Objective: To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer perception when used in a nonwoven face mask.

Method: Asian female consumers evaluated two nonwoven facial beauty masks; one with and one without 1% Floraesters K-20W Jojoba. After three days of once daily at-home face mask use, the consumers were asked to score both skin and product characteristics on a 5-point scale.

Results: 88% of Asian consumers preferred the face mask containing 1% Floraesters K-20W Jojoba compared to the face mask without.

Vehicle (%wt/wt): Water (q.s.), Butylene Glycol (4.0%), Glycerin (1.5%), Xanthan Gum (0.12%), Hydroxyethylcellulose (0.06%), Chlorphenesin (0.05%), PEG-4 Laurate (and) Iodopropynyl Butylcarbamate (0.037%), Sodium Hyaluronate (0.016%), and Methylisothiazolinone (0.005%).

Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL_13-051) was conducted on a panel of 27 healthy Asian females ranging from 24 to 53 years (mean age = 34) of age with normal skin on the face. This study was carried out in Taipei, Taiwan. The data presented above was taken over two weeks, following three days of daily use for each of the two face masks. Subjects evaluated each attribute for each test article on a 5-point scale. This study was double-blind, crossover, and randomized. Face masks were manufactured by Maxigen Biotech Inc. (New Taipei City, Taiwan). (Clinical Study 13-051 report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.

1. The preference data does not include subjects that indicated no preference (i.e. scored a tie score on the 5-point scale).

ASIAN CONSUMERS PREFER A NONWOVEN FACE MASK WITH FLORAESTERS K-20W® JOJOBA

CS 14-058

88% of Asian Consumers Prefer a Nonwoven Face Mask with Floraesters K-20W Jojoba

Floratech Ingredient: Floraesters K-20W Jojoba

Statistical (**) and directional (*) significance was apparent where indicated (p<0.05 and p<0.1, respectively).

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