# CONSUMERS PREFER A NONWOVEN FACE MASK WITH FLORAESTERS K-20W® JOJOBA

CS 14-057

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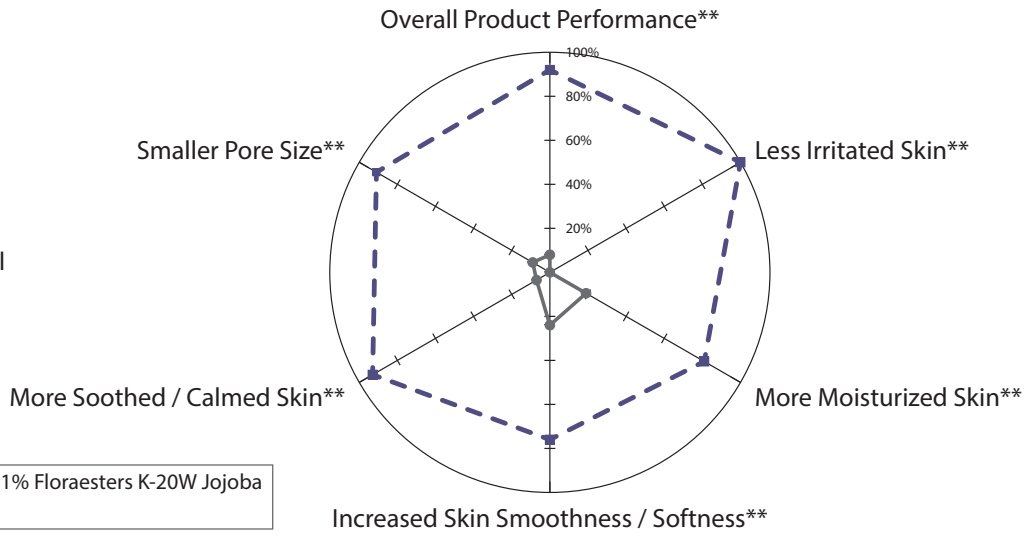
## 93% of Consumers Prefer a Nonwoven Face Mask with Floraesters K-20W Jojoba[1]

***Product Characteristics***


***Skin Feel Characteristics***




vehicle + 1% Floraesters K-20W Jojoba
vehicle

Statistical (**) significance was apparent where indicated ($p<0.05$).

**Objective:** To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer perception when used in a nonwoven face mask.

**Method:** Female consumers evaluated two nonwoven facial beauty masks; one with and one without 1% Floraesters K-20W Jojoba. After three days of once daily at-home face mask use, the consumers were asked to score both skin and product characteristics on a 5-point scale.

**Results: 93% of consumers preferred the face mask containing 1% Floraesters K-20W Jojoba** compared to the face mask without.

Vehicle (%wt/wt): Water (q.s.), Butylene Glycol (4.0%), Glycerin (1.5%), Xanthan Gum (0.12%), Hydroxyethylcellulose (0.06%), Chlorphenesin (0.05%), PEG-4 Laurate (and) Iodopropynyl Butylcarbamate (0.037%), Sodium Hyaluronate (0.016%), and Methylisothiazolinone (0.005%).

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

The clinical study of Floratech® test formulation (CTL_13-051) was conducted on a panel of 26 healthy females ranging from 22 to 60 (mean age = 42) years of age with normal skin on the face. The data presented above was taken over two weeks, following three days of daily use for each of the two face masks. Subjects evaluated each attribute for each test article on an 5-point scale. This study was double-blind, crossover, and randomized. Face masks were manufactured by Maxigen Biotech Inc. (New Taipei City, Taiwan). (Clinical Study 13-051 report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.

1. The preference data does not include subjects that indicated no preference (*i.e.* scored a tie score on the 5-point scale).



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sales@floratech.com