



# LONGER FOUNDATION WEAR WITH FLORAESTERS K-20W® JOJOBA IN A PRIMER

CS 17-101



## 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:

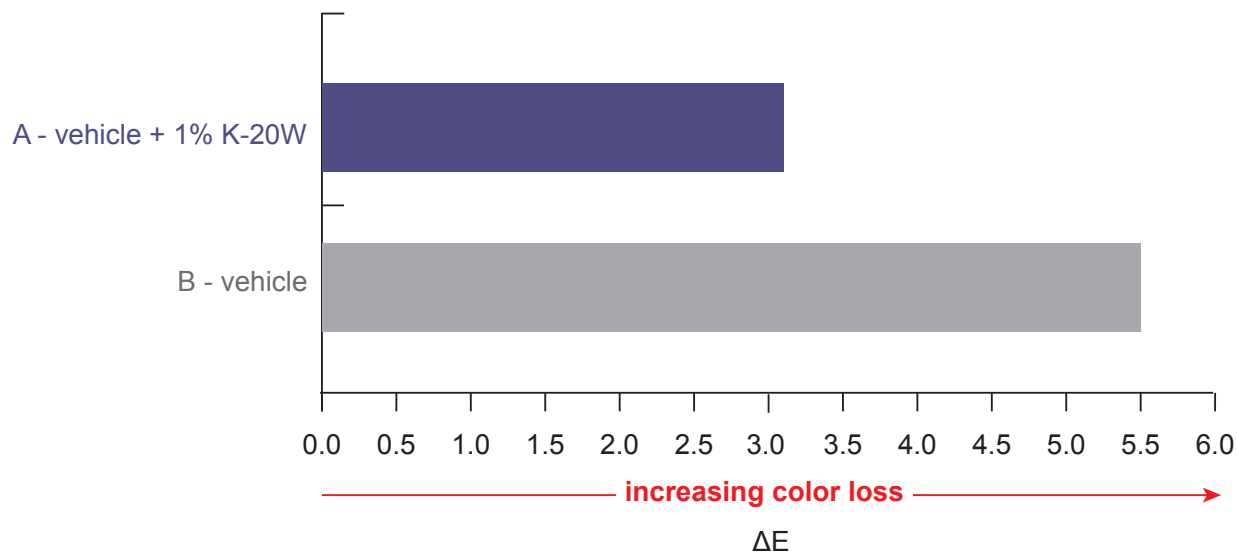
Primers with and without 1% Floraesters K-20W Jojoba were applied to the skin followed by the application of a foundation. The change in color ( $\Delta E$ ) was determined after 8 hours of wear.

### 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.



### Color Loss (8 Hours)



A = vehicle primer + 1% Floraesters K-20W Jojoba / B = vehicle primer

Vehicle Primer (%wt/wt): Deionized Water (q.s.), Cyclopentasiloxane (and) Dimethicone (and) Water (and) Polysilicone-11 (and) Butylene Glycol (and) Decyl Glucoside (23.0%), Butylene Glycol (7.0%), Polymethylsilsesquioxane (and) HDI/Trimethylol Hexyllactone Crosspolymer (6.0%), Isododecane (and) Water (and) Dimethicone (and) Polysilicone-11 (and) Butylene Glycol (and) Dimethylacrylamide/Acrylic Acid/Polystyrene Ethyl Methacrylate Copolymer (and) Coco-Caprylate/Caprate (and) Decyl Glucoside (5.0%), Silica (1.5%), Caprylyl Glycol (and) Phenoxyethanol (and) Hexylene Glycol (and) Potassium Sorbate (and) Water (1.0%), Glycerine (1.0%), Carbomer (0.2%), Decyl Glucoside (0.2%), Hydroxyethylcellulose (0.2%), Aminomethyl Propanol (0.15%), and Citric Acid (and) Water (q.s.).

## 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:  $\Delta E = \sqrt{[(L^*_2 - L^*_1)^2 + (a^*_2 - a^*_1)^2 + (b^*_2 - b^*_1)^2]}$ . 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.)