

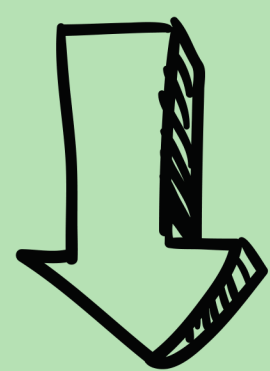
COSMETIC CONSUMER PROFILING: A LOOK AT COSMETIC PRODUCT SOURCE

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1 INTRODUCTION & SCOPE

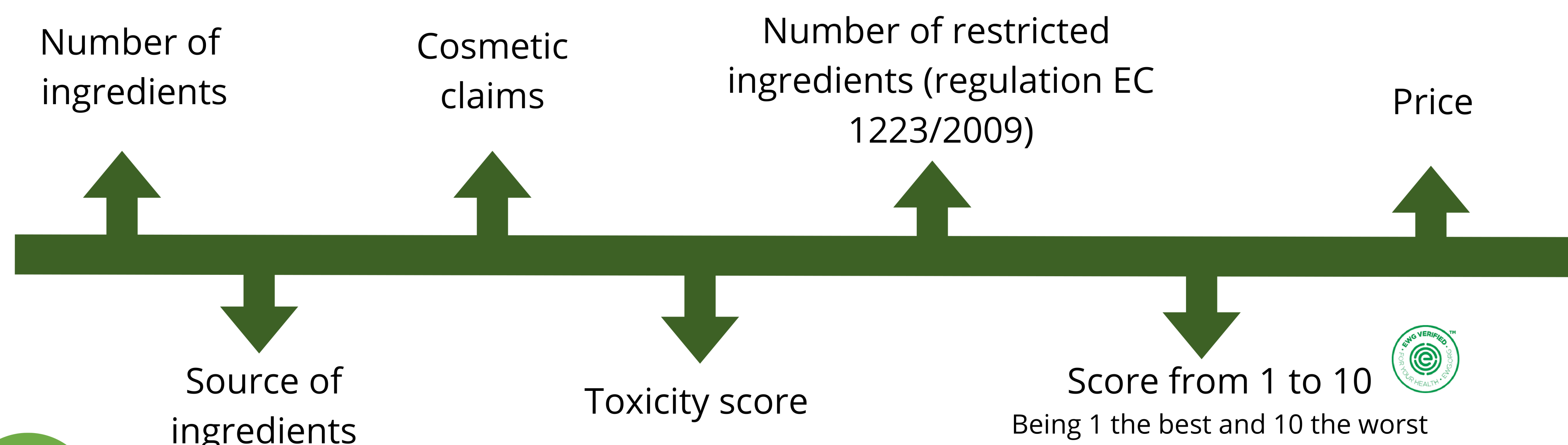
- People are increasingly acquainted with the safety and efficacy of cosmetic products;
- To drive consumer product acquisition, cosmetic product claims are increasingly focus on the product environmental impact, ingredient source, regulatory status and safety.
- A label analysis can reveal valuable information on the efficacy and safety of the product.



Critically evaluate the label of two cosmetic products:

- A moisturizing cream for adults
 - An emollient cream for infants
- For each product a brand (B) and a supermarket (S) version were considered.

3 METHODS ----> LABEL ANALYSIS



4 RESULTS & DISCUSSION

Table 1: Characterization of Mustela Stelatopia Plus (B) and Corine de Farme baby (S) moisturizing creams.

	Mustela- Stelatopia Plus (B)	Corine de Farme Baby (S)
Price per 100 mL	8,30 €	5,29 €
Dermatologically tested	Yes	Yes
Environmental	99% of natural ingredients	97% of natural ingredients
% natural ingredients	99,00%	97,00%
Nº of ingredients	17	18
Nº of restricted ingredients	0	0
Average score	1.353	1.417

- B product has a higher percentage of naturally sourced ingredients, and a lower toxicity score;
- Both products were dermatologically tested and presented environmental claims.

Table 2: Characterization of Mustela Famille (B) and Cien Nature (S) moisturizing creams.

	Mustela Famille (B)	Cien Nature (S)
Price per 100 mL	7,25 €	1,00 €
Dermatologically tested	Yes	No
Environmental	Vegan	Packaging mostly made from recycled material
% natural ingredients	86,67%	48,28%
Nº of ingredients	15	29
Nº of restricted ingredients	0	6
Average score	1.333	1.793

- B product also displayed a higher percentage of naturally sourced ingredients;
- Solely the B product was dermatologically tested;
- The B product displayed a lower toxicity index.

5 CONCLUSIONS

- A careful label analysis can provide accurate information on product safety and convenience. Eventhough in the first case study the products were similar, in the second case study there were substantial advantages for the consumer to buy the B product.
- The pharmacist, due to its proximity to the community, can be of great help to consumers, enlightening them on the labeling of cosmetic products.

2 CASE STUDIES



Figure 1: Studied Products

REFERENCES

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