

## Case Study . . . Depilatory Cream Evaluation



### ► Background

The R&D team of this blue-chip company producing health and personal care products commissioned Swift Research to assess a new depilatory cream they were developing.

Research was required to evaluate three formulations of the new depilatory cream in the UK. Each product was appraised in terms of product aesthetics and efficacy in order to identify the more desirable formulation for product launch in 2013.

### ► Swift Research Solution

An extended focus group approach was used, including a 'break out' session where respondents tested the three depilatory cream formulations in the new wet rooms at Swift. Each group lasted for 2 hours and clients were able to view both the group discussion and the product trial observations via two-way mirrors.

Females who regularly removed hair from at least two areas of the body using depilatory cream were recruited face to face. All those recruited were happy to demonstrate hair removal as part of the group and gave their permission for this to be filmed. Patch tests were conducted on respondents' forearms a week in advance of the discussion groups.

In the first half of the group session, product expectations and opinion of the product concept were discussed, including a visual assessment of the three depilatory cream formulations. Respondents then went to the wet rooms to test each of the three depilatory cream formulations.

After trialling the products, respondents completed a short questionnaire to capture their individual responses before rejoining the others to discuss as a group.

The group discussion was to review each product in more detail and discuss product usage, aesthetics, efficacy and skin feel after-use.

### ► Benefits

In recruiting open, honest and articulate respondents who were willing to be observed using the test products, the client gained clear insight into consumer expectations of the product, positives and negatives of the concept, and how each product performed in relation to the concept, product efficacy and skin feel after use.

The client also gained first hand experience of respondent product usage behaviour when viewing the 'break out' product trial session, enabling the client to have a better understanding of the varying application and removal methods used when using depilatory creams. The research identified the preferred product variant of the three formulations tested and also highlighted areas of consideration for the concept, in order to bring both the product and concept in line for the future product launch.