

IMPACT OF LONG-TERM EXPOSURE TO ANTI-AGE Q10 CREAMS ON SENSORY PERCEPTION AND EMOTIONAL RESPONSE

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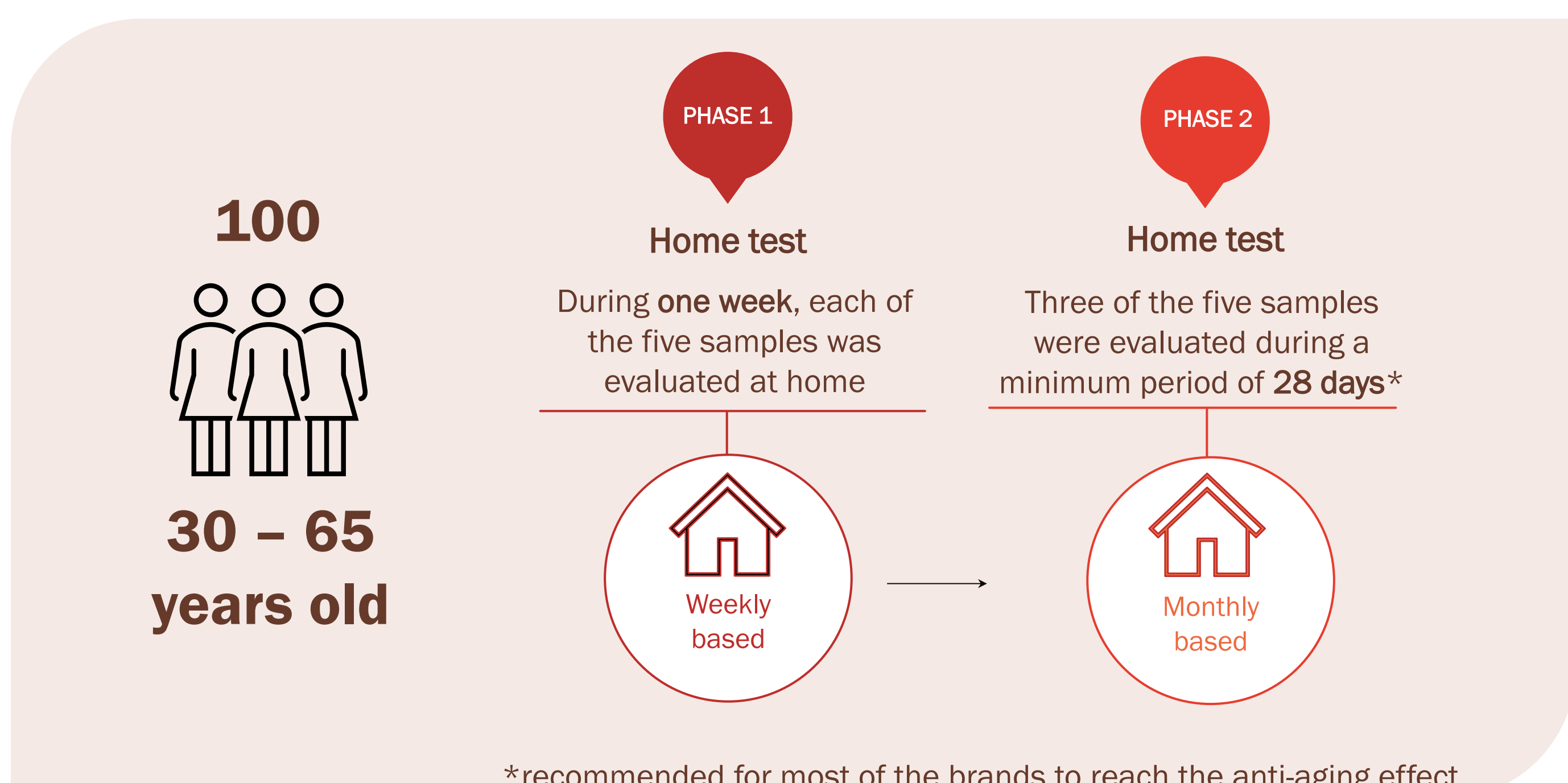
INTRODUCTION

Consumers value cosmetic products and see them as key to improving quality of life, well-being and self-esteem, as expressed by evoked positive emotions. Most of the nonfood products are intrinsically complex. They can be used in diverse ways, often in strong interaction with life contexts and – unlike food – over several hours, days or months, such as beauty and skincare products.

This work aimed to compare the impact of a long-term exposure to anti-age Q10 creams on consumers' liking, sensory perception, and emotional response.

METHODS

- Five commercial facial anti-age Q10 creams were evaluated.
- For each sample, consumers were asked to rate their **overall liking** on a 9-point hedonic scale and **assess the sensory** (23 terms) and **emotional** (10 terms) attributes using a **Rate-All-That-Apply** (RATA) ballot (Ares *et al.*, 2014).
- The terms were pre-defined based on the team experience, a literature review, and a pilot test with the five Q10 creams.



RESULTS

Based on their overall liking, significant differences were found after one-week of exposure ($p=0.029$), increasing the significance after one-month of exposure ($p=0.003$) for the three products common to both evaluations.

	HOME TEST 1 WEEK	HOME TEST 1 MONTH
MB2	7.8 ± 1.1^a	7.8 ± 1.3^a
PL1	$7.5 \pm 1.3^{a,b}$	7.8 ± 1.1^a
PL3	7.3 ± 1.5^b	7.2 ± 1.8^b

SENSORY PROFILE

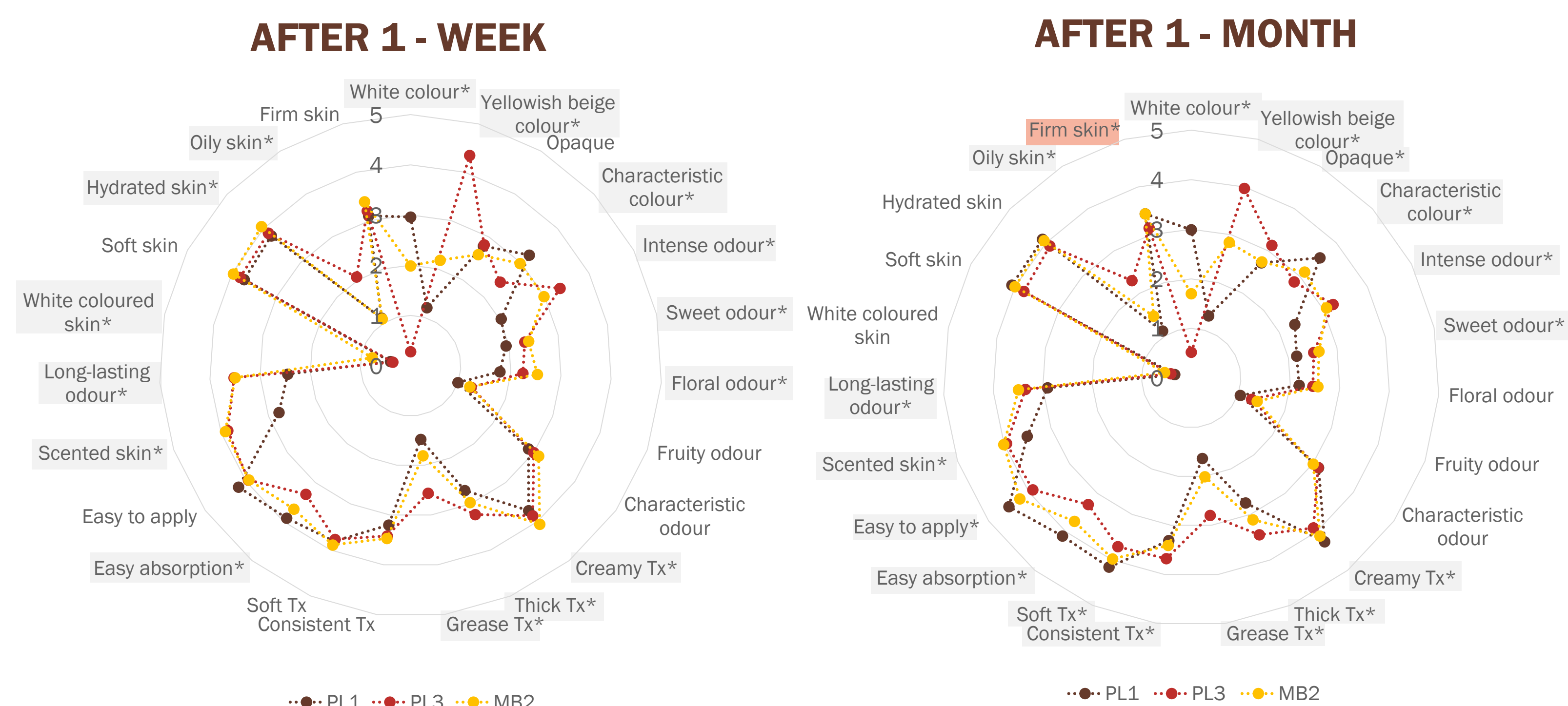


Figure 2. Sensory and emotional profile representation of home test evaluations after one week of utilisation. Discriminant attributes are presented with a (*).

From the sensory profiling 17 attributes yielded significant differences after one-week of exposure, with the 'firm skin sensation' attribute emerging as significant only after one month of exposure. Differences in both exposure times were observed in terms of the evoked emotional profile, with 10 significant attributes after one-week of exposure and only 9 emotional terms becoming significant after one-month of exposure ($p<0.10$).

EMOTIONAL PROFILE

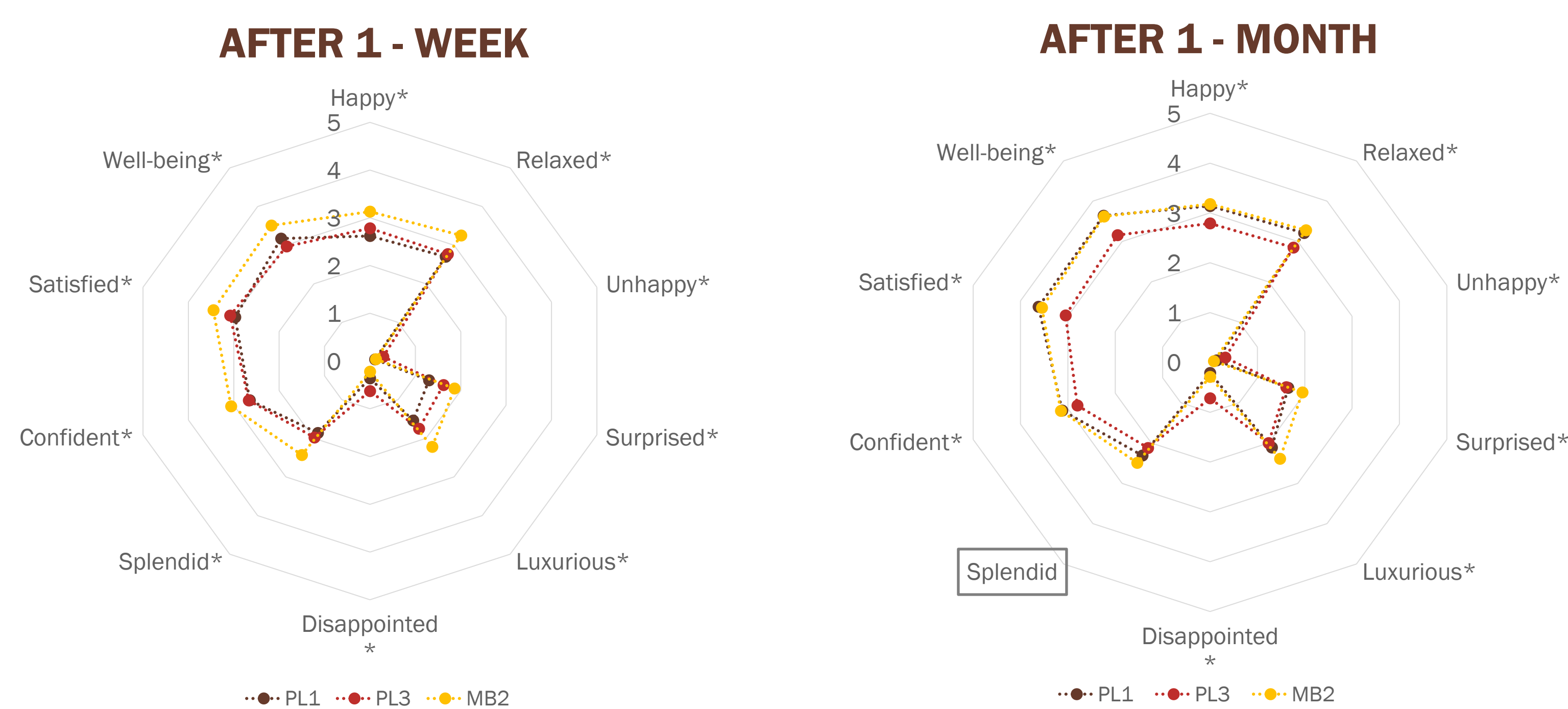


Figure 3. Sensory and emotional profile representation of home test evaluations after one month of utilisation. Discriminant attributes are presented with a (*).

CONCLUSIONS

The effect of firm skin sensation appears as significant only after one-month of exposition. This result reinforces the importance of the exposition time to ensure that the consumer has the whole picture of the product.



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Figure 1. Samples of facial anti-age cream evaluated by participants (MB – Manufacturer brands / PL – Private label brands).