



# CONSUMERS PREFER AN EYE MAKE-UP PRIMER WITH FLORAESTERS K-20W® JOJOBA

CS 17-102



**80% of Consumers Preferred Floraesters K-20W Jojoba in an Eye Make-Up Primer<sup>1</sup>**

## Objective:

To evaluate Floraesters® K-20W Jojoba in a silicone-free primer for its potential to enhance consumer perception.



## Method:

Primers with and without 1% Floraesters K-20W Jojoba were evaluated by consumers (after 8 hours of wear) for effectiveness when applied underneath an eye shadow.

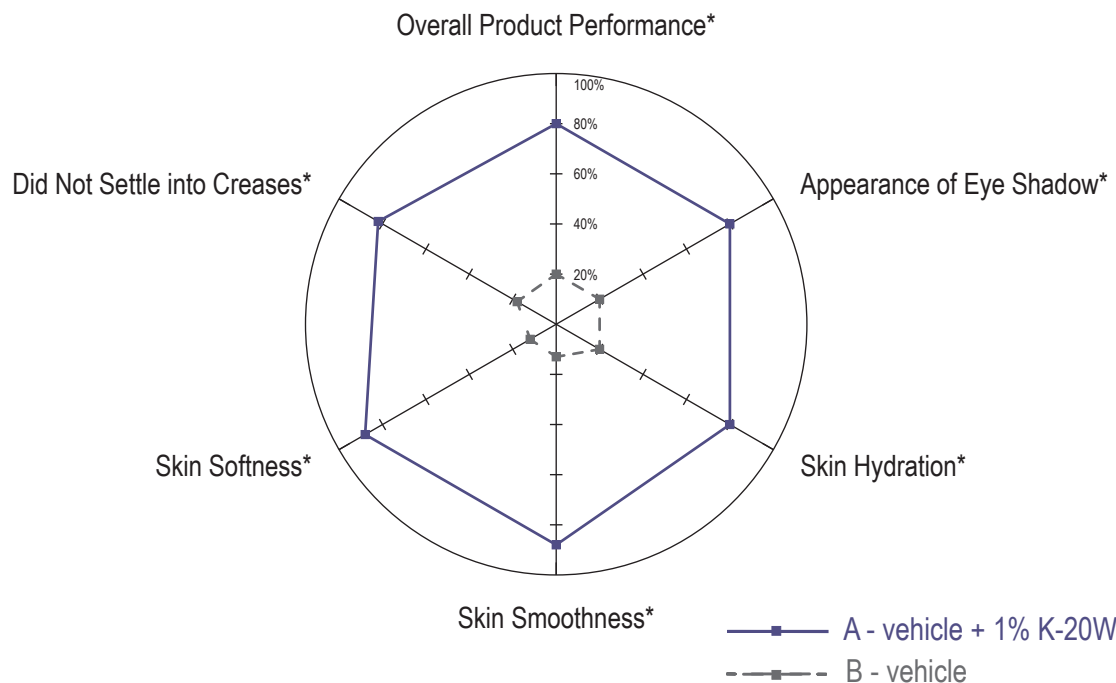
## Results:

After 8 hours of wear, **80% or more of consumers preferred the primer with Floraesters K-20W Jojoba for overall product performance, not settling into creases, and skin hydration** compared to the primer without.

**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%).

## Consumer Preference - 8 Hours



Statistical (\*) significance was apparent where indicated ( $p < 0.05$ ).

**Floratech Ingredient: Floraesters K-20W Jojoba**

The clinical study of Floratech® test formulation (CTL\_16-070) was conducted on a panel of 27 healthy female subjects, ranging from 29 to 61 years of age (mean age = 47). The duration of the study was 1 day with a single application of each test article to either the right or left eyelid, followed by a 3 minute dry down, and eye shadow application by the subject. The study was double-blind and randomized. (Clinical Study 16-070 - Phase II report available upon request.)

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