



LIQUID FOUNDATION COVERAGE IMPROVED WITH FLORAESTERS K-20W® JOJOBA

CS 20-141



Floraesters K-20W Jojoba in a Liquid Foundation Better Masks the Signs of Aging

Fine Lines / Wrinkles (8 hours)



A (vehicle + K-20W)



B (vehicle)

Objective:

To evaluate Floraesters® K-20W Jojoba in a liquid foundation for its potential to allow for better coverage of fine lines / wrinkles and age spots.

Method:

Foundations with and without 2.5% Floraesters K-20W Jojoba were applied to the skin, and coverage (*i.e.* as measured by the appearance of fine lines / wrinkles and age spots) was determined immediately and 8 hours after application.

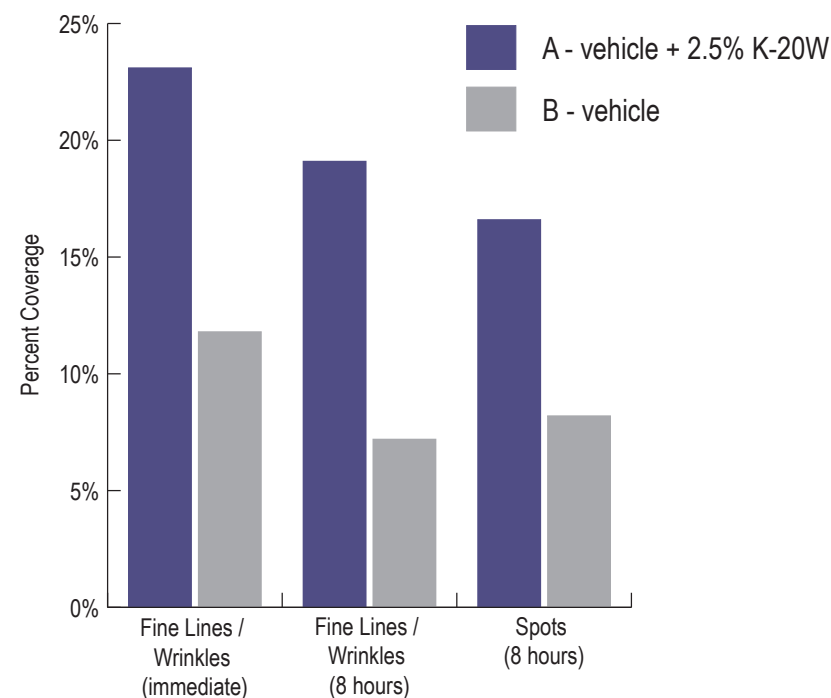
Results:

The foundation containing **2.5% Floraesters K-20W Jojoba** produced **up to 62% improvement in the coverage of wrinkles / fine lines** and **51% improvement in the coverage of age spots** compared to the vehicle.

Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL_16-070 - Foundation) was conducted on a panel of 19 healthy female subjects, ranging from 32 to 62 years of age (mean age = 51). The duration of the study was 2 days with single applications of each test article to the entire face. The study was double-blind, and carried out under controlled temperature and humidity conditions. The total number of fine lines / wrinkles and age spots was measured using the BTBP Clarity® Pro Advanced and Facial Stage DM-3 (BrighTex Bio-Photonics, LLC) before, immediately after, and 8 hours after foundation application. The inclusion of Floraesters K-20W Jojoba resulted in statistically significant ($p < 0.05$) better immediate coverage of wrinkles / fine lines, and 8 hour coverage of wrinkles / fine lines and age spots. (Clinical Study 16-070 - Phase I - Foundation report available upon request.)

Signs of Aging Coverage



A = vehicle foundation + 2.5% Floraesters K-20W Jojoba / B = vehicle foundation

Vehicle Liquid Foundation (%wt/wt): Deionized Water (q.s.), Titanium Dioxide (5.3%), Butylene Glycol (5.0%), Ethyl Macadamiate (5.0%), Isopropyl Jojobate (and) Jojoba Alcohol (and) Jojoba Esters (5.0%), Hydrogenated Sunflower Seed Oil Polyglyceryl-3 Esters (and) Hydrogenated Sunflower Seed Oil Glyceryl Esters (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate (4.0%), Stearyl Alcohol (3.5%), Glycerin (3.0%), Jojoba Oil/Macadamia Seed Oil Esters (and) Squalene (and) Phytosteryl Macadamiate (and) Phytosterols (and) Tocopherol (3.0%), Propanediol (3.0%), Helianthus Annuus (Sunflower) Seed Oil (2.0%), Iron Oxides (1.49%), Jojoba Esters (1.0%), Phenoxyethanol (and) Ethylhexylglycerin (1.0%), Magnesium Aluminum Silicate (0.85%), Boron Nitride (0.80%), Hydroxyethylcellulose (0.5%), Hydrogenated Sunflower Seed Oil Polyglyceryl-3 Esters (0.5%), Talc (0.5%), Tocopheryl Acetate (0.5%), Polyhydroxystearic Acid (0.35%), Ceramide NG (0.1%), and Citric Acid (and) Water (q.s.).