



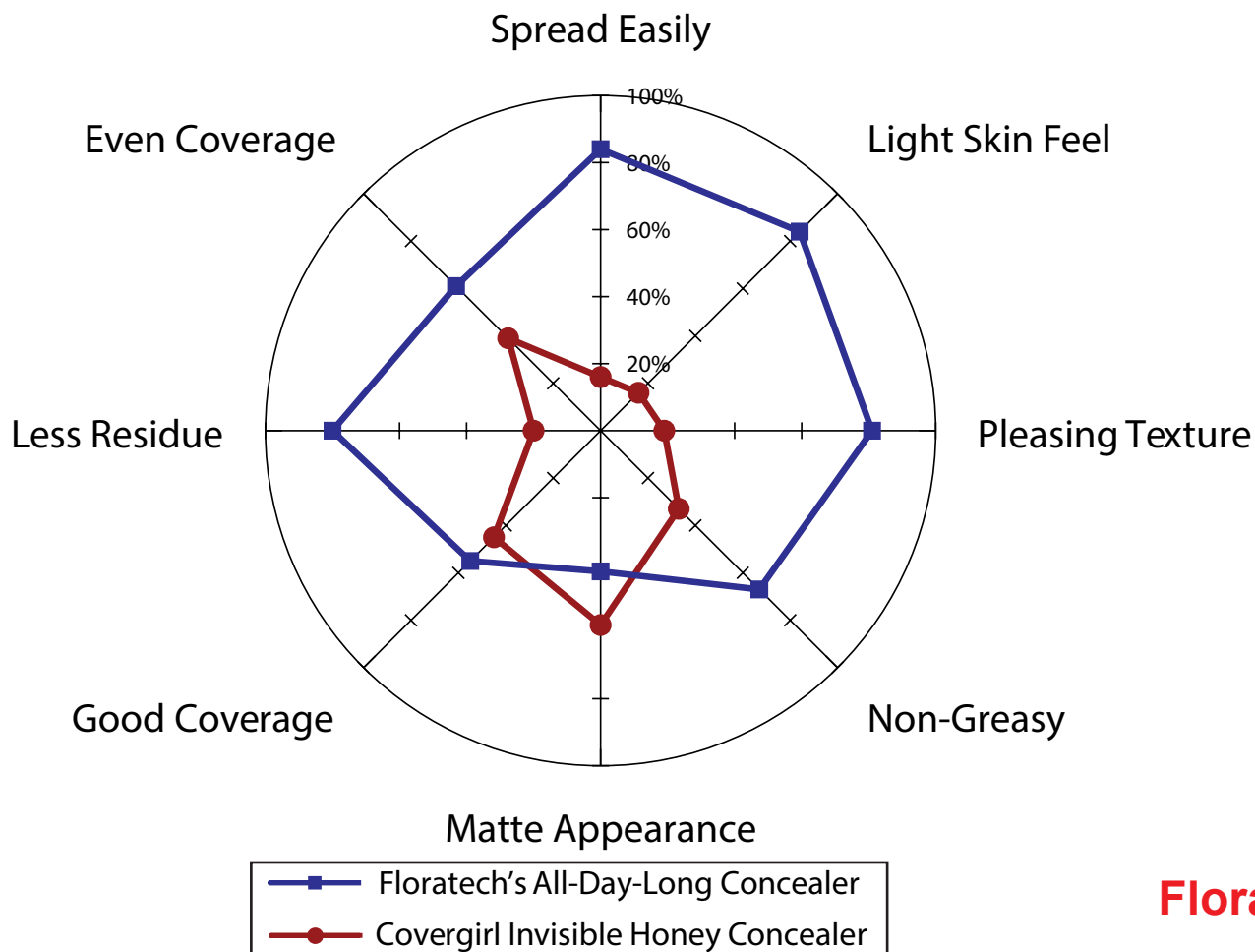
CONSUMER PREFERENCE FOR ENHANCED PRODUCT AESTHETIC / EYE CONCEALER

CS 10-028



In Most Cases, Consumers Preferred the Product Aesthetic of Floratech's All-Day-Long Under-Eye Concealer Over That of a "Leading" Consumer Brand

Consumer Preference



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

Consumers were asked to indicate a preference between two under-eye concealers: Floratech® All-Day-Long Concealer or Covergirl® Invisible Honey Concealer.

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. Covergirl is a registered trademark of Noxell Corporation. (Clinical Study Trial 10-029 report available upon request.)