



CONSUMERS PREFER A LIQUID FOUNDATION WITH FLORAESTERS K-20W® JOJOBA

CS 20-143



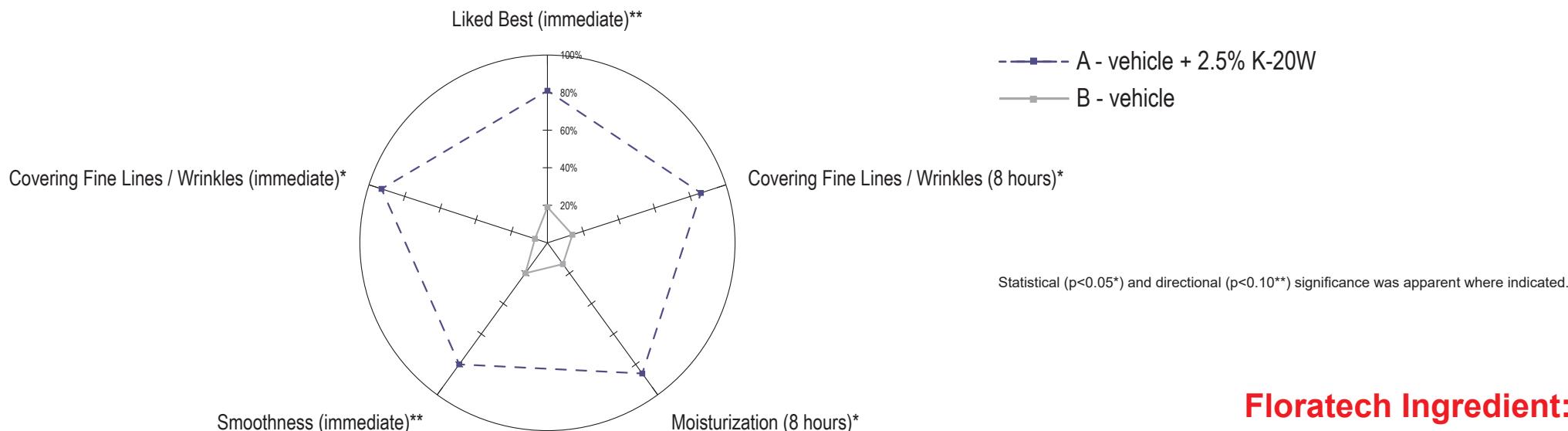
Consumers Preferred a Liquid Foundation with Floraesters K-20W Jojoba¹

Objective: To evaluate Floraesters® K-20W Jojoba in a liquid foundation for its potential to enhance consumer perception.

Method: Foundations with and without 2.5% Floraesters K-20W Jojoba were evaluated by consumers, in a split face study, immediately after application, and after 8 hours of wear.

Results: *Consumers preferred the foundation with Floraesters K-20W Jojoba for coverage of fine lines / wrinkles and moisturization* compared to the foundation without.

Consumer Preference



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

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.).

The clinical study of Floratech® test formulation (CTL_16-070 - Foundation) was conducted on a panel of 20 healthy female subjects, ranging from 32 to 65 years of age (mean age = 54). The duration of the study was 1 day with a single application of each test article to either the right or left side of the face. The study was double-blind and randomized. (Clinical Study 16-070 - Phase II - Foundation report available upon request.)

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