



INCREASED CONSUMER PREFERENCE WITH FLORAESTERS K-20W® JOJOBA IN AN ASTRINGENT

CS 13-053



80% of Female Consumers Prefer an Astringent with Floraesters K-20W Jojoba



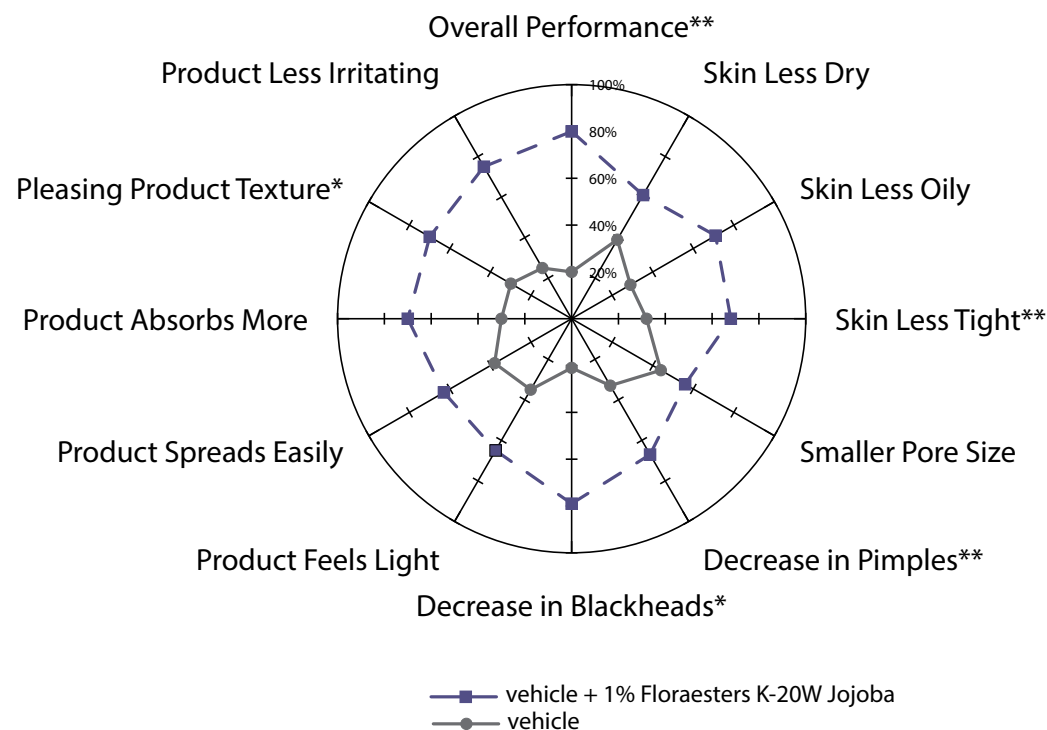
Eighty percent of female consumers prefer an astringent with 1% Floraesters K-20W Jojoba compared to an astringent without.

Women were asked to use each of the astringent test articles with and without Floraesters K-20W Jojoba for two weeks of twice daily at-home use. After two weeks, the women evaluated the product and skin characteristics using an 8-point scale.

The test article containing 1% Floraesters K-20W Jojoba was preferred over the vehicle test article (without) as shown in the graph. Statistical (**) and directional (*) significance was apparent where indicated ($p < 0.05$ and $p < 0.1$, respectively).

Vehicle (%wt/wt): Water (q.s.), Alcohol Denat. (20.00%), Glycerin (4.00%), Hamamelis Virginiana (Witch Hazel) (and) Water (and) Alcohol (4.00%), Acetyl Glucosamine (0.50%), Butylene Glycol (0.50%), Disodium Phosphate (0.10%), Creatine (0.10%), Trehalose (0.10%), Water (and) Sodium Hyaluronate (0.10%), Blue 1 (and) Red 40 (and) Red 1 (and) Propylene Glycol (and) Water (and) Preservative (0.08%), Disodium EDTA (0.05%), and Phenoxyethanol (0.02%)

Consumer Preference



**Floritech Ingredient:
Floraesters K-20W Jojoba**

The clinical study of Floritech® test formulation (CTL_12-047) was conducted on a panel of 26 healthy women ranging from 18 to 57 years of age with normal skin on the face. The data presented above was taken over 2 weeks (baseline and 2 week measurements) with twice daily at-home applications of the test article. Subjects evaluated each attribute for each test article on an 8-point scale. This study was double-blind, crossover, and randomized. (Clinical Study 12-047 report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.