



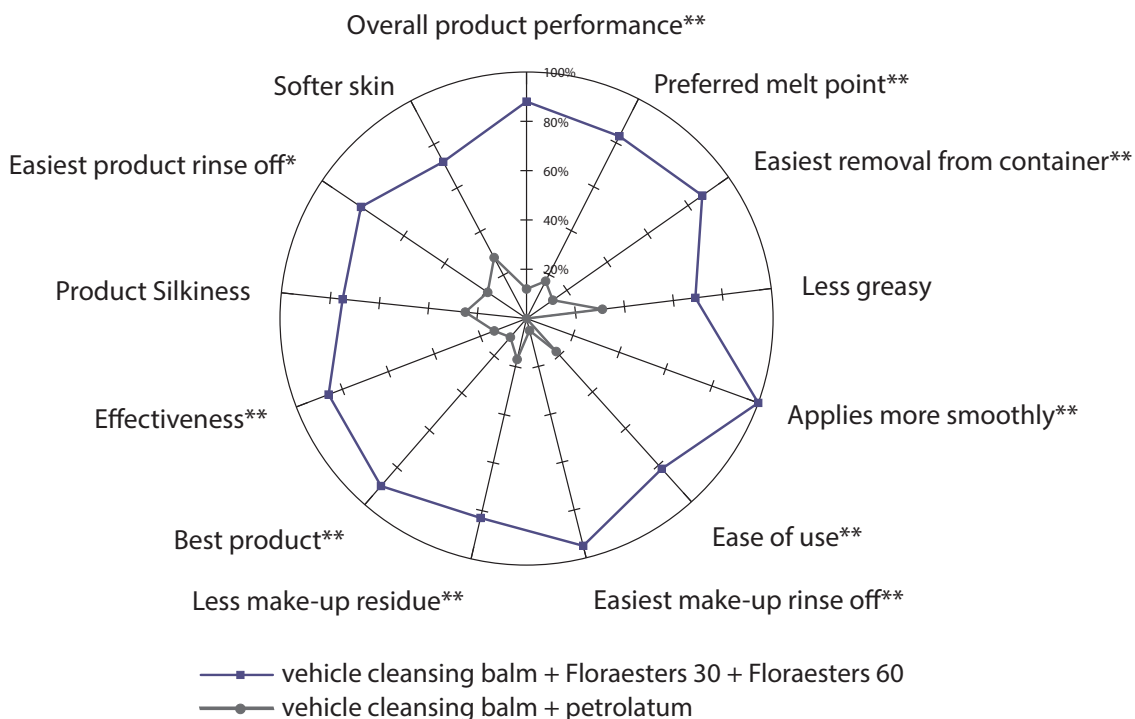
CONSUMERS PREFER A CLEANSING BALM WITH FLORAESTERS® 30 AND FLORAESTERS 60

CS 16-079



88% of Consumers Preferred Floraesters 30 and Floraesters 60 in a Water-Free Cleansing Balm¹

Consumer Preference



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

Vehicle (%wt/wt): Ethyl Macadamiate (30.0%), Jojoba Esters (25.5%), Polyglyceryl-10 Dipalmitate (10.0%), Glycerol Behenate/Eicosadioate (5.0%), Jojoba Esters (4.5%), Polyglycerol-3 Beeswax (2.7%), Aluminum Starch Octenylsuccinate (and) Acrylates Copolymer (and) Magnesium Carbonate (2.0%), Phenoxyethanol (0.6%), Copernicia Cerifera (Carnauba) Wax (0.5%), and Fragrance (0.5%).

Objective:

To evaluate Floraesters 30 and Floraesters 60 for their potential to enhance consumer perception when used in a water-free cleansing balm.



Method:

Female consumers evaluated two oil-free, water-free cleansing balms (used to remove make-up); one with 19% Floraesters 30 / Floraesters 60, and one with 19% petrolatum. After one application of each cleansing balm to the left or right side of the face, the consumers were asked to complete a consumer preference survey comparing the two cleansing balms.

Results:

88% of consumers preferred a cleansing balm containing Floraesters 30 and Floraesters 60 compared to a cleansing balm without.

**Floratech Ingredient:
Floraesters 30 and Floraesters 60**

The clinical study of Floratech® test formulation (CTL_15-063) was conducted on a panel of 26 female subjects, ranging from 23 to 58 years of age (mean age = 41). The duration of the study was one day with one application of each test article. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 15-063 report available upon request.)

¹ The preference data does not include subjects that indicated no preference.