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

Dr. Susanne Will, Research Fellow



P&G Beauty



Beauty is in the
eyes of the
beholder.

Is it?

P&G Beauty

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



HEAR

DO

SEE

General population:	20-30%	30-40%	40%
Consumers in a Salon Hair Care Context:	~10%	~25%	~70%

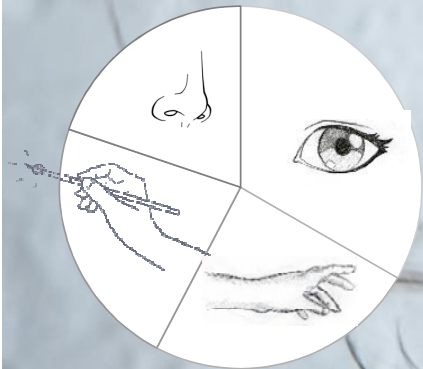
Data Source: 50 base German consumer questionnaire tailored to the salon hair care experience.

P&G Beauty

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

P&G Beauty

Susanne Will, Sept 12, 2017

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 Beauty

Susanne Will, Sept 12, 2017



P&G German Innovation Center Test Salon and Product Testing Labs



THANK YOU.

