

COMPARATIVE SENSORY ANALYSIS OF COSMETIC PRODUCTS: ARE BRANDED PRODUCTS BETTER THAN SUPERMARKET?

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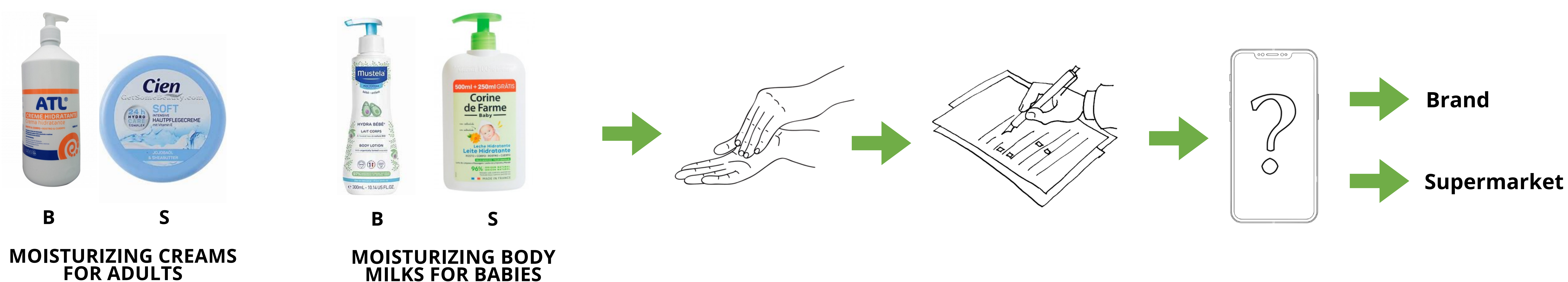
Introduction

Smell, appearance and texture are important organoleptic characteristics for cosmetic products, they influence the consumer choice which is why it's so important to carry out sensory analyses in the manufacturing process. The more successful these tests are, the more likely it is that the product will be desired.

Purpose

A comparative sensorial analysis was performed between products acquired from pharmacy brands (B) and supermarkets (S). Two case studies were considered: a moisturizing cream for adults and a moisturizing body milk for babies.

Materials & methods



The sensory analysis tests involved 133 volunteers of both sexes, aged between 18 and 55 and with skin phototypes (Fitzpatrick) I-IV (All the volunteers consented to take part in the study). The study was approved by EM Ethical Committee.

Results & discussion

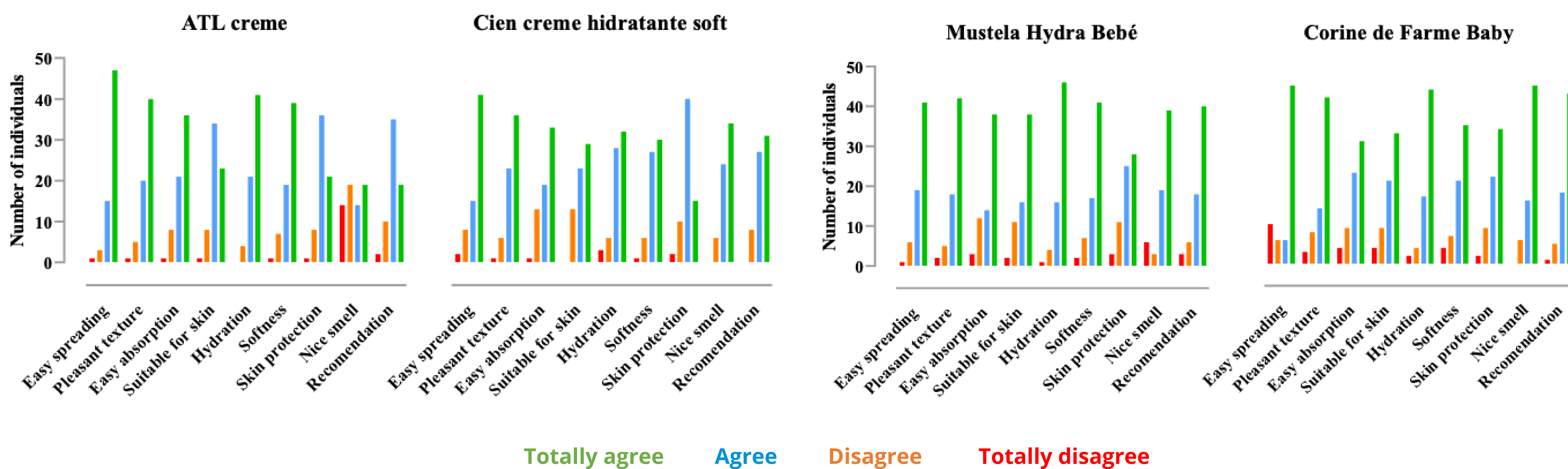


Fig. 1, 2, 3, 4: Responses of 133 volunteers to the sensory tests of the creams ATL®, Cien®, Mustela®, Corine from farme® respectively.

Cien is more recommended than ATL although the data indicates that ATL is more moisturizing, the smell of Cien is more pleasant. Mustela and Corine are very similar and could be compared by label or price.

Conclusion

Overall, this work showed that in these products, the organoleptic characteristics and the price are key drivers for product acquisition, even more than the quality of the product.