alcohol (4.00%), Acetyl Glucosamine (0.50%), Butylene Glycol (0.50%), Disodium Phosphate (0.10%), Creatine (0.10%), Trehalose (0.10%), Water (and) Sodium Hyaluronate (0.10%), Blue 1 (and) Red 40 (and) Red 1 (and) Propylene Glycol (and) Water (and) Preservative (0.08%), Disodium EDTA (0.05%), and Phenoxyethanol (0.02%)