



CONSUMERS PREFER FLORAESTERS® 20 OVER ANOTHER PETROLATUM ALTERNATIVE

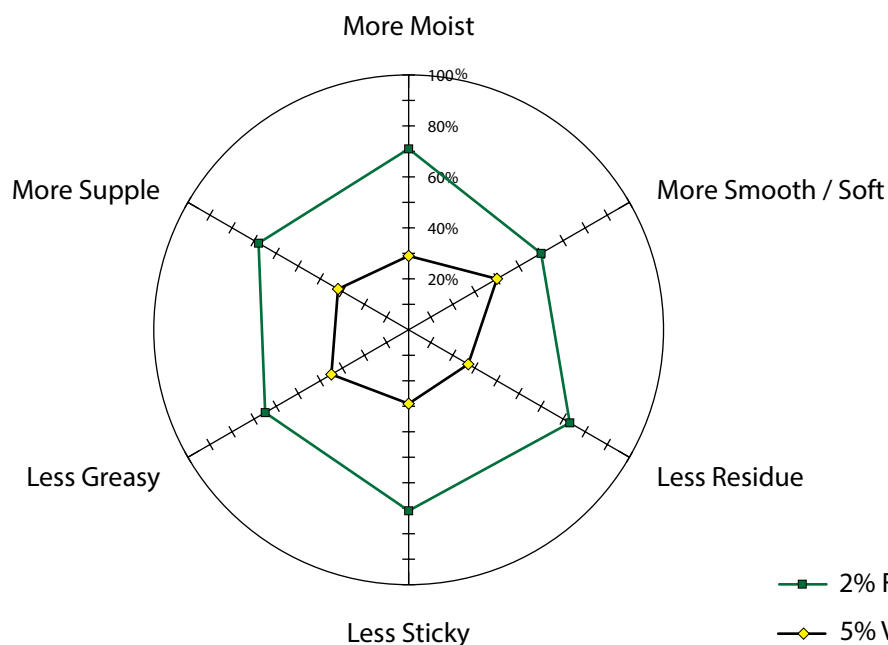
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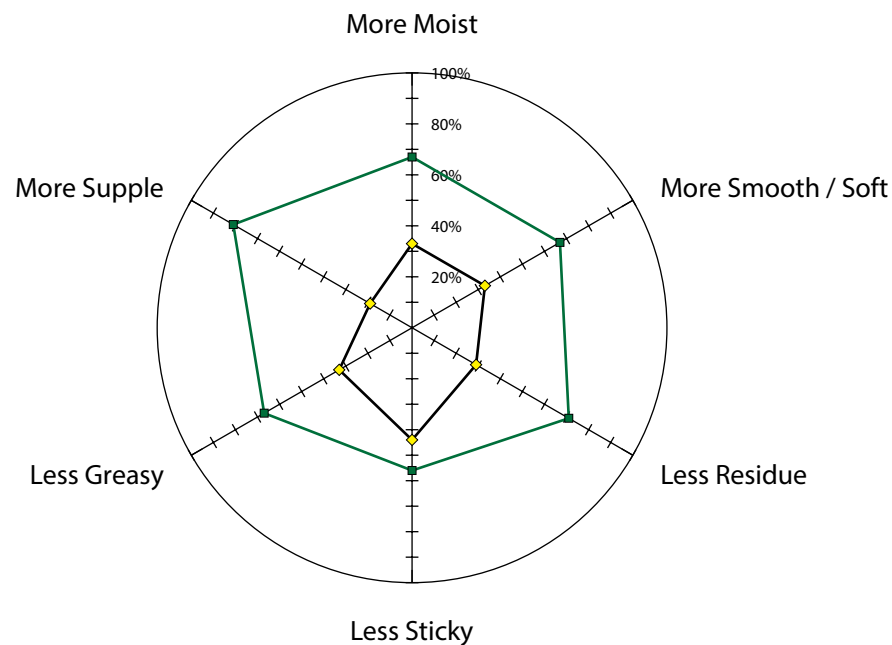
Consumers Prefer the Skin Feel of Floraesters 20 Over the Skin Feel of Another Petrolatum Alternative, in a Lotion Formula

Consumer Preference

Immediate-Post Application



15 Minute-Post Application



Vehicle: Water (q.s.), Glyceryl Stearate (and) PEG-100 Stearate (4.00%), Cetyl Alcohol (3.00%) Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (0.80%), Xanthan Gum (0.20%), and Disodium EDTA (0.03%)

Consumers ranked two lotion formulas with regard to skin feel characteristics. Consumers were asked to indicate a preference between lotions which contained either 2% Floraesters 20 or 5% Vegetatum, or to indicate no preference.

A summary of the consumers' preferences (of those that chose a preference) can be seen above.

Floratech Ingredient: Floraesters 20

The clinical study of Floratech® test formulation (CTL_10-028) was conducted with a panel of 25 healthy women ranging from 32 to 65 years of age. One application of each lotion was made to the back of each hand, followed by the preference survey completion. This study was double-blind and randomized. Vegetatum Equiline SF [INCI: Canola Oil (and) Zea Mays (Corn) Starch (and) Silica] was used for the study. Vegetatum is a registered trademark of Natunola Health Inc. (Clinical Study Trial 10-028-Phase III report available upon request.)