

# COSMETIC CONSUMER PROFILING: A LOOK AT COSMETIC PRODUCT PATIENT ACCEPTABILITY

Gonçalves C.<sup>1</sup>, Carvalho A.<sup>1</sup>, Castro F.<sup>1</sup>, Miranda M.<sup>1,2</sup>, Raposo S.<sup>1,3</sup>, Auxtero M.D.<sup>1</sup>

<sup>1</sup>Egas Moniz Center for Interdisciplinary Research (CiiEM); Egas Moniz School of Health & Science, 2829-511 Caparica, Almada, Portugal; <sup>2</sup>Coimbra Chemistry Center, Department of Chemistry, University of Coimbra, Portugal; <sup>3</sup>Laboratório Edol, Portugal



**Carolina Leal Gonçalves**  
3rd Year Pharmacy Student

Email: lealgoncalvescarolina@gmail.com



LinkedIn Profile

## INTRODUCTION

- Recent research (1) suggests that the use and application of descriptive sensory tests has increased rapidly and will continue to increase over the next 5 years.
- To formulate a cosmetic product acceptable to the consumer, numerous requirements must be followed, including sensory characteristics;
- The perceived skin feel during and after application of skin care products is highly important to the consumer.

## PURPOSE

The main purpose of this study was to compare the sensorial characteristics of pharmacy brand (B) and supermarket (S) versions of two different products - a moisturizing cream for adults and an emoliant cream for infants.

## MATERIALS

### CASE - STUDY 1



### CASE - STUDY 2



BRAND PRODUCTS

SUPERMARKET PRODUCTS



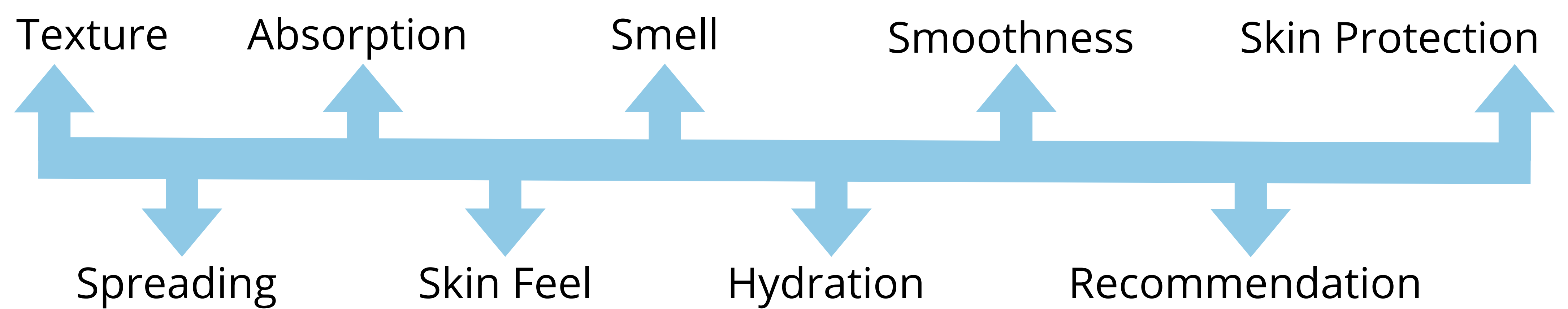
Figure 1: Studied Products

## REFERENCES

- (1) Ferreira M, Matos A, Couras A, Marto J, Ribeiro H. Overview of Cosmetic Regulatory Frameworks around the World. *Cosmetics*. 2022;9(4):1-15.

## METHODS

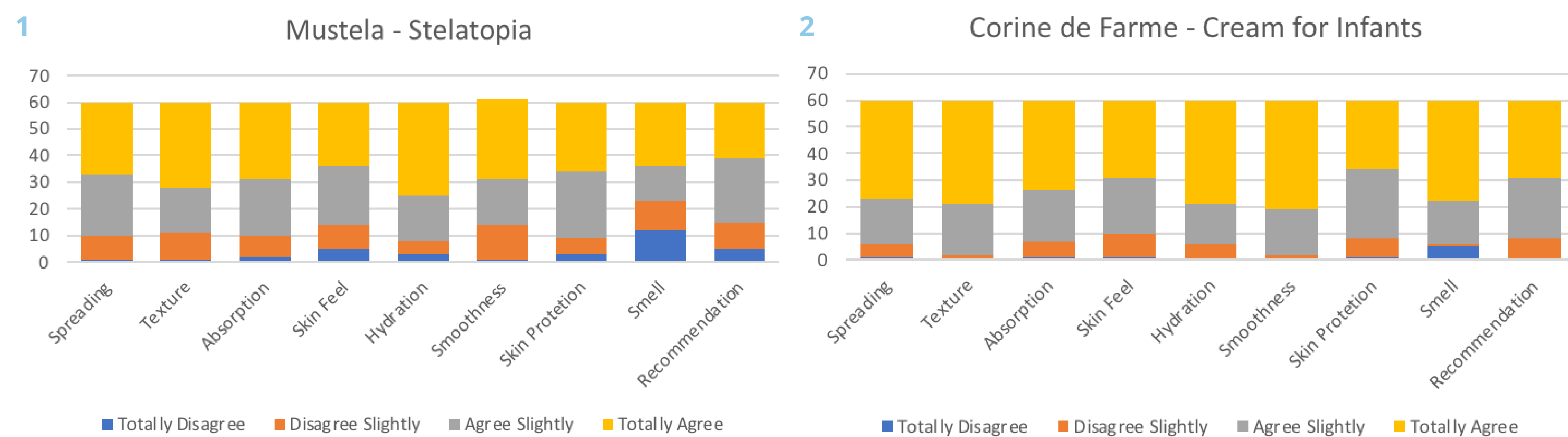
The clinical assessment was performed in a randomized and blind study with 60 individuals for each case study. The products were applied in the volar forearm - the B products in the right and the S in the left. Afterwards a questionnaire was made to each participant, focusing on the following sensory characteristics:



1- Totally Disagree  
2- Disagree Slightly  
3- Agree Slightly  
4- Totally Agree

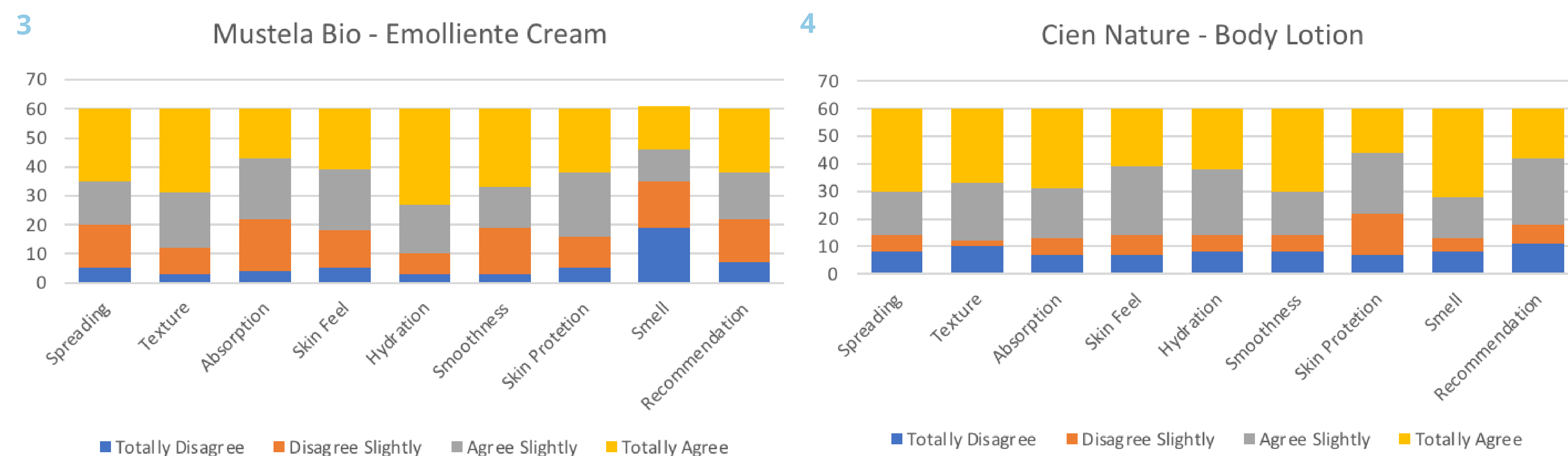
All volunteers signed consent forms and the study was approved by the EM Ethical Committee.

## RESULTS & DISCUSSION



Graphs 1/2: Sensorial Analysis of Mustela Stelatopia (B) and Corine de Farme baby (S) moisturizing creams.

Case-Study 1: Smoothness, Hydration and Texture ranked higher for the two types of the Products, however the Smell was rated lower in both.



Graphs 3/4: Sensorial Analysis of Mustela Bio (B) and Cien Nature (S) creams.

Case-Study 2: Smell is the highest rating on product S but the lowest rating on product B. The Product Recommendation is the lowest rating on product S and Hydration is the highest rating on product B.

## CONCLUSIONS

Overall, this work showed that in these products, the organoleptic characteristics are a key driver for product acquisition, even more than overall skin feel. In a broader perspective, this work intends to raise awareness regarding the pharmacist's role in dissecting the safety and efficacy of cosmetic products to the patient.