

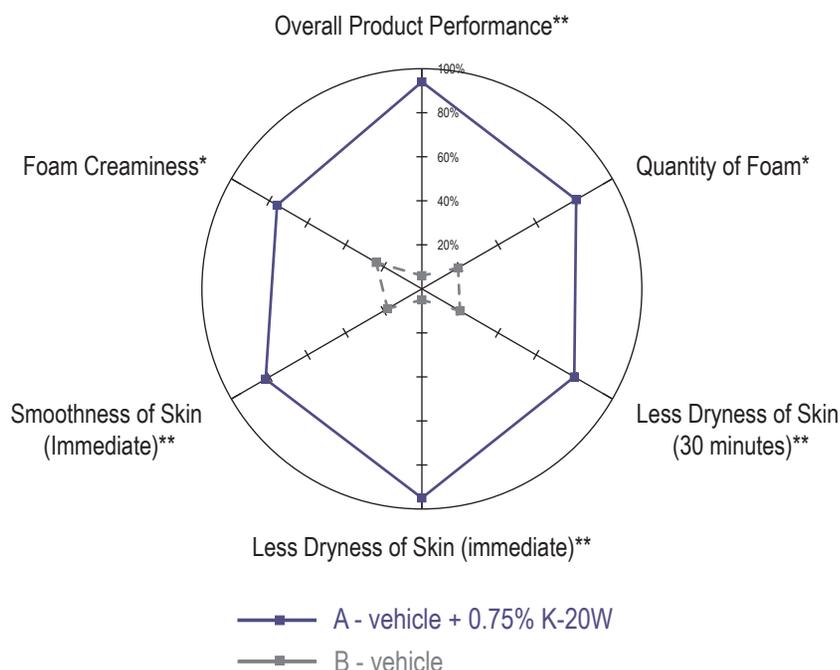
# FACE WASH CONSUMER PREFERENCE WAS IMPROVED BY FLORAESTERS K-20W® JOJOBA

CS 19-129



**94% of Consumers Preferred Floraesters® K-20W Jojoba in a Face Wash<sup>1</sup>**

## Consumer Preference



Statistical (\*\*) and directional (\*) significance was apparent where indicated ( $p < 0.05$  and  $p < 0.10$ , respectively).

**A = vehicle face wash + 0.75% Floraesters K-20W Jojoba / B = vehicle face wash**

Vehicle Face Wash (%wt/wt): Water (q.s.), Water (and) Sodium Lauroyl Methyl Isethionate (and) Sodium Lauroamphoacetate (and) Cocamide MIPA (40.0%), Helianthus Annuus (Sunflower) Seed Oil (10.0%), Citric Acid (and) Water (3.6%), Sodium Chloride (3.0%), Glycerin (2.25%), Trisodium Ethylenediamine Disuccinate (0.5%), Xanthan Gum (0.4%), Guar Hydroxypropyltrimonium Chloride (0.35%), Fragrance (0.2%), Hydroxyacetophenone (0.2%), and Phenoxyethanol (0.2%).

## Objective:

To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer preference when used in a face wash.

## Method:

Female consumers evaluated face washes, with and without 0.75% Floraesters K-20W Jojoba, during, immediately after, and 30 minutes after 1 application to the right or left side of the face using a consumer preference survey.



## Results:

**More than 80% of consumers preferred** the face wash containing **Floraesters K-20W Jojoba overall**, and for **smooth, less dry skin**, compared to the vehicle face wash without.

**Floratech Ingredient: Floraesters K-20W Jojoba**

The clinical study of Floratech® test formulation (CTL\_17-074) was conducted on a panel of 26 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 1 application (*i.e.* wet, rubbed using circular motions for 30 seconds, rinse, and pat dry) of each test article made to the right or left side of the face. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. Subjects evaluated consumer preference during the wash, immediately after washing, and 30 minutes after washing with the face wash. (Clinical Study 17-074 - Phase IV report available upon request.)

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