

Sensory Evaluation in Product Development for Cosmetics and Fragrances

SHORT COURSE March 28-29, 1979 Waldorf-Astoria Hotel, New York City

Directed by Howard Moskowitz, President of MPI Sensory Testing Inc., New York, New York. Ph.D. in Experimental Psychology from Harvard College. Pioneer in product optimization and consumer-guided product development.

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The purpose of this short course is to provide those concerned with cosmetic product development and evaluation an overview of scaling and the types of information and applications that derive from consumer product assessment. This short course will cover the history of the magnitude estimation procedure, its development and applications, as well as "hands on" evaluations and analysis.

The simple in-class evaluations will illustrate the practical application of modern sensory measurement to assess quality, intensity (strength) and hedonics (acceptability) of products. The course will be of particular value to those who do in-house product assessment; who use sensory data in product development and reformulation; and who do competitive product evaluation and product concept testing with consumers.

Fee — The fee for this short course is \$390. This includes all of the instruction and testing material, coffee breaks and snacks, and luncheons on both days. A 400 page manual of principles and techniques of panel evaluations and data analysis is included.

Registration — Send the completed registration form and payment of the registration fee to Allured Publishing, P.O. Box 318, Wheaton, Illinois 60187. Reservations can be telephoned to (312) 653-2155. Register your intention to attend the course as soon as possible as the nature of the course and the instructional material required will place an absolute limit on the number of students that can be accommodated.

Cancellations — Refunds will be made for cancellation up to two weeks in advance of the course. After that date, no refunds will be made, however, registrations may be transferred to another individual up to the beginning of the course.

Accommodations — Rooms have been reserved at the Waldorf-Astoria Hotel for attendees at this course. Make your reservations with the hotel at the time of registration for this course.

COURSE OUTLINE

March 28

- I. Background of Sensory Analysis in Cosmetic Industry
 - Laws of Sensory Perception — Perception/Physiology.
 - Laws of Sensory Measurement — Scaling/Psychophysics.
- II. Descriptive Analysis
 - Exercise I — Descriptive analysis of lotions.
 - List terms describing product.
 - Descriptive systems for classifying:
 - fragrance, color, texture.
 - Descriptive terms vs. hedonics.
 - Discussion of results of first exercise.
 - Exercise II: Scale lotions.

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- III. Scaling Perceived Intensity
 - Introduction to scaling
 - Exercise III: scale 5 fragrances varying in concentration.
 - Discussion of different types of scales.
 - Discussion of use of scales in quality control and product development.
 - Discussion of results of scaling.
 - Exercise IV: Hedonics of 8 fragrances.

March 29

- IV. Scaling Hedonics
 - Introduction to hedonics — where used, when, why.
 - Discussion of different types of hedonic measurements:
 - paired comparison, rank order, category scale, ratio scales (magnitude estimation)
 - Laws of hedonics.
 - Affected by quality, intensity, perceived used situation, type of panelist.
 - Hedonics of products vs. hedonics of brands and images.
 - Part-wise hedonics (liking of fragrance, liking of color, etc.) and their contribution to overall hedonic response.
 - Discussion of scaling data.
 - Differences in products and concentrations.
 - Effect of concentration on liking.
 - Correlations between attributes.

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- V. Demonstration of Use of Sensory Analysis to Guide Product Development
 - Discussion of multivariate approach to product development.
 - Ratings along many attributes.
 - Development of strong, usable, action-oriented data.
 - Discussion of Response Surface Methods in practical settings.
 - Experimental design tested.
 - Development of a model that relates perceptions and ingredients.
 - Replacement of many product formulations by a model.
 - Benefits of the model:
 - Maximize liking; and
 - Insure that ingredients are within limits.