CONSUMERS PREFER AN ANTIPERSPIRANT WITH FLORAESTERS® 60 AND FLORAESTERS K-100® JOJOBA

CS 18-110

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86% of Consumers Preferred Floraesters 60 and Floraesters K-100 Jojoba in an Antiperspirant[1]

Consumer Preference

Parameter	Test Article	Percent Preference
Least Irritation*	***A - vehicle + FE60 + K-100***	***86%***
	B - Vehicle	14%
Least Stinging, Burning, Itching*	***A - vehicle + FE60 + K-100***	***86%***
	B - Vehicle	14%
Overall Product Performance*	***A - vehicle + FE60 + K-100***	***86%***
	B - Vehicle	14%

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

Objective:

To evaluate Floraesters 60 and Floraesters K-100 Jojoba for their potential to enhance consumer preference when used in an antiperspirant.

Method:

Female consumers sensitive to antiperspirants evaluated antiperspirants, with and without 0.5% Floraesters 60 + 1.0% Floraesters K-100 Jojoba, 30 minutes after 1 application to the right or left underarm using a consumer preference survey.

Results:

86% of consumers preferred the antiperspirant containing ***Floraesters 60 and Floraesters K-100 Jojoba*** compared to the vehicle antiperspirant without Floraesters.

A = vehicle antiperspirant + 0.5% Floraesters 60 + 1.0% Floraesters K-100 Jojoba / B = vehicle antiperspirant

Vehicle Antiperspirant (%wt/wt): Cyclopentasiloxane (50.2%), Aluminum / Zirconium Tetrachlorohydrex-GLY (22.0%), Stearyl Alcohol (17.4%), Hydrogenated Castor Oil (4.1%), Aluminum Starch Octenylsuccinate (3.0%), Ethyl Macadamiate (1.5%), C12-15 Alkyl Benzoate (and) Stearalkonium Hectorite (and) Propylene Carbonate (1.0%), Talc (0.5%), Fragrance (0.3%), and Lactic Acid (q.s.).

Floratech Ingredient: Floraesters 60 and Floraesters K-100 Jojoba

The clinical study of Floratech® test formulation (CTL_16-068) was conducted on a panel of 14 female subjects, ranging from 29 to 61 years of age (mean age = 45), who demonstrated a sensitivity to antiperspirants. The duration of the study was 1 week (in addition to a 3 day washout) with once daily applications of the antiperspirants. Subjects evaluated consumer preference 30 minutes after 1 application of the antiperspirant. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 16-068 report available upon request.)

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

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