



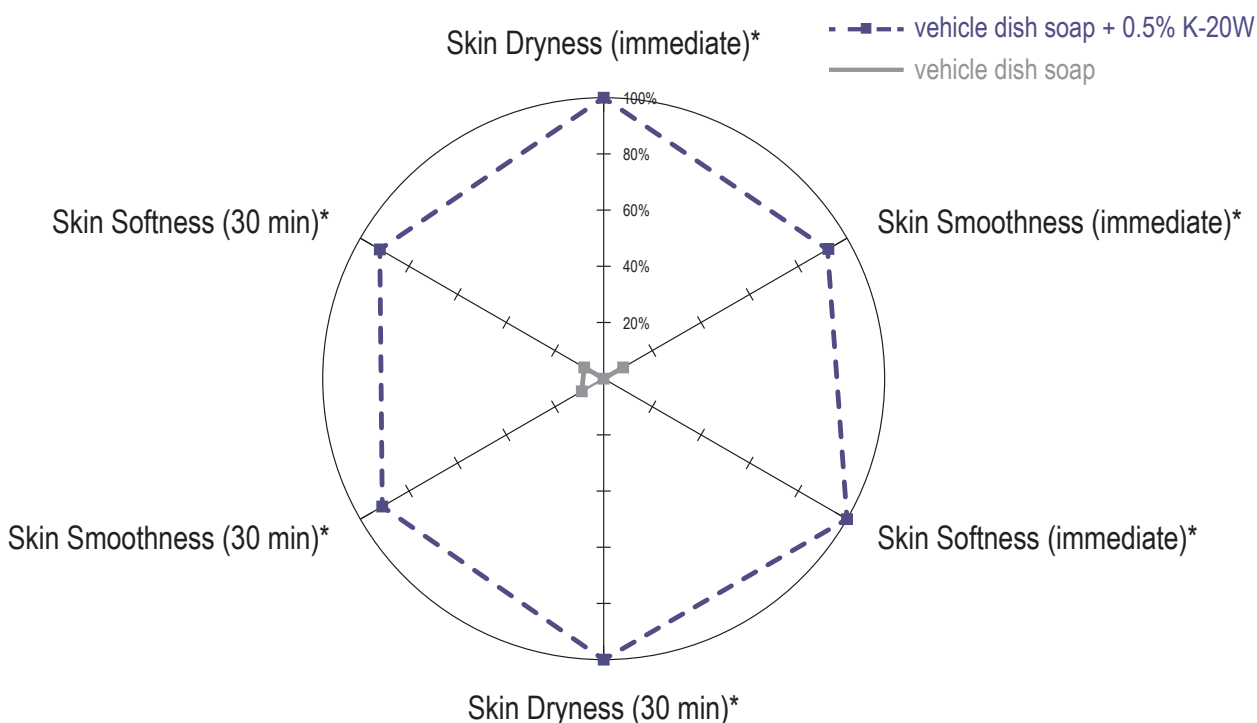
FLORAESTERS K-20W[®] JOJOBA IMPROVED CONSUMER PREFERENCE FOR A DISH SOAP

CS 18-120



Consumers Preferred Floratesters[®] K-20W Jojoba in a Dish Soap for Smoother, Softer Skin¹

Consumer Preference



Objective:

To evaluate Floratesters K-20W Jojoba for its potential to enhance consumer preference when used in a dish soap.

Method:

Male and female consumers evaluated dish soaps with and without 0.5% Floratesters K-20W Jojoba, immediately and 30 minutes after soaking (*i.e.* sixty 30-second immersions) the hands in a 10% dish soap solution, using a consumer preference survey.

Results:

More than 90% of consumers preferred the dish soap containing *Floratesters K-20W Jojoba* for *smooth, soft, and less dry skin* compared to the vehicle dish soap without.

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

Floratech Ingredient: Floratesters K-20W Jojoba

A = vehicle dish soap + 0.5% Floratesters K-20W Jojoba / B = vehicle dish soap

Vehicle Dish Soap (% wt/wt): Water (q.s.), Coco Glucoside (13.0%), Caprylyl / Myristyl Glucoside (7.0%), Lauramine Oxide (1.0%), Phenoxyethanol (1.0%), Glycerin (0.5%), Ethanol (0.4%), Xanthan Gum (0.3%), and Citric Acid (10% solution) (q.s.).

The clinical study of Floratech[®] test formulation (CTL_17-074 - Phase III) was conducted on a panel of 19 male and female subjects, ranging from 24 to 60 years of age (mean age = 43). The duration of the study was 4 days (including the 3 day washout) with a cumulative hand soaking time of 30 minutes (sixty 30-second soaks) in a 10% solution of dish soap. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. Subjects evaluated consumer preference immediately after soaking, and 30 minutes after soaking their hands in the dish soap solution. (Clinical Study 17-074 - Phase III report available upon request.)

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