



SUNSCREEN CONSUMER PREFERENCE IMPROVED BY FLORAMAC® 10

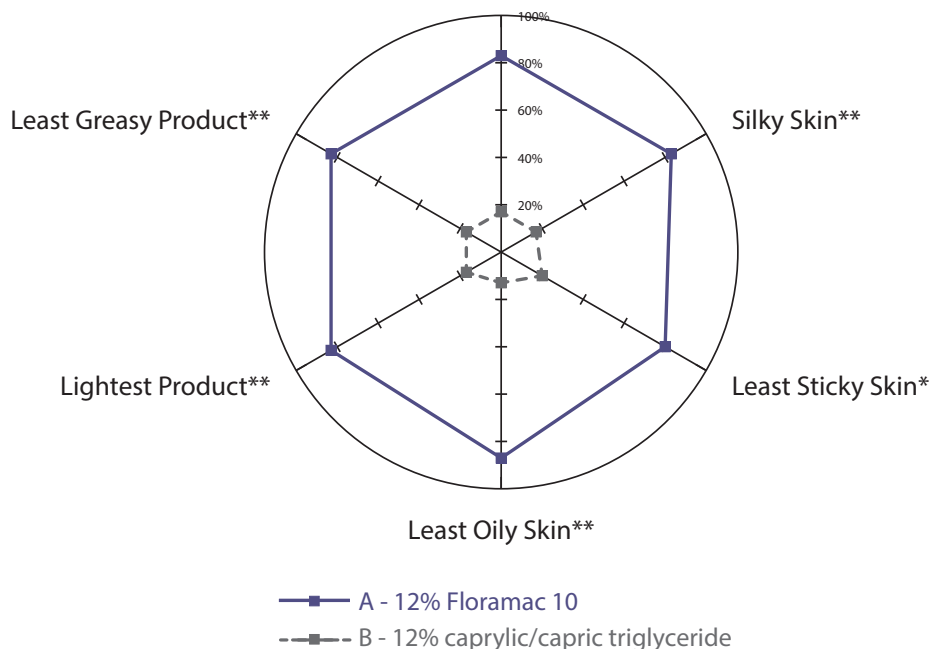
CS 20-138



83% of Female Consumers Preferred Floramac® 10 in a Sunscreen¹

Consumer Preference

Overall Product Performance**



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

Objective:

To evaluate Floramac 10 for its potential to enhance consumer preference when used in a sunscreen.

Method:

Female consumers evaluated sunscreens, with 12% Floramac 10 versus 12% caprylic/capric triglyceride oil using a consumer preference survey.

Results:

More than 80% of female consumers preferred the sunscreen containing **Floramac 10 overall**, and for **silky, least greasy skin**, compared to the sunscreen with caprylic/capric triglyceride oil.



A = vehicle sunscreen + 12% Floramac 10 / B = vehicle sunscreen + 12% Caprylic/Capric Triglyceride

Vehicle Sunscreen (%wt/wt): Cyclopentasiloxane (25.9%), Zinc Oxide (and) Cyclopentasiloxane (and) PEG-10 Dimethicone (25.0%), Titanium Dioxide (and) Cyclopentasiloxane (and) Hexyl Laurate (and) PEG-10 Dimethicone (and) Polyglyceryl-4 Isostearate (and) Stearic Acid (and) Alumina (15.0%), Water (10.0%), Cetyl PEG/PPG-10/1 Dimethicone (2.5%), Cyclopentasiloxane (and) Distearidimonium Hectorite (and) Propylene Carbonate (2.5%), Polymethylsilsequioxane (2.5%), Butylene Glycol (2.0%), Glycerin (2.0%), Phenoxyethanol (0.4%), and Tocopheryl Acetate (0.2%).

Floratech Ingredient: Floramac 10

The clinical study of Floratech® test formulation (CTL_16-066 - Sun Milk) was conducted on a panel of 26 female subjects, ranging from 24 to 63 years of age (mean age = 45). The duration of the study was 1 day with 1 application of each test article made to the back of the right or left hand. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. Subjects evaluated consumer preference during and immediately after application. [Clinical Study 16-066 - Phase I - (Sun Milk) report available upon request.]

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