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Consumers Preferred Floraesters® K-20W Jojoba in a Bar Soap for Smoother, Softer Skin[1]

Consumer Preference

Radar chart axes:
- Overall Product Performance*
- Less Dryness of Skin (30 min)*
- Smoothness of Skin (30 min)*
- Softness of Skin (30 min)*
- Quantity of Foam*
- Foam Generation*
- Foam Creaminess*
- Softness of Skin (0 min)*
- Smoothness of Skin (0 min)*
- Less Dryness of Skin (0 min)*

Scale: 20%, 40%, 60%, 80%, 100%

— A - vehicle soap + 0.5% K-20W
--- B - vehicle soap
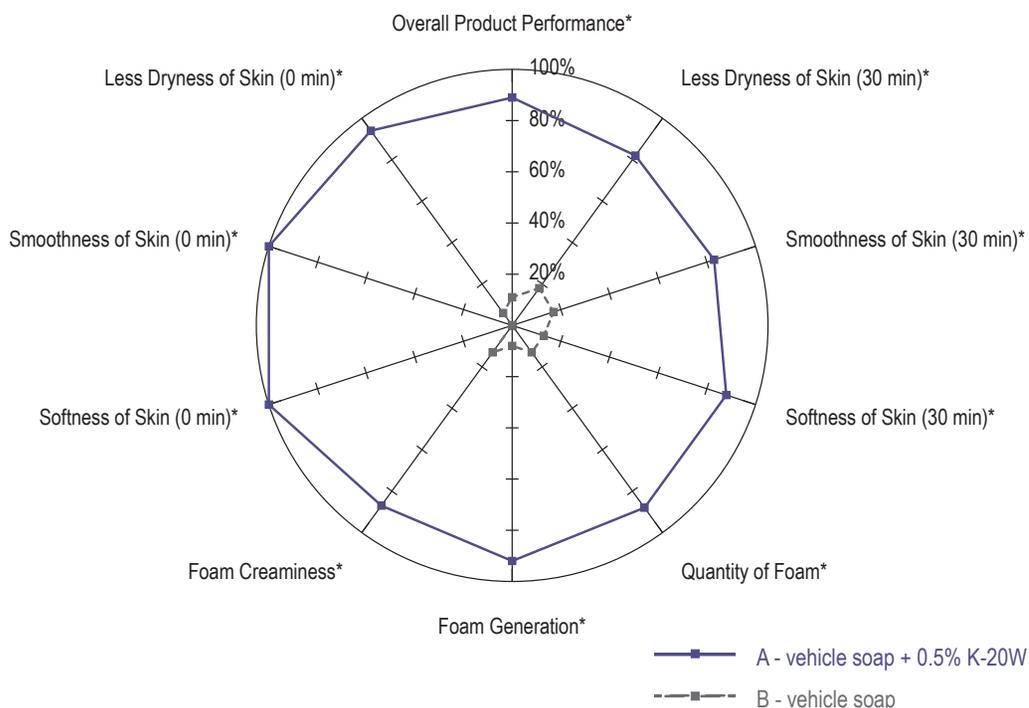
Statistical (*) significance was apparent where indicated (p<0.05).

A = vehicle soap + 0.5% Floraesters K-20W Jojoba / B = vehicle soap

Vehicle Soap (%wt/wt): Soap Noodles (Sodium Palmate, Sodium Palm Kernelate, Sodium Chloride, Glycerin, Tetrasodium EDTA, and Sodium Etidronate) (78.9%), Corn Starch (8.0%), Talc (8.0%), Glycerin (2.0%), Fragrance (1.5%), Sodium Chloride (0.8%), Titanium Dioxide (0.65%), Tetrasodium EDTA (0.1%), and Butylated Hydroxytoluene (BHT) (0.05%).

Objective:

To evaluate Floraesters K-20W Jojoba for its potential to enhance consumer preference when used in a bar soap.

Method:

Female consumers evaluated bar soaps, with and without 0.5% Floraesters K-20W Jojoba, during, 0 (*i.e.* **immediately after**), and 30 minutes after (30 min) 1 application to the right or left hand using a consumer preference survey.

Results:

More than 94% of consumers preferred the bar soap containing *Floraesters K-20W Jojoba* for *smooth, soft, and moisturized skin* compared to the vehicle bar soap without.

Floratech Ingredient: Floraesters K-20W Jojoba

The clinical study of Floratech® test formulation (CTL_16-074) was conducted on a panel of 25 female subjects, ranging from 20 to 59 years of age (mean age = 45). The duration of the study was 4 days (including the 3 day washout) with 1 application (*i.e.* wash soiled hands with soap for 30 seconds, rinse for 10 seconds, and pat dry) of each test article made to either hand. Subjects evaluated consumer preference during the wash, immediately after washing, and 30 minutes after washing with the bar soap. The study was double-blind, randomized, and carried out under controlled temperature and humidity conditions. (Clinical Study 17-074 - Phase II report available upon request.)

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

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