

# SENSORY ANALYSIS OF PHARMACY AND SUPERMARKET SUNSCREENS

## DETERMINING FACTORS IN CONSUMER PREFERENCE

### AUTHORS

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### AFFILIATIONS

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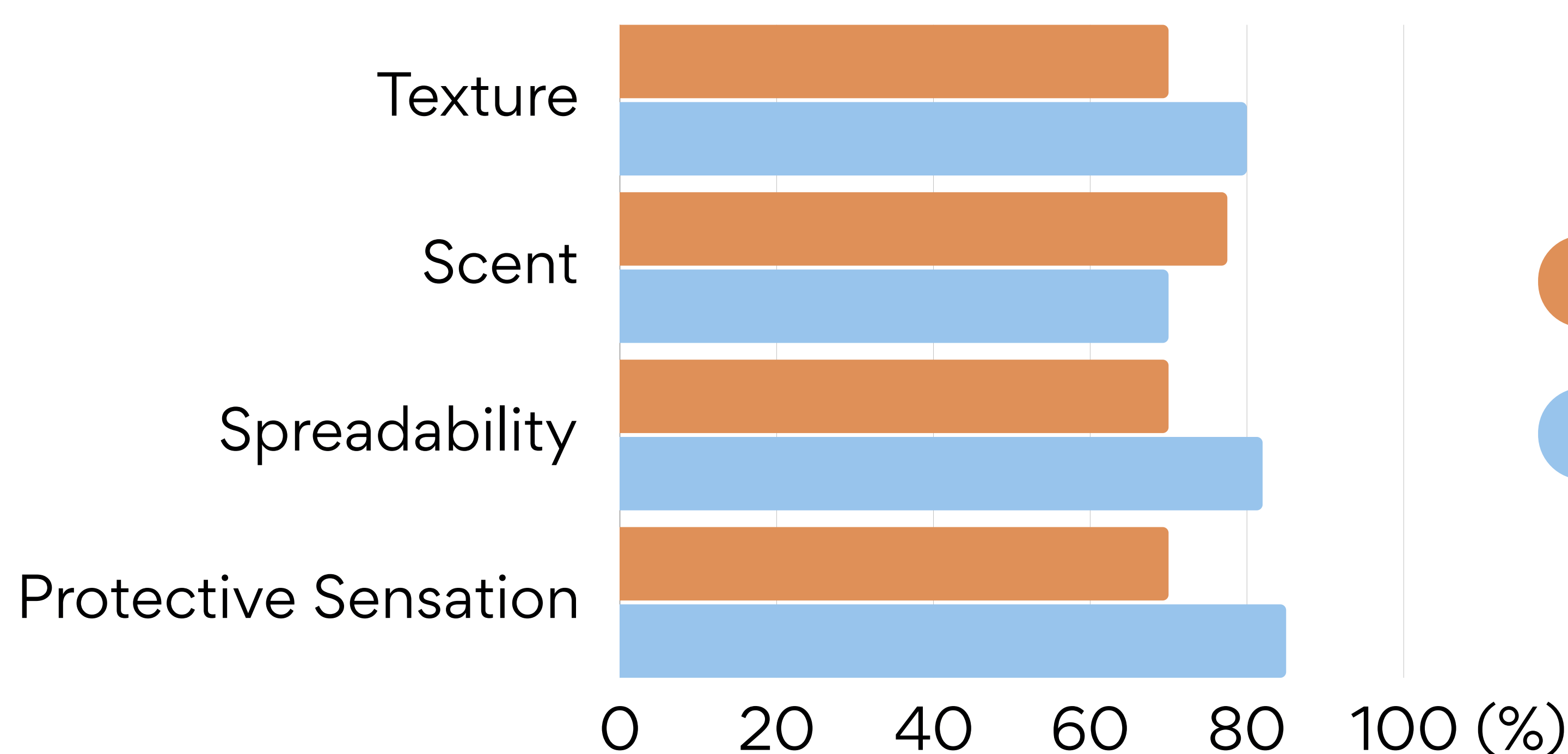
### BACKGROUND

During the development of dermocosmetic products, it is essential to conduct sensory analysis tests with volunteers to evaluate the consumer experience. This study was conducted within the Dermopharmacy and Cosmetics curricular unit to compare the sensory attributes of two cosmetic products purchased from a supermarket vs. a pharmacy.

### METHODOLOGY

Two comparable sunscreen products were selected: Avene Intense Protect SPF 50+ (pharmacy product, B) and Cien Sun Sensitive SPF 50+ (supermarket product, S). A randomized and blind study was conducted with 250 volunteers who met the inclusion/exclusion criteria. The study compared the sensory properties of each pair of products, including texture, scent, spreadability, and post-application sensation.

## ORGANOLEPTIC CHARACTERISTICS



### RESULTS

The sensory analysis results indicated that the organoleptic characteristics, especially scent, of product S were more appealing compared to product B. In contrast, the texture, spreadability, suitability, and protective sensation characteristics received better evaluations for product B. Overall, participants showed a preference for product S, mainly motivated by cost-effectiveness and scent.

### CONCLUSION

This study indicates that, for these products, organoleptic characteristics, such as scent, can be determining factors in consumer preference. Based on the results of the sensory analysis, product S proved to be a more attractive option among the studied population.