

CONSUMERS PREFER A NONWOVEN ANTIBACTERIAL WIPE CONTAINING FLORAESTERS K-20W® JOJOBA

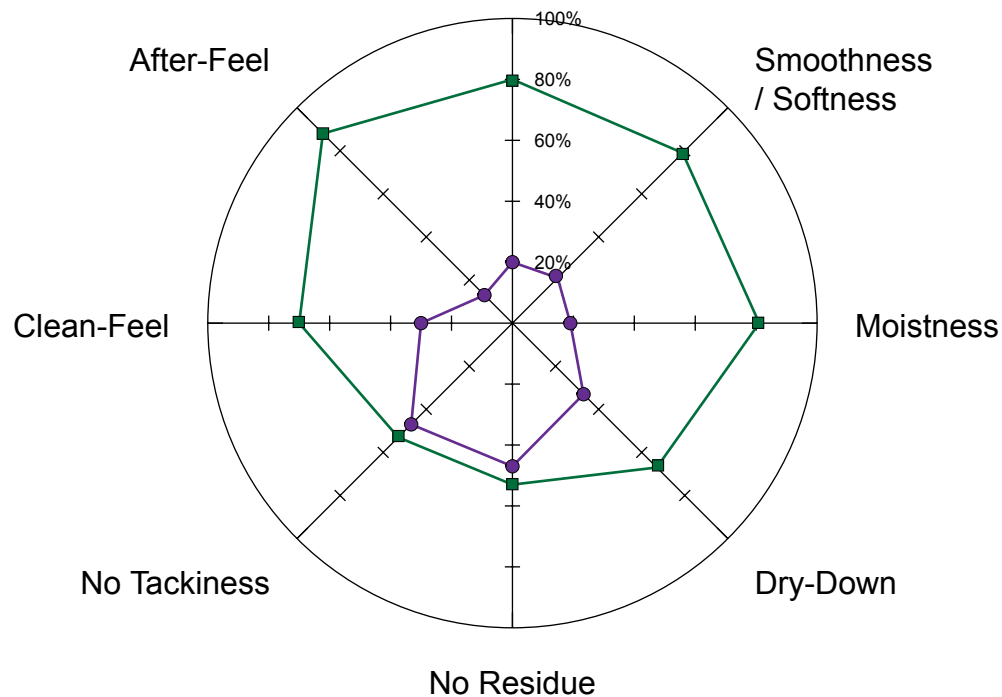
CS 11-033



Floraesters K-20W Jojoba Enhances Consumer Preference for Skin Feel When Included in an Antibacterial Nonwoven Wipe

Consumer Preference

Overall Preference



—■— Vehicle + 0.5% K-20W
—●— Vehicle

Consumers evaluated the skin feel characteristics (e.g. moistness, tackiness, etc.) of two antibacterial nonwoven wipes.

Consumers were asked to indicate a preference between antibacterial nonwoven wipes with and without 0.5% Floraesters K-20W Jojoba, or to indicate no preference.



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

Consumers preferred the nonwoven wipe with 0.5% Floraesters K-20W Jojoba versus the nonwoven wipe without (vehicle) for overall preference, smoothness / softness, moistness, dry-down, clean-feel, and after-feel.

Vehicle: Deionized Water (q.s.), Alcohol Denatured (9.00%), PEG-60 Lanolin (2.50%), Disodium Capryloamphodipropionate (2.00%), Glycerin (1.00%), PEG-8 Dimethicone (1.00%), Potassium Sorbate (1.00%), Quaternium -52 (1.00%), Phenoxyethanol (0.55%), Citric Acid (0.50%), Benzethonium Chloride (0.30%), Propylparaben (0.15%), Ethylparaben (0.10%), Methylparaben (0.10%), Aloe Barbadensis Leaf Juice (0.05%), and Disodium EDTA (0.05%)

Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL_10-030) was conducted with a panel of 31 healthy women ranging from 20 to 63 years of age. One application of each test article was made to the front and back of each hand, followed by the preference survey completion. This study was double-blind and randomized. (Clinical Study Trial 10-030-Phase II report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.