INCREASED CONSUMER PREFERENCE WITH FLORAMAC® 10 IN A GELLED CLEANSING OIL
CS 16-092

82% of Consumers Preferred Floramac 10 in a Gelled Cleansing Oil[1]

Objective:
To evaluate Floramac 10 for its potential to enhance consumer perception, compared to olive oil, when incorporated into a gelled cleansing oil.

Method:
Gelled cleansing oils containing either Floramac 10 or olive oil, were evaluated for make-up removal by consumers in a split face study.
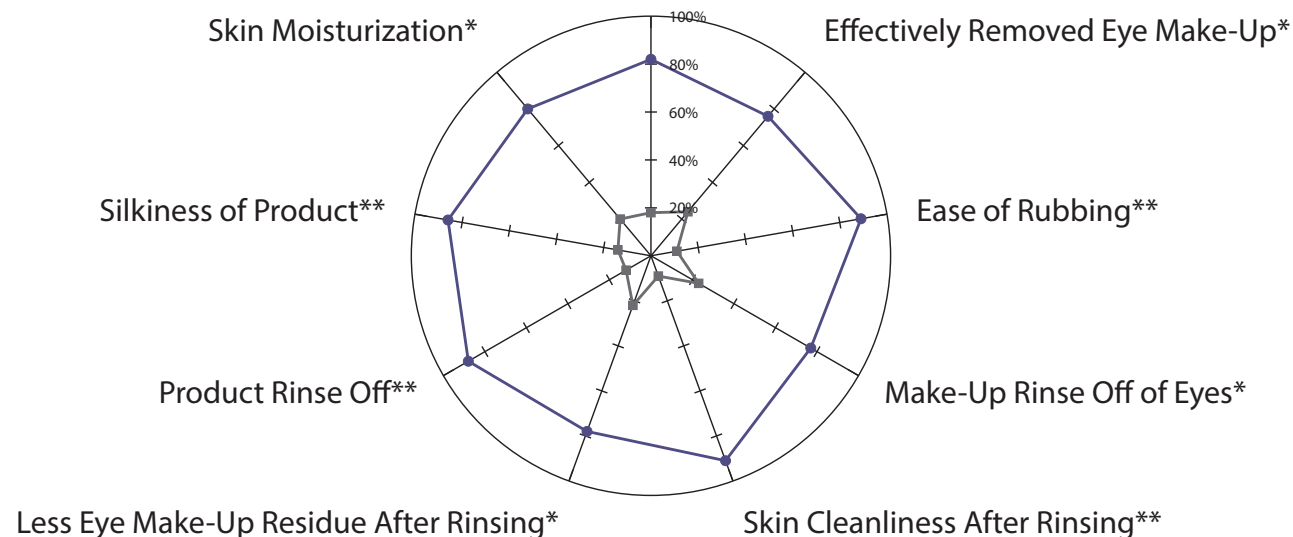
Results:
82% of consumers preferred a gelled cleansing oil containing Floramac 10 compared to a gelled cleansing oil with olive oil.

Consumer Preference

- A - Floramac 10
- B - olive oil

Radar chart axes: Overall Product Performance**, Effectively Removed Eye Make-Up*, Ease of Rubbing**, Make-Up Rinse Off of Eyes*, Skin Cleanliness After Rinsing**, Less Eye Make-Up Residue After Rinsing*, Product Rinse Off**, Silkiness of Product**, Skin Moisturization*. Scale: 20%, 40%, 60%, 80%, 100%.

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

A = vehicle gelled cleansing oil + 71.9% Floramac 10 / B = vehicle gelled cleansing oil + 71.9% Olive Oil

Vehicle Gelled Cleansing Oil (%wt/wt): Test Emollient (q.s.), Polyglyceryl-10 Dioleate (7.5%), Octyldodecanol (and) Dibutyl Lauroyl Glutamide (and) Dibutyl Ethylhexanoyl Glutamide (7.0%), Polyglyceryl-10 Caprylate/Caprate (7.0%), Polyglyceryl-2 Sesquicaprylate (3.8%), Glycerin (1.0%), Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Water (Aqua) (1.0%), Phytosteryl/Octyldodecyl Lauroyl Glutamate (0.5%), Ethylhexylglycerin (0.3%), and Tocopherol (0.1%).

Floratech Ingredient: Floramac 10

The clinical study of Floratech® test formulation (CTL_16-063-2) was conducted on a panel of 26 female subjects, ranging from 24 to 60 years of age (mean age = 44). The duration of the study was one week with once-daily applications of each test article (split face) for make-up removal (*e.g.* test article applied, rubbed, and rinsed). The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 16-063-2 report available upon request.)

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

sales@floratech.com