ASIAN CONSUMERS PREFER A NONWOVEN FACE MASK WITH FLORAESTERS K-20W® JOJOBA
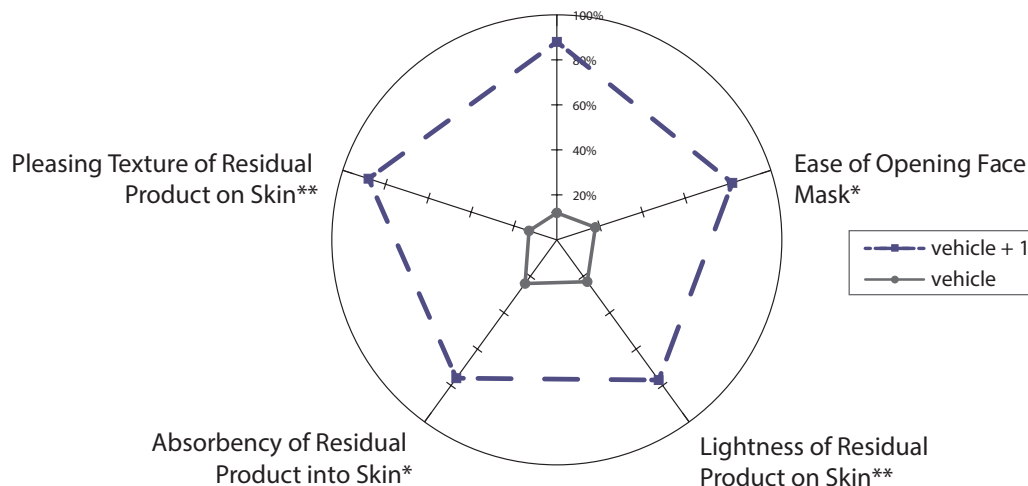
CS 14-058

FloraTech®
www.floratech.com

88% of Asian Consumers Prefer a Nonwoven Face Mask with Floraesters K-20W Jojoba[1]

Product Characteristics

- Overall Face Mask Experience**
- Ease of Opening Face Mask*
- Lightness of Residual Product on Skin**
- Absorbency of Residual Product into Skin*
- Pleasing Texture of Residual Product on Skin**

Legend:
- - - vehicle + 1% Floraesters K-20W Jojoba
— vehicle

Skin Feel Characteristics

- Overall Product Performance**
- Less Irritated Skin**
- More Moisturized Skin
- Less Oily Skin
- More Soothed / Calmed Skin**
- Increased Skin Smoothness / Softness**
- Increased Skin Firmness*
- Whiter Skin
- Smaller Pore Size*
- Decreased Skin Redness**
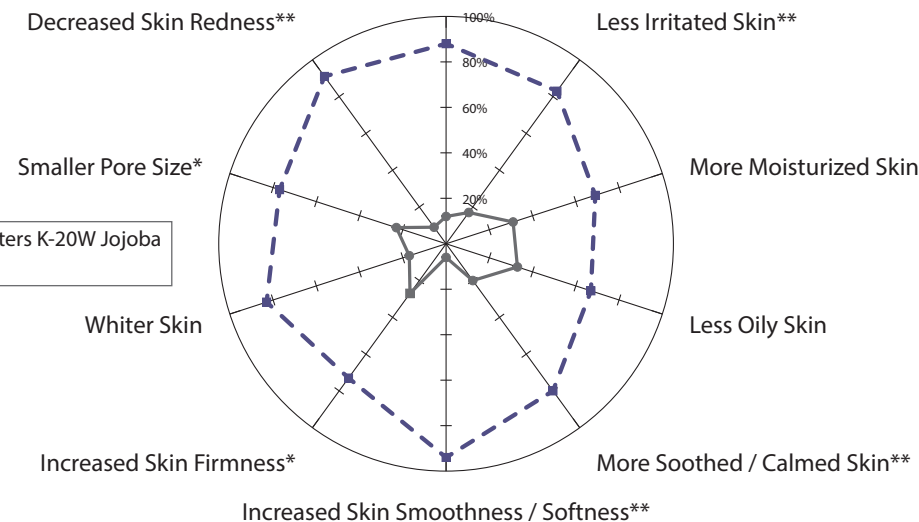
Statistical (**) and directional (*) significance was apparent where indicated ($p<0.05$ and $p<0.1$, respectively).

Objective: To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer perception when used in a nonwoven face mask.

Method: Asian female consumers evaluated two nonwoven facial beauty masks; one with and one without 1% Floraesters K-20W Jojoba. After three days of once daily at-home face mask use, the consumers were asked to score both skin and product characteristics on a 5-point scale.

Results: 88% of Asian consumers preferred the face mask containing 1% Floraesters K-20W Jojoba compared to the face mask without.

Floratech Ingredient: Floraesters K-20W Jojoba

Vehicle (%wt/wt): Water (q.s.), Butylene Glycol (4.0%), Glycerin (1.5%), Xanthan Gum (0.12%), Hydroxyethylcellulose (0.06%), Chlorphenesin (0.05%), PEG-4 Laurate (and) Iodopropynyl Butylcarbamate (0.037%), Sodium Hyaluronate (0.016%), and Methylisothiazolinone (0.005%).

The clinical study of Floratech® test formulation (CTL_13-051) was conducted on a panel of 27 healthy Asian females ranging from 24 to 53 years (mean age = 34) of age with normal skin on the face. This study was carried out in Taipei, Taiwan. The data presented above was taken over two weeks, following three days of daily use for each of the two face masks. Subjects evaluated each attribute for each test article on an 5-point scale. This study was double-blind, crossover, and randomized. Face masks were manufactured by Maxigen Biotech Inc. (New Taipei City, Taiwan). (Clinical Study 13-051 report available upon request.) The reference image seen above is for illustration only and was not taken during the actual study.

1. The preference data does not include subjects that indicated no preference (*i.e.* scored a tie score on the 5-point scale).

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