



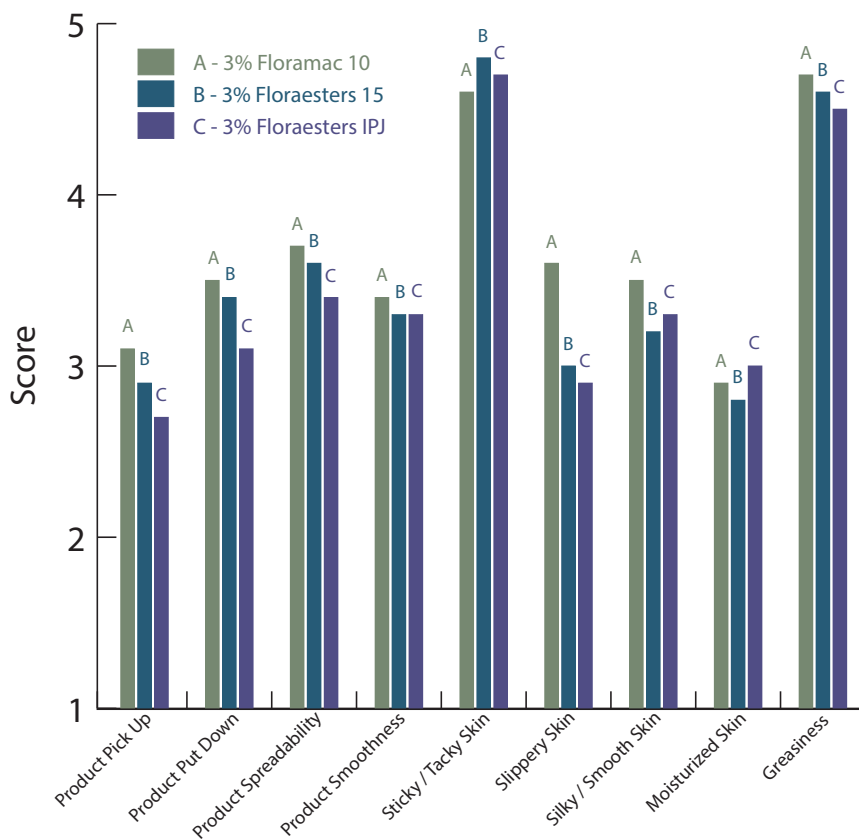
PRESSED POWDER CONSUMER PREFERENCE IMPROVED BY FLORAMAC® 10

CS 20-137



Female Consumers Preferred Floramac® 10 in Pressed Powder

Consumer Perception



Objective:

To evaluate Floramac 10 for its potential to enhance consumer perception when used in a pressed powder.

Method:

Female consumers evaluated pressed powders with a variety of Floratech emollients after one application on a scale of 1 - 5 (1 = negative, 3 = moderate, and 5 = positive efficiency).

Results:

Floramac 10 was preferred in most categories and also demonstrated the **best color stability**.¹ All Floratech emollients produced at least moderate product aesthetics and can be varied depending on the desired aesthetic.



Vehicle Pressed Powder (%wt/wt): Synthetic Fluorophlogopite (50.50%), Mica (14.00%), Titanium Dioxide (and) Silica (6.00%), Polymethyl Methacrylate (5.00%), Silica (5.00%), Calcium Carbonate (and) Hydroxyapatite (3.00%), Ethylhexyl Methoxycinnamate (3.00%), Zinc Oxide (and) Dimethicone (3.00%), Iron Oxides (and) Silica (2.30%), Dipentaerythryl Hexahydroxystearate Hexastearate/Hexarosinate (2.00%), Ethylhexylglycerin (0.50%), Pentylene Glycol (0.50%), Phenoxyethanol (0.50%), Sorbitan Sesquiossearate (0.50%), Tin Oxide (0.50%), Titanium Dioxide (0.50%), Dipentaerythryl Tri-Polyhydroxystearate (0.20%), and Tocopherol (0.04%).

Floratech Ingredient: Floramac 10

The clinical study of Floratech® test formulation (CTL_19-078) was conducted on a panel of 27 female subjects, ranging from 23 to 63 years of age (mean age = 44). The duration of the study was 1 day with 1 application of each test article (using a disposable make up brush) made to the upper, middle, or lower left forearm. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. Subjects evaluated consumer perception during and immediately after application. Product pick up is defined as how easily the product adheres to the brush during pick up, and product put down is defined as how easily the product transfers to the skin from the brush. (Clinical Study 19-078 report available upon request.)

1. See CS 20-136 - Color Stability Improved by Floramac 10 in a Pressed Powder.