



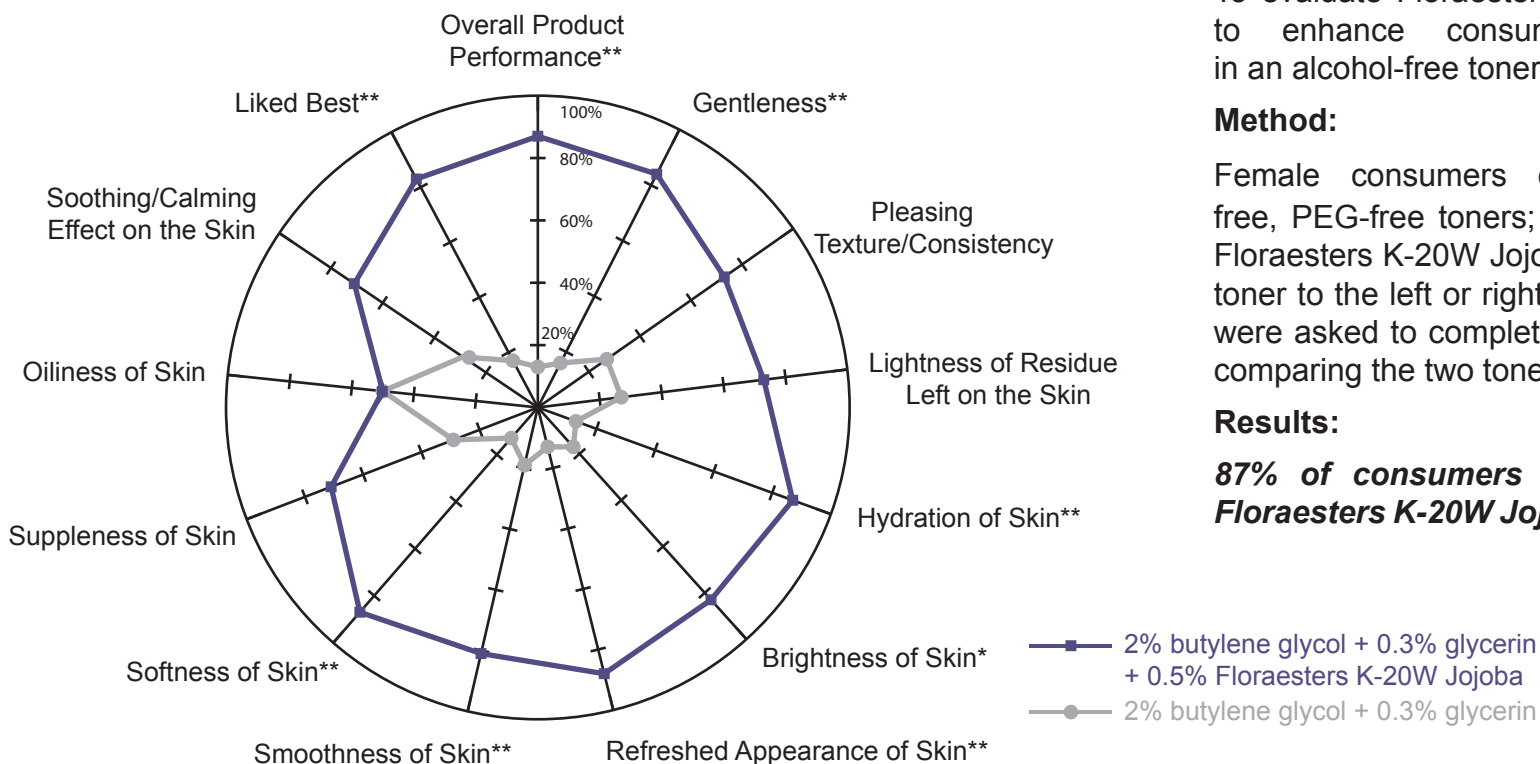
# CONSUMERS PREFER AN ALCOHOL-FREE TONER WITH FLORAESTERS K-20W® JOJOBA

CS 15-072



**87% of Consumers Preferred Floraesters K-20W Jojoba in an Alcohol-Free Toner<sup>1</sup>**

## Consumer Preference



## Objective:

To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer perception when used in an alcohol-free toner.

## Method:

Female consumers evaluated two clear, alcohol-free, PEG-free toners; one with and one without 0.5% Floraesters K-20W Jojoba. After one application of each toner to the left or right side of the face, the consumers were asked to complete a consumer preference survey comparing the two toners.

## Results:

**87% of consumers preferred a toner with 0.5% Floraesters K-20W Jojoba** compared to a toner without.

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

Vehicle Skin Toner (%wt/wt): Water (q.s.), Hamamelis Virginiana (Witch Hazel) Water (3.50%), Caprylyl/Capryl Glucoside (3.00%), Phenoxyethanol (and) Caprylyl Glycol (and) Ethylhexylglycerin (and) Hexylene Glycol (0.75%), Lactic Acid (and) Water (0.46%), Disodium EDTA (0.10%), Sodium Hyaluronate (0.10%), and Trehalose (0.10%).

## Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL\_15-061) was conducted on a panel of 28 healthy females, ranging from 28 to 64 years of age (mean age = 46). 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 15-061 report available upon request.)

<sup>1</sup> The preference data does not include subjects that indicated no preference.