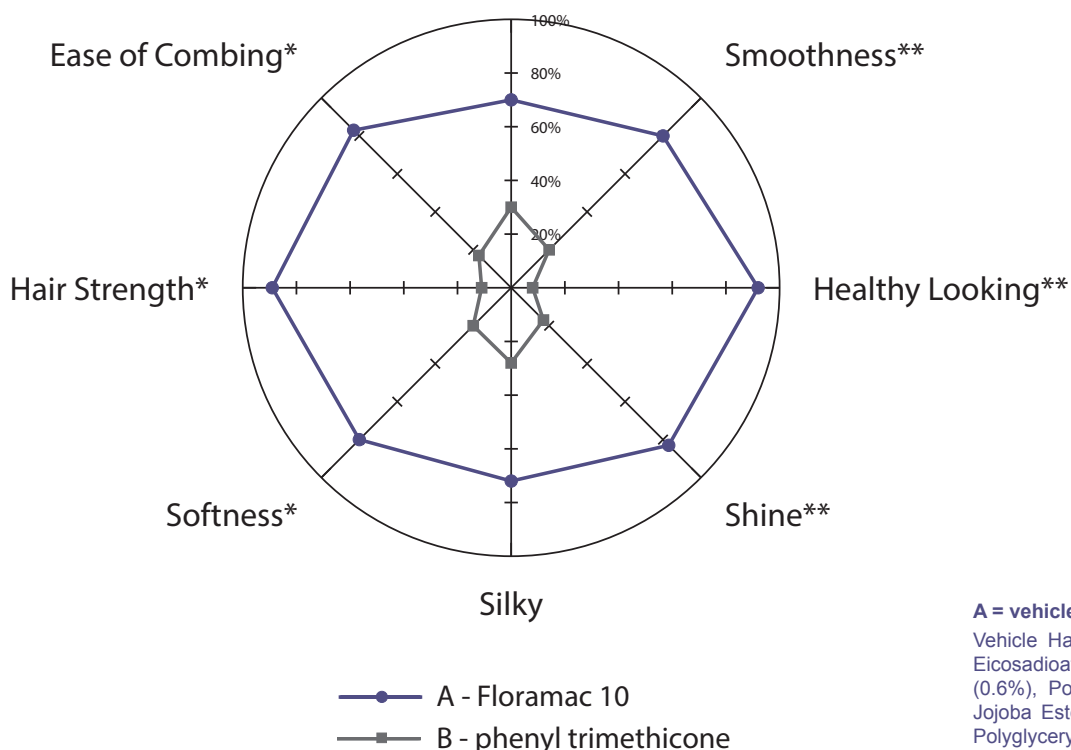




Consumers Preferred Floramac 10 in a Leave-in Hair Serum¹

Consumer Preference

Overall Product Performance



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

Objective:

To evaluate Floramac 10 for its potential to enhance consumer perception, compared to phenyl trimethicone, when incorporated into a leave-in hair serum.

Method:

Leave-in hair serums containing either Floramac 10 or phenyl trimethicone were evaluated for hair conditioning properties by consumers.

Results:

At least 80% of consumers preferred the leave-in hair serum with Floramac 10 for smoothness, shine, softness, and ease of combing compared to the leave-in hair serum with phenyl trimethicone.



A = vehicle hair serum + 71.7% Floramac 10 / B = vehicle hair serum + 71.7% phenyl trimethicone

Vehicle Hair Serum (%wt/wt): Test Emollient (q.s.), Ethyl Macadamiate (10.0%), Glyceryl Tribehenate/Isostearate/Eicosadioate (10.0%), Polyglyceryl-3 Beeswax (2.7%), Benzophenone-3 (1.0%), Propanediol (1.0%), Phenoxyethanol (0.6%), Polyglyceryl-10 Dioleate (0.6%), Polyglyceryl-10 Caprylate/Caprate (0.6%), Fragrance (0.5%), Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Water (Aqua) (0.5%), Phytosteryl/Octyldodecyl Lauroyl Glutamate (0.5%), Polyglyceryl-2 Sesquicaprylate (0.3%), and Tocopherol (0.1%).

Floratech Ingredient: Floramac 10

The clinical study of Floratech® test formulation (CTL_16-069) was conducted on a panel of 24 female subjects, ranging from 24 to 58 years of age (mean age = 43). The duration of the study was one week with single applications of each test article (half head) made every other day. This at-home use study was double-blind and randomized. (Clinical Study 16-069 report available upon request.)

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