

DERMSCAN NEWS

CONSUMER TESTS



EVALUATING YOUR PRODUCTS BY YOUR TARGET!

A significant, if not essential, advantage to optimize our products' marketing consists in having a targeted consumer panel evaluate them.

Thanks to Dermscan consumer tests, **you will obtain key information related to the use of your product under normal conditions.** The results of our subjective and tailor-made evaluation questionnaires based on your quantitative and qualitative requirements, will allow the determination of:

- Your product appreciation, along with that of your packaging, the concept, etc.
- Whether the consumer is ready to buy your product and at what price.
- How your product is positioned with regards to the competition or to another model of your range.
- What are its qualities, improvements, etc.



A TAILOR-MADE AND TURNKEY TEST

For evaluating accurately and objectively your cosmetic, hygiene and healthcare products, we provide you a **several thousand strong consumer panel in Europe** (France, Spain, Italy, Great Britain, Germany and Poland) in Asia (Thailand, Japan and Korea) **and in the Maghreb** (Tunisia). Our selection criteria are numerous, varied and targeted according to **physical characteristics** (face, body, hair, nails, stretch marks, etc.), products' utilization or depilation **practice**, use of deodorant, taking of food supplements, etc.

We offer you a full follow-up:

- Selection of the group matching the target you're aiming at.
- Implementation of questionnaires based on your expectations.
- Sending of your products at consumers' home.
- Follow-up of users.
- Data treatment.



You will take advantage of a real marketing asset and a valued tool to guides your formulation options (perfume, galenic, etc.) according to the targets studied in various countries or based on specific cosmetic habits, thanks to an analysis:

- Global, all countries.
- Country by country.
- Of the tested product's appreciation level: its organoleptic qualities, its utilization conditions, its packaging, its efficiency, the purchase intentions.
- According to specific criteria (i.e.: benchmark users versus non-users).

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