



CONSUMERS PREFER A FOUNDATION PRIMER WITH FLORAESTERS K-20W® JOJOBA

CS 17-103



83% of Consumers Preferred Floraesters K-20W Jojoba in a Foundation Primer¹

Objective: To evaluate Floraesters® K-20W Jojoba in a make-up primer for its potential to enhance consumer perception.

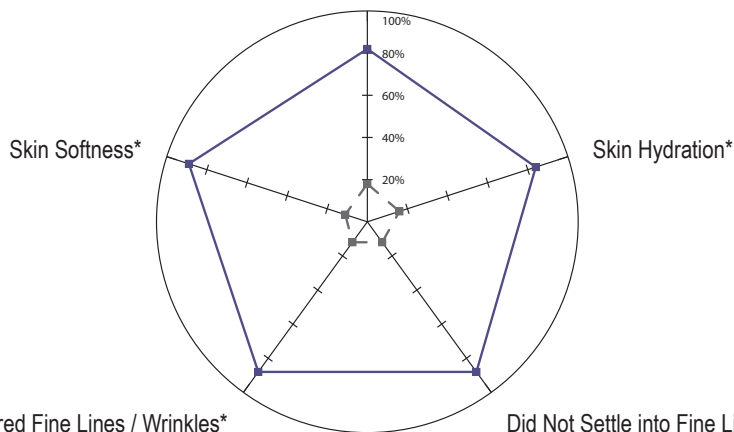
Method: Primers with and without 1% Floraesters K-20W Jojoba were evaluated by consumers (immediately after application and after 8 hours of wear) for effectiveness when applied underneath a foundation / BB cream.

Results: Both immediately and 8 hours after application, **80% or more of consumers preferred the primer with Floraesters K-20W Jojoba for overall product performance, coverage of fine lines / wrinkles, and skin hydration** compared to the primer without.

Consumer Preference

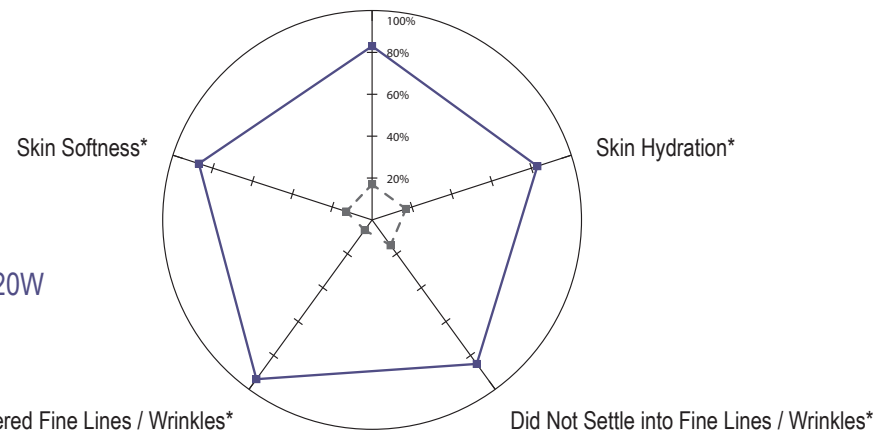
Immediate

Overall Product Performance*



8 Hours

Overall Product Performance*



— A - vehicle + 1% K-20W
- - B - vehicle

Statistical (*) significance was apparent where indicated (p<0.05).

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 26 healthy female subjects, ranging from 29 to 64 years of age (mean age = 48). The duration of the study was 1 day with a single application of each test article to either the right or left side of the face, followed by a 3 minute dry down, and foundation or BB cream application by the subject. The study was double-blind and randomized. (Clinical Study 16-070 - Phase II report available upon request.)

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