



# FLORAESTERS K-20W® JOJOBA IMPROVES CONSUMER PERCEPTION OF WRINKLE COVERAGE IN A FOUNDATION

CS 20-142



## Floraesters® K-20W Jojoba Increased Consumer Perception of a Liquid Foundation



**Objective:** To evaluate Floraesters® K-20W Jojoba in a liquid foundation for its potential to enhance consumer perception.

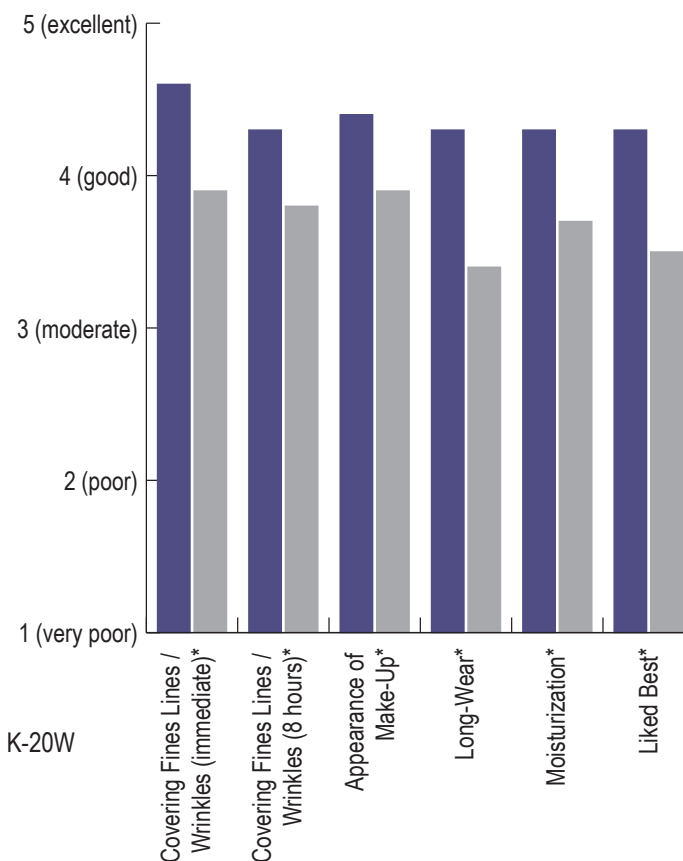
**Method:** Foundations with and without 2.5% Floraesters K-20W Jojoba were evaluated by consumers immediately after application and after 8 hours of wear on a scale of 1 (very poor) to 5 (excellent).

**Results:** *Consumers preferred the foundation with Floraesters K-20W Jojoba for coverage of fine lines / wrinkles, long-wear, and moisturization* compared to the foundation without.

**A = vehicle foundation + 2.5% Floraesters K-20W Jojoba / B = vehicle foundation**

Vehicle Liquid Foundation (%wt/wt): Deionized Water (q.s.), Titanium Dioxide (5.3%), Butylene Glycol (5.0%), Ethyl Macadamiate (5.0%), Isopropyl Jojobate (and) Jojoba Alcohol (and) Jojoba Esters (5.0%), Hydrogenated Sunflower Seed Oil Polyglyceryl-3 Esters (and) Hydrogenated Sunflower Seed Oil Glyceryl Esters (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate (4.0%), Stearyl Alcohol (3.5%), Glycerin (3.0%), Jojoba Oil/Macadamia Seed Oil Esters (and) Squalene (and) Phytosteryl Macadamiate (and) Phytosterols (and) Tocopherol (3.0%), Propanediol (3.0%), Helianthus Annuus (Sunflower) Seed Oil (2.0%), Iron Oxides (1.49%), Jojoba Esters (1.0%), Phenoxyethanol (and) Ethylhexylglycerin (1.0%), Magnesium Aluminum Silicate (0.85%), Boron Nitride (0.80%), Hydroxyethylcellulose (0.5%), Hydrogenated Sunflower Seed Oil Polyglyceryl-3 Esters (0.5%), Talc (0.5%), Tocopheryl Acetate (0.5%), Polyhydroxystearic Acid (0.35%), Ceramide NG (0.1%), and Citric Acid (and) Water (q.s.).

### Consumer Perception



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 - Foundation) was conducted on a panel of 19 healthy female subjects, ranging from 32 to 62 years of age (mean age = 51). The duration of the study was 2 days with single applications of each test article to the entire face. The study was double-blind, and carried out under controlled temperature and humidity conditions. (Clinical Study 16-070 - Phase I - Foundation report available upon request.)