



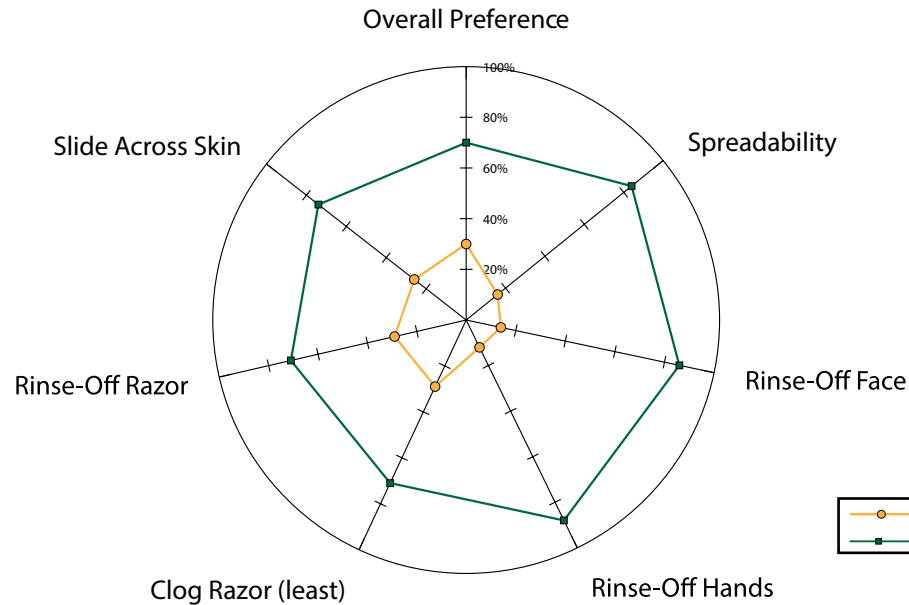
# MALE CONSUMERS PREFER A SHAVING CREAM WITH FLORAESTERS® 30 AND FLORAESTERS K-100® JOJOBA

CS 12-045

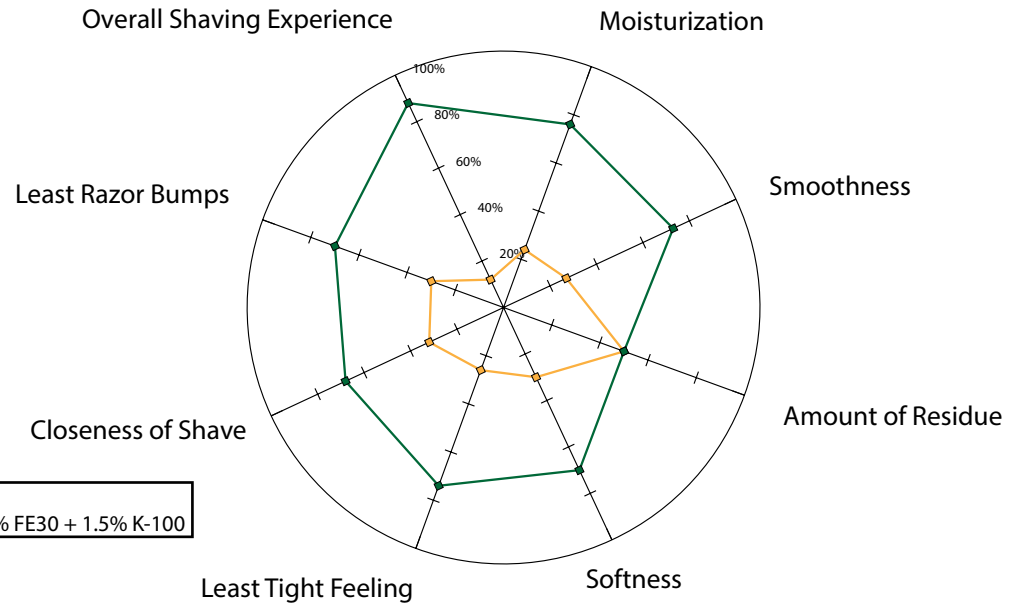


## Floraesters 30 and Floraesters K-100 Jojoba Combined in a Shaving Cream Enhance Male Consumer Preference

### Product Characteristics



### Skin Feel Characteristics



Male consumers evaluated the product characteristics during shaving as well as skin feel characteristics 15 minutes post shave of two shaving creams on the face. They were then asked to indicate a preference between a shaving cream with 3% Floraesters 30 and 1.5% Floraesters K-100 Jojoba, a shaving cream with neither (vehicle), or to indicate no preference. A summary of the consumers' preferences, of those that chose a preference, can be seen in the above radar graph.

**Male consumers preferred the shaving cream with 3% Floraesters 30 and 1.5% Floraesters K-100 Jojoba over the vehicle for all listed attributes.**

**Vehicle:** Water (q.s.), Stearic Acid (12.5%), Propylene Glycol Monostearate (3.5%), Butylene Glycol (2.0%) Glycerin (2.0%), Glycol Stearate (and) Stearamide AMP (1.0%), Aloe Barbadensis Leaf Juice (1.0%), Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Aqua (and) Hexylene Glycol (1.0%), Triethanolamine (0.5%), Magnesium Aluminum Silicate (0.4%), Polyquaternium-10 (0.3%), Tetrasodium EDTA (0.2%), and Fragrance (0.2%)



## Floratech Ingredients: Floraesters 30 and Floraesters K-100 Jojoba

The clinical study of Floratech® test formulation (CTL\_12-045) was conducted with a panel of 26 healthy men ranging from 20 to 60 years of age. One application of each test article was made to each side of the face and shaved by the consumer, followed by the preference survey completion. This study was double-blind and randomized. The reference image seen above is for illustration only and was not taken during the actual study. (Clinical Study Trial 12-045-Phase III report available upon request.)