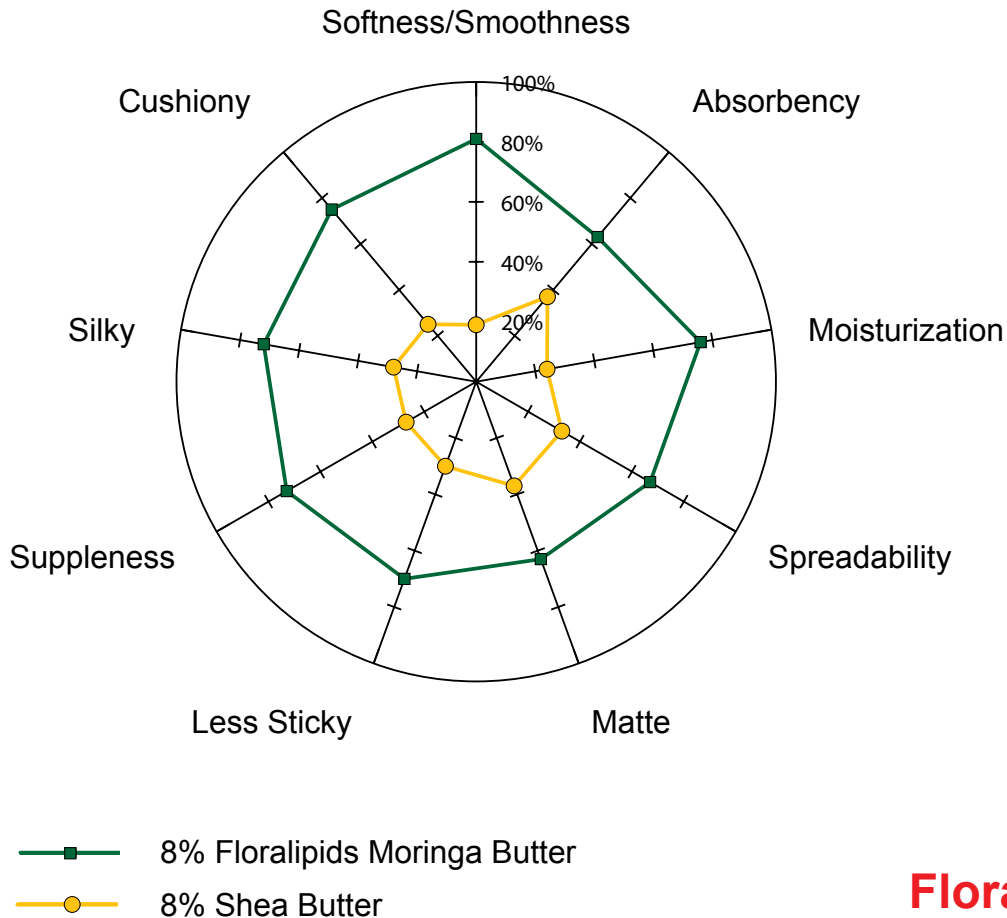




Floralipids Moringa Butter Enhances Consumer Preference Over Shea Butter When Included in a Body Cream

Consumer Preference



Consumers evaluated the skin feel characteristics of two body creams and were asked to indicate a preference between body creams with either 8% Moringa Butter or 8% 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 preferred the body cream with 8% Floralipids Moringa Butter compared to the body cream with 8% Shea Butter for all listed attributes.

Vehicle: Deionized Water (53.35), Floraesters 30 (10.0%), Propandiol (4.0%), Isododecane (and) Dimethicone (and) Polysilicone-11 (and) Coco-Caprylate/Caprata (and) Water (and) Butylene Glycol (and) Decyl Glucoside (5.0%), Floramac-10 (3.0%), Cetearyl Alcohol (2.5%), Glyceryl Stearate (and) PEG-100 Stearate (1.25%), Glycerin (1.5%), Stearyl Dimethicone (1.5%), PPEG/PPG-18/18 Dimethicone (1.5%), Glyceryl Monostearate (1.25%), Polyethylene Synthetic Wax (1.0%), C12-15 Alkyl Benzoate (and) Dipropylene Glycol Dibenzoate. (and) PPG-15 Stearyl Ether Benzoate (1.0%), Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol (1.0%), Polyacrylamide (and) C13-14 Isoparaffin (and) Laureth-7 (1.0%), Palmitic Acid (1.0%), Myristic Acid (1.0%), Ammonium Acryloyldimethyl Taurate (and) VP Copolymer (0.5%), Floraesters K-100 Jojoba (0.35%), Fragrance (0.2%), and Disodium EDTA (0.1%)

Floratech Ingredient: Floralipids Moringa Butter

The clinical study of Floratech® test formulation (CTL_11-042) was conducted with a panel of 31 healthy women ranging from 19 to 65 years of age. This study was carried out at two separate locations: Phoenix, Arizona and Taipei, Taiwan. One application of each test article was made to the back of each hand, followed by the preference survey completion. This study was double-blind and randomized. (Clinical Study Trial 11-042-Phase II report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.