‘The importance of Sensory sciences research in hair care development - an industry perspective’

Dr. Susanne Will, Research Fellow
Beauty is in the eyes of the beholder.

Is it?

Susanne Will, Sept 12, 2017
CONSUMER CHOICE...
..is consciously influenced by sensory benefits.

37% of women and 28% of men rated sensory benefits as having a degree of high influence when choice of personal care benefits, with fragrance featuring found to be the most important factor.

Datamonitor Report, Cosmetics Business, 14-Dec-2016
CONSUMER CHOICE...
...is not created equal.

Subconsciously, our senses are weighed to different 'input' modalities when we receive and explore new product experiences.

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<thead>
<tr>
<th></th>
<th>HEAR</th>
<th>DO</th>
<th>SEE</th>
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</thead>
<tbody>
<tr>
<td>General population:</td>
<td>20-30%</td>
<td>30-40%</td>
<td>40%</td>
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<tr>
<td>Consumers in a Salon Hair Care Context:</td>
<td>~10%</td>
<td>~25%</td>
<td>~70%</td>
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Data Source: 50 base German consumer questionnaire tailored to the salon hair care experience.

Susanne Will, Sept 12, 2017
CONSUMER LOVE is... not only in the eye of the beholder.

#usetothelastdrop

relative mention of the different senses in favourite beauty product reviews

Data Source: quantitative text analytics, 161 beauty hero’s, 4957 terms in testimonials.

It was love at first swipe
I love using it in the shower in the mornings
I love makeup: putting it on, wearing it, and even taking it off.
I especially love the tingly, cooling formula
I've loved the smell of java as long as I can remember.
I absolutely love to smell pretty
I love loud, vibrant colors
I love the way a swipe of lipstick instantly makes me look like I have my ish together.
I love the dewy-skin look
PRODUCT SATISFACTION.. actually comes from experiencing a 'sense' of achievement.

BUT ...only 25% of consumers achieve their desired look every day.

relative impact of the different senses on product rating

Data Source: 5538 and 8634 base European consumer shampoo product acceptance BBN modelling.
P&G German Innovation Center
Test Salon and Product Testing Labs
THANK YOU.