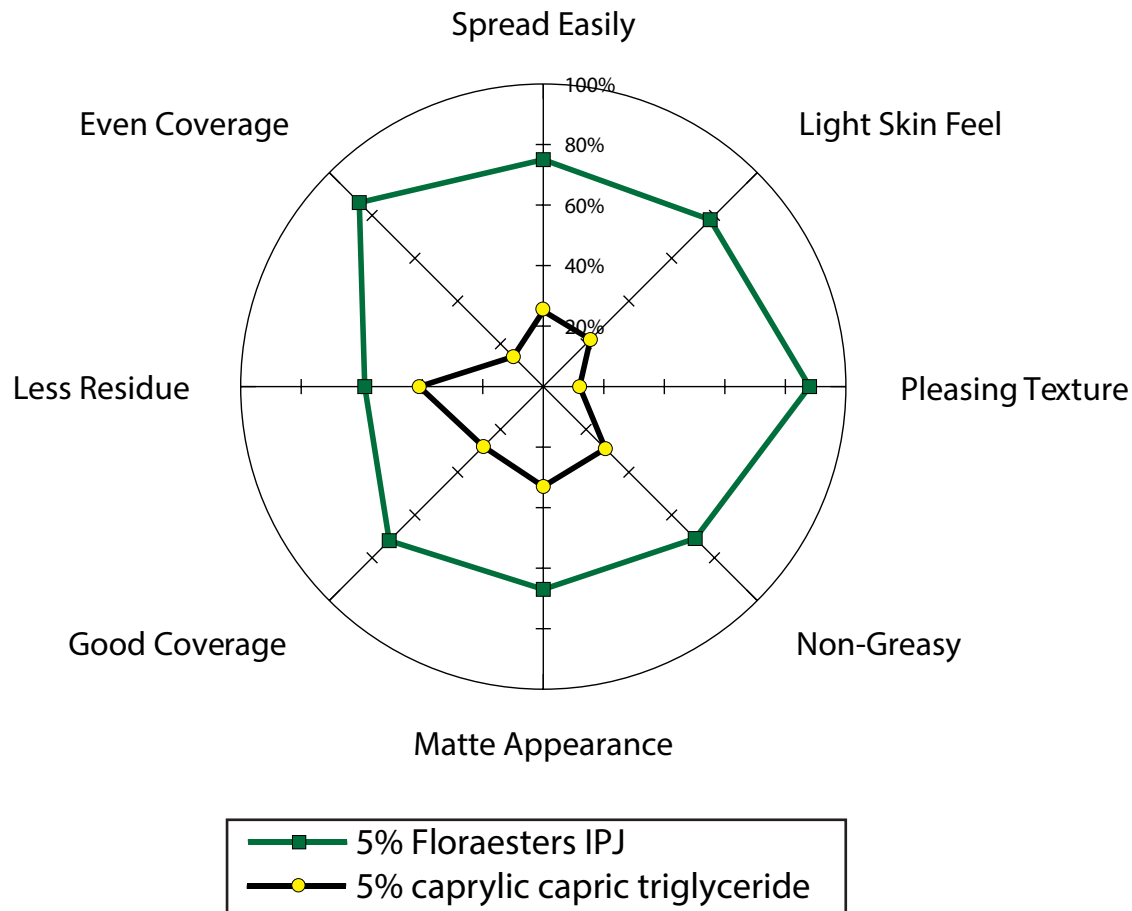


Floraesters IPJ Enhances Consumer Aesthetic Preference When Included in an Under-Eye Concealer Formula

Consumer Preference



Consumers ranked two under-eye concealer formulas with regard to product aesthetics.

Consumers were asked to indicate a preference between under-eye concealers which contained either 5% Floraesters IPJ or 5% caprylic capric triglyceride, or to indicate no preference.

A summary of the consumers' preferences can be seen in the radar graph to the left.

Floratech Ingredient: Floraesters IPJ

The clinical study of Floratech® test formulation (CTL_10-029) was conducted on a panel of 24 healthy women ranging from 38 to 68 years of age. One application of each under-eye concealer was made below each eye, followed by the preference survey completion under controlled temperature and humidity conditions. This study was single-blind and randomized. (Clinical Study Trial 10-029 report available upon request.)