



CONSUMER PREFERENCE FOR REDUCED APPEARANCE OF AGING / EYE CONCEALER

CS 10-027



In Most Cases, Consumers Prefer Floratech's All-Day-Long Under-Eye Concealer Over That of a "Leading" Consumer Brand to Reduce the Appearance of Aging

Consumer Preference

Skin Moisturization

Improves overall eye appearance

Reduces the appearance of fine lines

Consumers ranked two under-eye concealer formulas with regard to skin appearance characteristics.

Consumers were asked to indicate a preference between two under-eye concealers: Floratech® All-Day-Long Concealer or Covergirl® Invisible Honey Concealer.

A summary of the consumers' preferences can be seen in the radar graph to the left.

Helps eye look younger

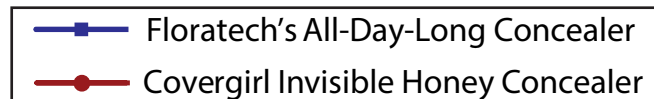
Reduces the appearance of wrinkles

Eye area looks more vibrant

Reduces the appearance of crow's feet

Reduces puffiness

Reduces the appearance of dark circles



The clinical study of Floratech® test formulation (CTL_10-029) was conducted on a panel of 24 healthy women ranging from 38 to 68 years of age. One application of each under-eye concealer was made below each eye, followed by the preference survey completion under controlled temperature and humidity conditions. This study was single-blind and randomized. Covergirl is a registered trademark of Noxell Corporation. (Clinical Study Trial 10-029 report available upon request.)

Floratech Ingredient: Floraesters® IPJ