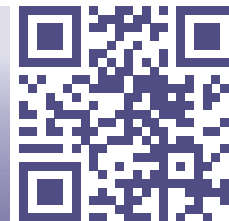




CONSUMERS PREFER ECOBEADS® OVER POLYETHYLENE PARTICLES IN A FACIAL SCRUB

CS 15-065



Consumers Preferred a Facial Scrub with Ecobeads Over Polyethylene Particles¹

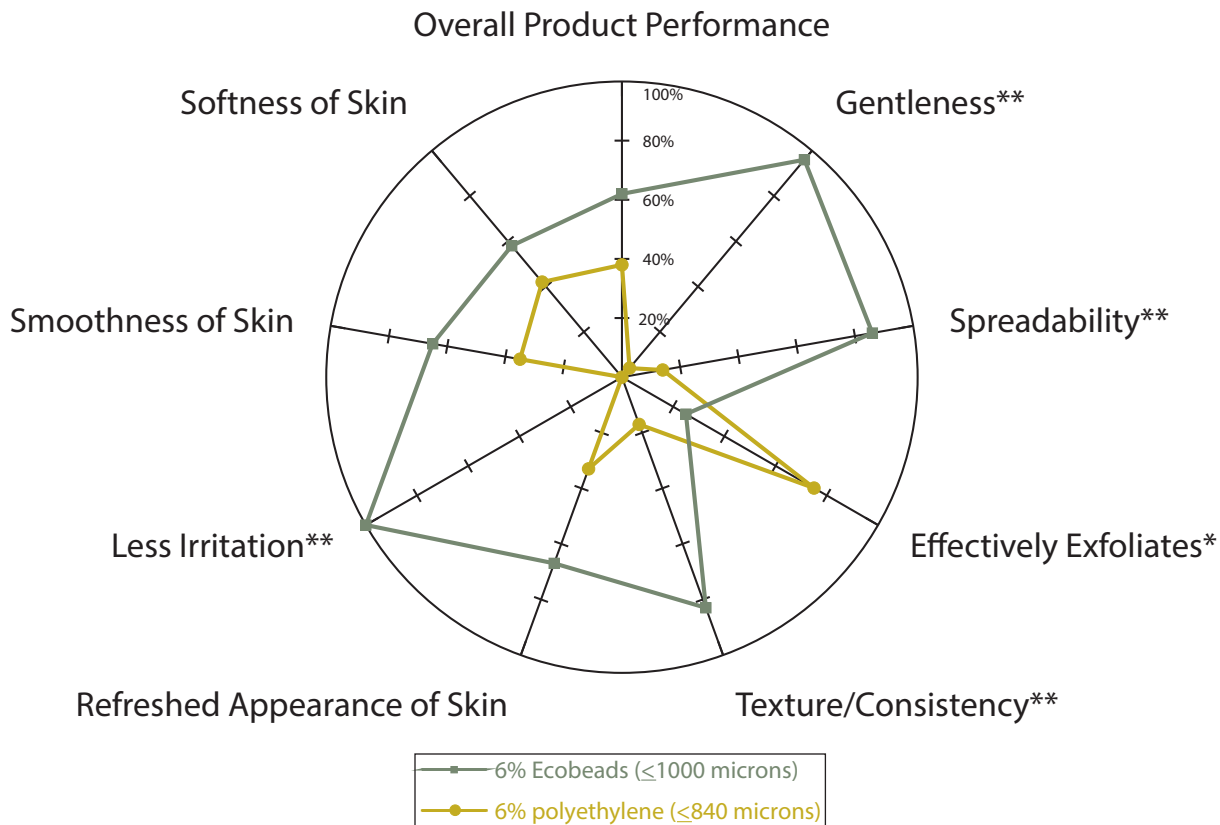


Objective: To evaluate Ecobeads for their potential to enhance consumer perception when used in an exfoliating facial scrub.

Method: Female consumers evaluated two exfoliating facial scrubs; one with

Ecobeads versus one with polyethylene particles. After one application of each facial scrub to the left or right side of the face, the consumers were asked to complete a consumer preference survey comparing the two facial scrubs.

Results: Subjects *indicated a preference for Ecobeads for all categories that would be a result of effective exfoliation* (e.g. refreshed appearance of skin, smoothness of skin, and softness of skin), even though they perceived polyethylene particles as more effectively exfoliating.



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

Vehicle (%wt/wt): Water (47.8%), Ammonium Laureth Sulfate (14.5%), Cocamidopropyl Betaine (13.0%), Distearyl Phthalic Acid Amide (4.5%), Cetyl Alcohol (4.0%), Stearyl Alcohol (4.0%), Butylene Glycol (2.0%), PEG-120 Methyl Glucose Dioleate (2.0%), Sodium Hydroxide (and) Water (15% solution) (0.9%), Citric Acid (30% solution) (0.8%), Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (and) Isobutylparaben (0.5%), and Disodium EDTA (0.05%).

Floratech Ingredient: ecobeads®

The clinical study of Floratech® test formulation (CTL_14-058) was conducted on a panel of 25 healthy females, ranging from 22 to 53 years of age (mean age = 36). The duration of the study was one day with one one-minute application (e.g. exfoliate, rinse, and pat dry) of each test article performed by each subject. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. Microscrub® 20PC (INCI: Polyethylene) was supplied by Micro Powders. (Clinical Study 14-058 Phase II report available upon request.)

1. The preference data does not include subjects that indicated no preference between the two test articles.