FLORAMAC® 10 AS A SILICONE ALTERNATIVE IN A CLEAR UNDER EYE REJUVENATOR

CS 16-090

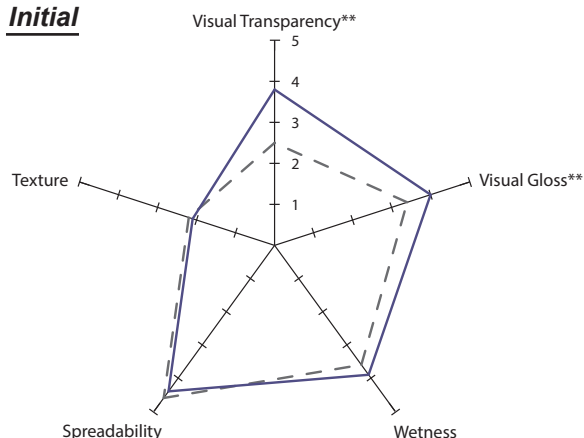**FloraTech**
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87% of Consumers Preferred the Skin Hydration Effect of Floramac 10 in a Clear Under Eye Rejuvenator[1]

Objective: To evaluate Floramac 10 for its potential to provide a similar skin feel to cyclopentasiloxane and enhance consumer perception when used in a clear under eye rejuvenator.
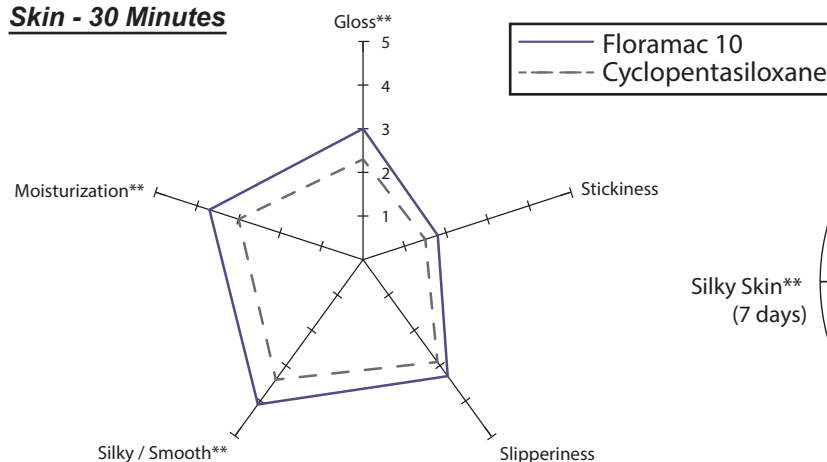
Method: Female consumers evaluated two clear under eye rejuvenators; one with Floramac 10, and one with cyclopentasiloxane. After one application of each under eye rejuvenator to the back of the hand, the consumers were asked to complete a consumer *perception* survey. Additionally, the consumers were asked to complete a consumer *preference* survey immediately after 1 use and after 7 days of twice-daily product use to the under eye area.
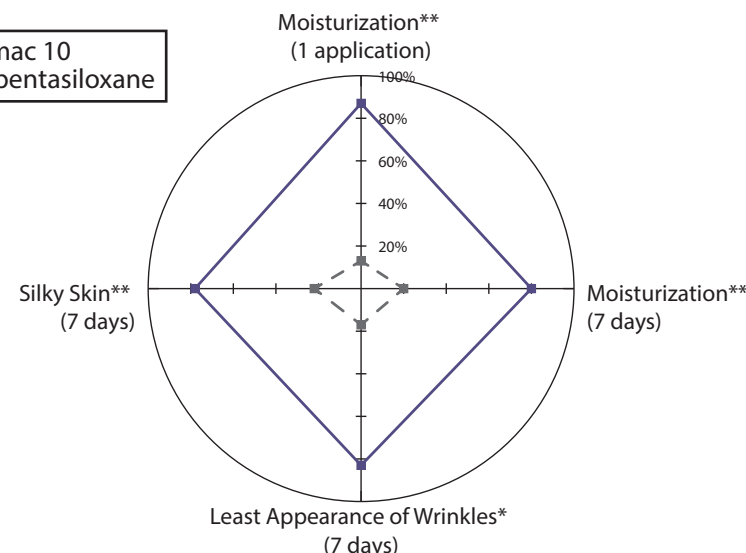
Consumer Perception

Initial

Skin - 30 Minutes

Consumer Preference

Legend:
— Floramac 10
‑ ‑ Cyclopentasiloxane

Initial radar axes: Visual Transparency**, Visual Gloss**, Wetness, Spreadability, Texture

Skin - 30 Minutes radar axes: Gloss**, Stickiness, Slipperiness, Silky / Smooth**, Moisturization**

Consumer Preference radar axes: Moisturization** (1 application), Moisturization** (7 days), Least Appearance of Wrinkles* (7 days), Silky Skin** (7 days)

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

Results: Initially, there were few perceivable differences between Floramac 10 and cyclopentasiloxane; however, thirty minutes post-application, *Floramac 10 left the skin perceivably more glossy, silky / smooth, and moisturized. 87% of consumers also preferred the skin hydration produced by a clear under eye rejuvenator containing Floramac 10* compared to cyclopentasiloxane.

Floratech Ingredient: Floramac 10

Vehicle (%wt/wt): Octyl Dodecanol (and) Dibutyl Lauroyl Glutamide (and) Dibutyl Ethylhexanoyl Glutamide (20.0%), Ethyl Macadamiate (2.25%), Butylene Glycol (1.5%), Jojoba Oil/Macadamia Seed Oil Esters (and) Squalene (and) Phytosteryl Macadamiate (and) Phytosterols (and) Tocopherol (1.5%), Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Water (Aqua) (1.0%), Glycerin (0.3%), Ethylhexyl Glycerin (0.3%), Ceramide NG (0.1%), and Tocopherol (0.05%).

The clinical study of Floratech® test formulation (CTL_16-066) was conducted on a panel of 28 female subjects, ranging from 23 to 60 years of age (mean age = 42). The duration of the study was one day with one application of each test article. Initial product evaluations and skin feel (30 minutes post-application) observations were made on a 1-5 scale. The higher the score, the more the listed attribute was perceived by consumers (*e.g.* a score of 5 for moisturization indicates very moisturized skin, whereas a score of 1 indicates dry skin). Additionally, the same formula was conducted on a panel of 31 female subjects, ranging from 23 to 63 years of age (mean age = 44). The duration of the study was 7 days with twice daily applications of each test article. Both studies were double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 16-066 - Phase II report and Clinical Study 16-065 - Phase II report are both available upon request.)

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

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