Floraesters K-20W Jojoba in a Primer Improved Foundation Longevity

Objective:
To evaluate Floraesters® K-20W Jojoba in a primer for its potential to increase wear time of a color foundation applied over the primer.

Method:
Primers with and without 1% Floraesters K-20W Jojoba were applied to the skin followed by the application of a foundation. The change in color ($\Delta E$) was determined after 8 hours of wear.

Results:
The primer containing 1% Floraesters K-20W Jojoba produced 41% less color loss (i.e. longer wear time) after 8 hours compared to the vehicle.

Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL_16-070) was conducted on a panel of 25 healthy female subjects, ranging from 30 to 65 years of age (mean age = 48). The duration of the study was 2 days with single applications of each test article to the entire face, followed by a 3 minute dry down and liquid foundation application. The study was double-blind, and carried out under controlled temperature and humidity conditions. Color intensity of the foundation was measured using a Colorimeter CL 400 (Courage + Khazaka) immediately after foundation application, and after 8 hours of wear time. Color change was calculated from $L^*a^*b^*$ values using the following equation: $\Delta E = \sqrt{[(L^*2-L^*)^2 + (a^*-a^*)^2 + (b^*-b^*)]^2}$. The inclusion of Floraesters K-20W Jojoba resulted in statistically significant less color loss ($p<0.001$). (Clinical Study 16-070 - Phase I report available upon request.)