



CONSUMERS PREFER A BODY SCRUB WITH ECOBEADS®

CS 16-085



81% of Consumers Preferred Ecobeads in a Body Scrub¹



Objective:

To evaluate Ecobeads for their potential to enhance consumer perception when used in a body scrub.

Method:

Female consumers evaluated two body scrubs; one with 35% Ecobeads, and one with 35% sugar / salt. After one application of each body scrub to the left or right leg / foot, the consumers were asked to complete a consumer preference survey comparing the two body scrubs.

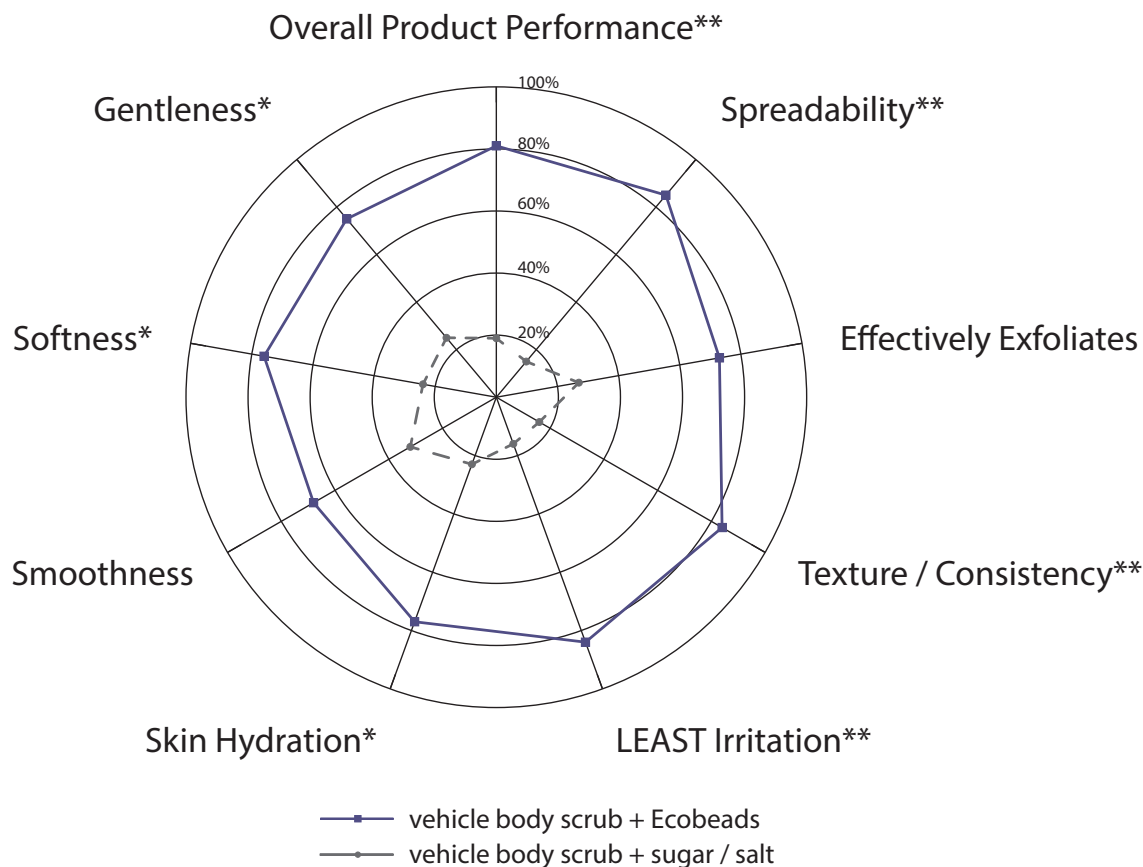
Results:

81% of consumers preferred a body scrub containing Ecobeads compared to a body scrub with sugar / salt.

Vehicle (%wt/wt): Glycerin (40.0%), Helianthus Annuus (Sunflower) Seed Oil (14.3%), Hydrolyzed Jojoba Esters (and) Water (Aqua) (5.0%), Polyglyceryl-10 Dipalmitate (3.0%), Glyceryl Behenate (and) Glyceryl Behenate/Eicosadioate (2.0%), and Benzyl Alcohol (and) Ethylhexylglycerin (and) Tocopherol (0.7%).

Floratech Ingredient:
ecobeads®

Consumer Preference



Statistical (**) and directional (*) significance was apparent where indicated ($p < 0.05$ and $p < 0.1$, respectively).

The clinical study of Floratech® test formulation (CTL_16-066) was conducted on a panel of 30 female subjects, ranging from 22 to 65 years of age (mean age = 44). The duration of the study was one day with one application of each test article. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 16-066 - Phase I report available upon request.)

1. The preference data does not include subjects that indicated no preference.