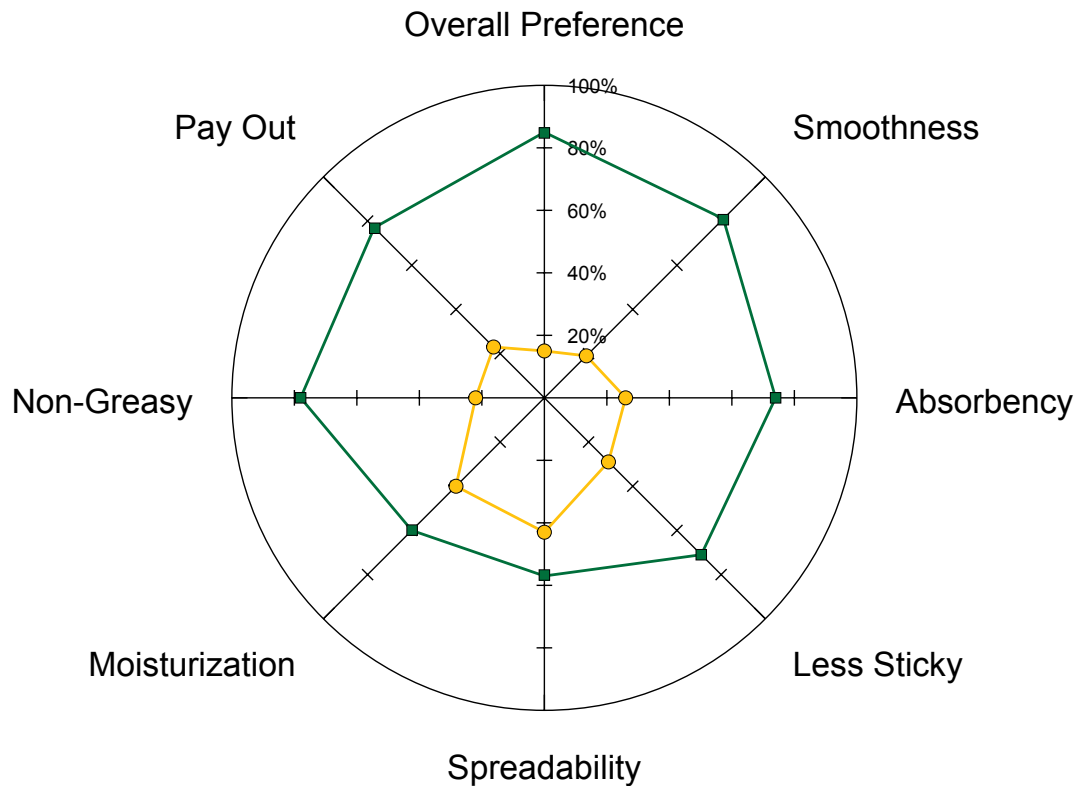


Consumers Prefer the Skin Feel of Floralipids Moringa Butter Over the Skin Feel of Shea Butter in an Anhydrous Moisturizing Body Stick Formula

Consumer Preference



—■— 10% Floralipids Moringa Butter

—●— 10% Shea Butter

Consumers ranked two anhydrous moisturizing body stick formulas with regard to skin feel characteristics (e.g. pay out, absorbency, etc.).



Consumers were asked to indicate a preference between anhydrous moisturizing body sticks which contained either 10% Floralipids Moringa Butter or 10% Shea Butter, or to indicate no preference.

A summary of the consumers' preferences, of those that chose a preference, can be seen to the left.

Consumers stated an overall preference for the anhydrous moisturizing body stick with 10% Floralipids Moringa Butter over 10% Shea Butter 85% of the time.

Vehicle: Caprylic/Capric Triglyceride (63.10%), Ricinus Communis (Castor) Seed Oil (and) Stearalkonium Hectorite (and) Propylene Carbonate (15.00%), Euphorbia Cerifera (Candelilla) Wax (4.00%) Copemicia Cerifera (Carnauba) Wax (3.00%), Beeswax (3.00%), Hydrogenated Castor Oil (1.50%), Phenoxyethanol (0.30%), and Tocopheryl Acetate (0.10%)

Floratech Ingredient: Floralipids Moringa Butter

The clinical study of Floratech® test formulation (CTL_10-032) was conducted with a panel of 31 healthy women ranging from 20 to 63 years of age. One application of each anhydrous stick was made to the back of each hand, followed by the preference survey completion. This study was double-blind and randomized. (Clinical Study Trial 10-032-Phase II report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.