



# LONGER EYE MAKE-UP WEAR WITH FLORAESTERS K-20W® JOJOBA IN A PRIMER

CS 17-100



## Floraesters K-20W Jojoba in a Primer Improved Eye Make-Up Longevity

### Objective:

To evaluate Floraesters® K-20W Jojoba in a silicone-free primer for its potential to increase wear time of a color cosmetic applied over the primer.

### Method:

Primers with and without 1% Floraesters K-20W Jojoba were applied to the skin followed by the application of eye shadow. The change in color ( $\Delta E$ ) was determined after 8 hours of wear time.

### Results:

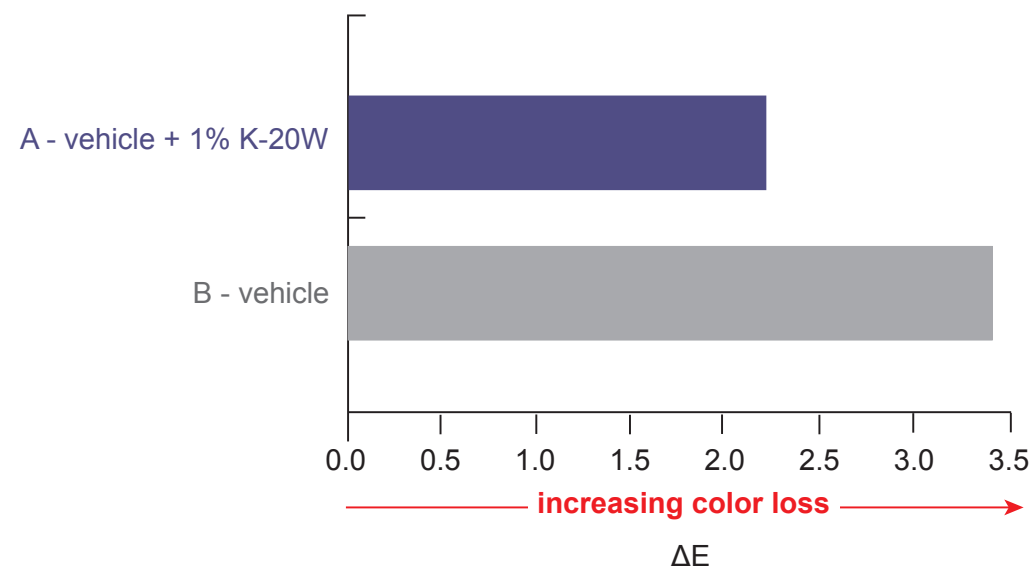
The primer containing **1% Floraesters K-20W Jojoba** produced **35% less color loss** (i.e. **longer wear time**) after 8 hours compared to the vehicle.

A = vehicle primer + 1% Floraesters K-20W Jojoba / B = vehicle primer

Vehicle Primer (%wt/wt): Deionized Water (q.s.), Synthetic Fluorphlogopite (and) Titanium Dioxide (2.0%), Glycerin (1.0%), Phenoxyethanol (and) Decyclene Glycol (and) Propylene Glycol (0.8%), Hydroxyethylcellulose (0.75%), Acrylates/C10-30 Alkyl Acrylate Crosspolymer (0.25%), Disodium EDTA (0.1%), Aminomethyl Propanol (q.s.), and Citric Acid (and) Water (0.1%).



Color Loss (8 Hours)



## Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL\_16-070) was conducted on a panel of 25 healthy female subjects, ranging from 30 to 65 years of age (mean age = 48). The duration of the study was 2 days with single applications of each test article to the upper, outer arm, followed by a 3 minute dry down and eye shadow application. The study was double-blind, and carried out under controlled temperature and humidity conditions. Color intensity of the eye shadow was measured using a Colorimeter CL 400 (Courage + Khazaka) immediately after eye shadow application, and after 8 hours of wear time. Color change was calculated from  $L^*a^*b^*$  values using the following equation:  $\Delta E = \sqrt{[(L^*_2 - L^*_1)^2 + (a^*_2 - a^*_1)^2 + (b^*_2 - b^*_1)^2]}$ . The inclusion of Floraesters K-20W Jojoba resulted in statistically significant ( $p < 0.001$ ) less color loss. (Clinical Study 16-070 - Phase I report available upon request.)