CONSUMERS PREFER A SUNLESS TANNER WITH FLORAESTERS® K-20W JOJOBA
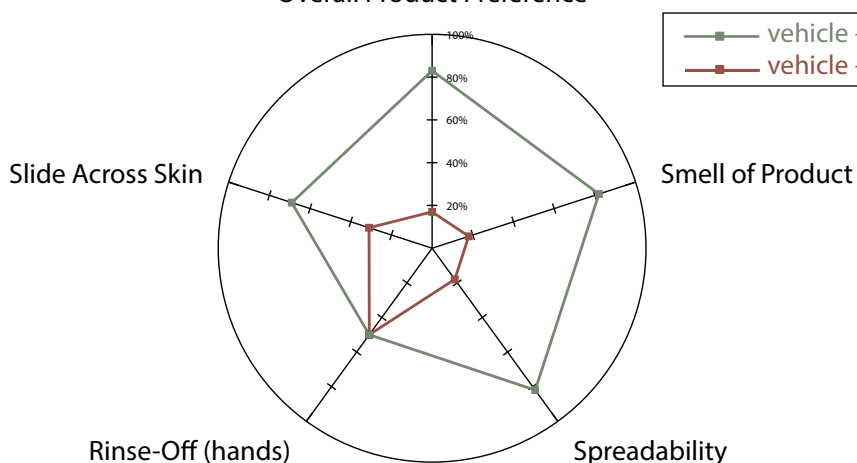## CS 13-050

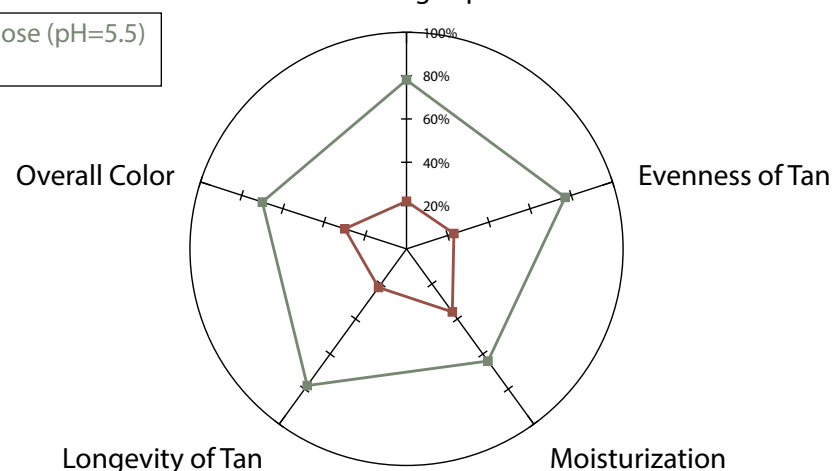## Floraesters K-20W Jojoba in a Sunless Tanner Enhances Consumer Preference

Product Characteristics

Overall Product Preference
Slide Across Skin
Smell of Product
Rinse-Off (hands)
Spreadability

— vehicle + 0.5% K-20W + 0.5% Erythrulose (pH=5.5)
— vehicle + 1% Erythrulose (pH=5.0)

Skin Characteristics

Overall Tanning Experience
Overall Color
Evenness of Tan
Longevity of Tan
Moisturization

Evaluation	Day
Smell of Product	3
Spreadability	3
Slide Across Skin	3
Rinse-Off (hands)	3
Moisturization	3
Overall Product Preference	7
Overall Color	7
Evenness of Tan	7
Longevity of Tan	7
Overall Tanning Experience	7

Floraesters K-20W Jojoba enhanced consumer preference of a sunless tanner containing 5% dihydroxyacetone.

Three applications of each sunless tanner were made to the lower legs by female consumers over three days. The consumers evaluated the product characteristics as well as skin characteristics three and seven days after the initial application of two sunless tanners. They were asked to indicate a preference between a sunless tanner with 0.5% Floraesters K-20W Jojoba and 0.5% Erythrulose, a sunless tanner with 1% Erythrulose, or to indicate no preference. A summary of the consumers' preferences, of those that chose a preference, can be seen in the above radar graphs.

Floratech Ingredient: Floraesters K-20W Jojoba

Vehicle (%wt./wt.): Water (q.s.), Dihydroxyacetone (5.00%), Coco Caprylate Caprate (3.00%), Sodium Acrylate / Sodium Acryloyldimethyl Taurate Copolymer (and) Isohexadecane (and) Polysorbate 80 (3.00%), Glycerin (2.00%), Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (0.80%), Fragrance (0.20%), and Citric Acid (q.s.)

The clinical study of Floratech® test formulation (CTL_12-048) was conducted on a panel of 27 healthy women ranging from 18 to 59 years of age with normal skin on the legs. The data presented above was taken over 7 days with 3 applications of the test article, and evaluations / applications were made under controlled temperature and humidity conditions. This study was double-blind and randomized. Dihydroxyacetone (INCI: Dihydroxyacetone) was supplied by EMD Chemicals Inc. and Erythrulose (INCI: Erythrulose) was supplied by DSM Nutritional. The reference image seen above is for illustration only and was not taken during the actual study. (Clinical Study 12-048 - Phase II report available upon request.)

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