



# The Benchmarking Company

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Beauty & Personal Care Product Testing

*Consumer Perception Studies*

Claims · Insights · Validation · Risk Mitigation



## Beauty & Personal Care Product Testing

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The Benchmarking Company's (TBC) consumer perception studies can garner powerful consumer claims to support sell-in and sell-through. Our unique approach ensures your claims are powerful as well as compliant with advertising and marketing regulations for cosmetics and personal care products.

## Why are consumer perception studies important?

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Because in today's "show me proof of efficacy before I'll buy it" world, claims studies conducted by an independent third-party research firm offer proof - driving the beauty and personal care consumer to buy and become loyal product evangelists.

## Claims are Important When Marketing to Women

**93%** LOOK FOR EFFICACY CLAIMS  
BEFORE PURCHASING A  
OF WOMEN BEAUTY PRODUCT

**86%** MAKE BEAUTY BUYING  
DECISIONS WHILE STANDING  
OF WOMEN AT THE BEAUTY COUNTER



To win in today's beauty market, you need  
**5-STAR CONSUMER CLAIMS.**



## Claims are Important When Marketing to Men



- 89%** find consumer claims important when buying a high cost personal care item
- 83%** trust 'men like them' saying that a product works more than a brand saying the same thing
- 91%** would be willing to pay more for a product if they knew it worked and delivered on its promises

# Claims are Important For Sell-In & Sell-Through

1 in 2

female beauty consumers admit they would buy more beauty products if they could read consumer claims from women like them which affirmed that the products work.

Nearly  
All

consumers want independent validation and proof that the products work quickly, are made with high quality ingredients and are effective.



Works  
Quickly



High  
Quality



Effective

And, top retailers use this proof to sell more!



# Claims are Important For Sell-In & Sell-Through

Not only do retailers like QVC, Sephora and CVS expect brands they carry to have conducted **consumer in-home use testing** to **validate** their marketing claims...

In a consumer perception survey of 100 participants using Patchology FlashPatch™ for 5 minutes, after a single use, participants stated:

- 100% said their tired eyes appeared awakened, revived and revitalized
- 98% said the skin under their eyes looked and felt smoother
- 97% said their eye area looked less puffy
- 94% said one 5-minute beauty treatment provided more immediate results than their current under eye skin care regimen




patchology  
patches make perfect



SCALISI  
SKINCARE

In a consumer perception study, after 1 week:

- 100% of women agreed their skin was smoother and more supple
- 97% of women agreed their skin felt hydrated
- 91% of women agreed their skin felt renewed, beautiful and rejuvenated



Scalisi Skincare  
Anti-Aging Moisturizer SPF 30  
800-345-1515 QVC.com A-272965 \$55.00

SEPHORA

Hi, Beautiful  
Sign in or Register

SHOP CATEGORIES NEW BRANDS GIFTS COMMUNITY HOW-TO'S STORES & SERVICES

GET STOCK ON TOUGHBAGS AND CASH & POINTS THROUGH QVC ONLINE AND IN-STORE / SHOP NOW >

skincare > masks > face masks

Search

Skin Inc.  
Pump Deepsea Hydrating Mask  
NEW! \$75.00  
FREE SHIPPING  
10 REVIEWS 4 WITH LOVE  
EXCLUSIVE

1 oz 1.7 oz

ADD TO BASKET  
ADD TO LOVE  
FIND IN STORE  
enter zip code

DETAILS HOW TO USE INGREDIENTS ABOUT THE BRAND SHIPPING & RETURN

What it is:  
A unique deep-sea in transparent gel mask that hydrates, clarifies, and brightens skin, all in a single step—for use every night as a luxurious daily treatment.

What it is formulated to do:  
This innovative deep-sea in mask of transparent gel mask moisturizes, clarifies, and brightens the complexion. This lightweight mask contains natural skin oils, deep-sea water, sea kelp extracts, and hyaluronic acid for an easy-to-use, luxurious daily treatment for your skin. Great for use while traveling or on the go. It works in tandem with other skin care products for maximum results.

What it is formulated WITHOUT:  
- Parabens  
- Sulfates  
- Phthalates

What else you need to know:  
This product contains essential oils.

Research results:  
In an independent US study:  
After 1 day:  
- 100% said skin felt smoother and more supple  
- 98% said skin felt and appeared deeply hydrated  
- 96% said skin glowed with natural radiance

After 28 days:  
- 100% said their skin clearly was improved, skin felt nourished, and skin texture was more refined  
- 98% said skin was left looking visibly brighter in the morning and appearance of pores was minimized

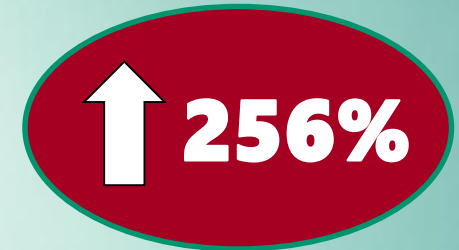
...more and more retailers are demanding it as a prerequisite to doing business

## ***Properly-worded Claims are Important For Regulatory Compliance & Legal Risk Mitigation***

Although marketing claims are important, how brands communicate claims is as important as the claim itself.

**“Popular marketing words like recover, heal, and restore can draw regulatory attention and that was evident in 2016, when consumer class suits and FTC and FDA regulatory actions against beauty companies rose steadily.”**

**—Ronie Schmelz, Esq.,  
counsel at Tucker Ellis, LLP.**



*increase in the number of  
Federal Trade Commission  
(FTC) warning letters issued  
to cosmetics companies in  
2016 over 2015 for improperly  
worded claims*

## What makes TBC's approach different?

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TBC has conducted testing for the largest brands in the business, as well as scores of Indie startups. Our unsurpassed knowledge of beauty and personal care consumers and the claims that resonate with them, coupled with our proprietary methodologies and our renowned panel of 200K+ beauty and personal care buyers, are reasons why brands come back to us time and again.

# Key Advantages of Working With TBC

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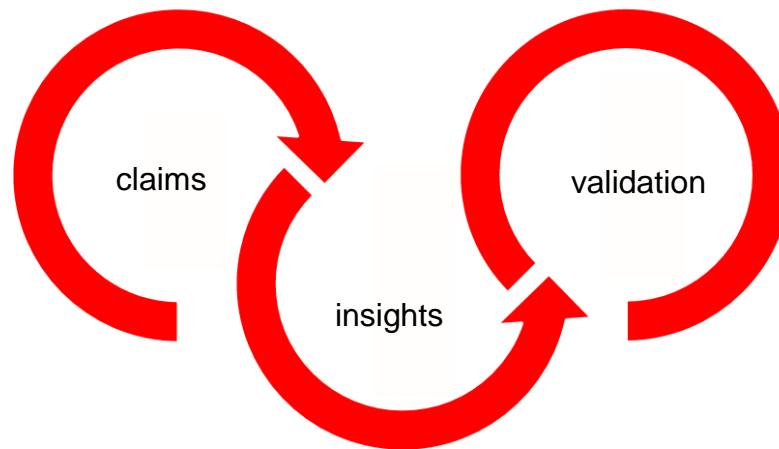
**Independent Voice.** By working with TBC for your beauty product testing, you bring the real value of having a third-party source, adding proven credibility in an increasingly highly regulated environment.

**Consumer Intelligence.** We know beauty and personal care consumers and understand intimately what they are looking for in their product offerings, and we know how to work with you to optimize the product portfolio you choose for testing.

**Market Tracking.** Knowing the current in-market claims found in most products allows us to maintain up-to-date knowledge of what claims and techniques are trending. We evaluate the competition and white-space opportunities and craft claims strategies and testing protocols that ensure that your offerings are elevated above the rest.

**Benchmarked Testing.** Having conducted hundreds of studies we know what the product performance and percentages should be as compared to peer group products.

**Market Claims.** We have studied and proven that the type of questions asked, the process in which they are asked and a woman's entire experience with your products is important to manage effectively. We have optimized our methodology from the participant screening process to the self-assessment survey questionnaire to the daily communications to provide best-in-class claims, insights and validation.



# The Power of Beauty Product Testing

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**Beauty or Personal Care Product Testing** involves sending either a prototype or a product that is conditionally approved for in-market commercialization and has undergone appropriate safety and stability testing to a defined panel of target consumers.

This highly targeted panel uses the product – according to specific usage instructions – for a given time period, and then assesses their experiences with the product at various intervals throughout the trial. This type of testing reveals emotional connections to products and brands which is a valuable tool for any marketing team.

- Panel sizes range from 35 to 300. Average panel size is 100 to 150.
- Up to 3 SKUs tested (must have differentiated benefits)



# Quantitative and Qualitative Product Testing

## Performance Testing

### Market-Ready Beauty Product Testing

Develop hero claims, go-to-market product and collections claims and consumer testimonials in addition to a core group of brand voices.

How well does it get the job done?

Can the product compete in the market?

Prove Product Efficacy

Claims Strategy & Articulation

Market-Ready Claims

Market-Ready Testimonials

Before & After Photography

Third-Party Validation

Risk Mitigation against False Claims

Group Size: 35-300 panelists

Timeframe: 1, 7, 14, 28, 56+ day trials

## Experience Testing

### Prototype Beauty Product Testing

Test initial efficacy and deep-dive into the consumer's reactions and interactions including usage (texture, scent, appeal, ease-of-use, and effectiveness) in an online, in-person or at-home study format at any stage of formulation.

Does it work? Does it appeal to consumers?

Is this a product she will want to buy?

Verify Product Offering

Comprehensive Sensory Testing

Consumer Experience & Usage Feedback

Price Point and Purchase Intent

Red Flags & In-Market Inhibitors

Optimization Opportunities

Third-Party Validation

Group Size: 30-50 panelists

Timeframe: 1, 7, 14+ day trials

# Types of *Products* Tested

## Cosmetics and Nails

Foundation, Bronzer, Lipstick, Lip Gloss



## Skincare

Acne, Sunscreen, Anti-Aging Skincare, Lotion



## Beauty and Personal Care Devices

Anti-Aging Ultra-Sound Devices, Purifying Shower Heads



## Body Care

Body Oil, Body Lotion, Neck Cream



## Hair Care

Shampoo, Conditioner, Gel, Styling Cream



## Fragrance

Perfume, Eau de Toilette, Body Lotion



## Men's Care

Deodorant, Shave Creams, Beard Balm, Lip Care



# Types of *Beauty & Personal Care* Product Testing

(Consumer In-Home Use Testing)

*As varied as your  
marketing & PD needs*

- ✓ Branded
- ✓ Blind
- ✓ Prototype/Pilot
- ✓ New SKU
- ✓ New Formulation
- ✓ New Formulation vs. Old
- ✓ Formula A vs. B  
for max. efficacy
- ✓ Old SKU
- ✓ New Set
- ✓ Competitive
- ✓ Fragrance Preference
- ✓ Usage instruction efficacy
- ✓ Advertising compliance



# Beauty & Personal Care Product Testing Methodology

**Independent Voice • Consumer Intelligence • Market Tracking  
Market Claims • Benchmarked Data**

Setting Claim  
Benchmarks

Crafting Participant  
Screeners

Recruiting  
Panel

Sharing Products &  
Usage Instructions

Crafting Claims  
Survey Tools

## Anchor Points

Communication &  
Survey Completes

Raw Data, Report  
and Optimizations

Market Ready  
Assets & Claims

## Impact Points





## TBC Targets Your Consumer

Whether you are looking to test a beauty product for women or men, for long hair or short, for a specific skin type or complexion color, TBC will create the perfect panel. With **more than 200k+ vetted beauty and personal care buyers**, you establish the criteria, and we build your ideal panel.

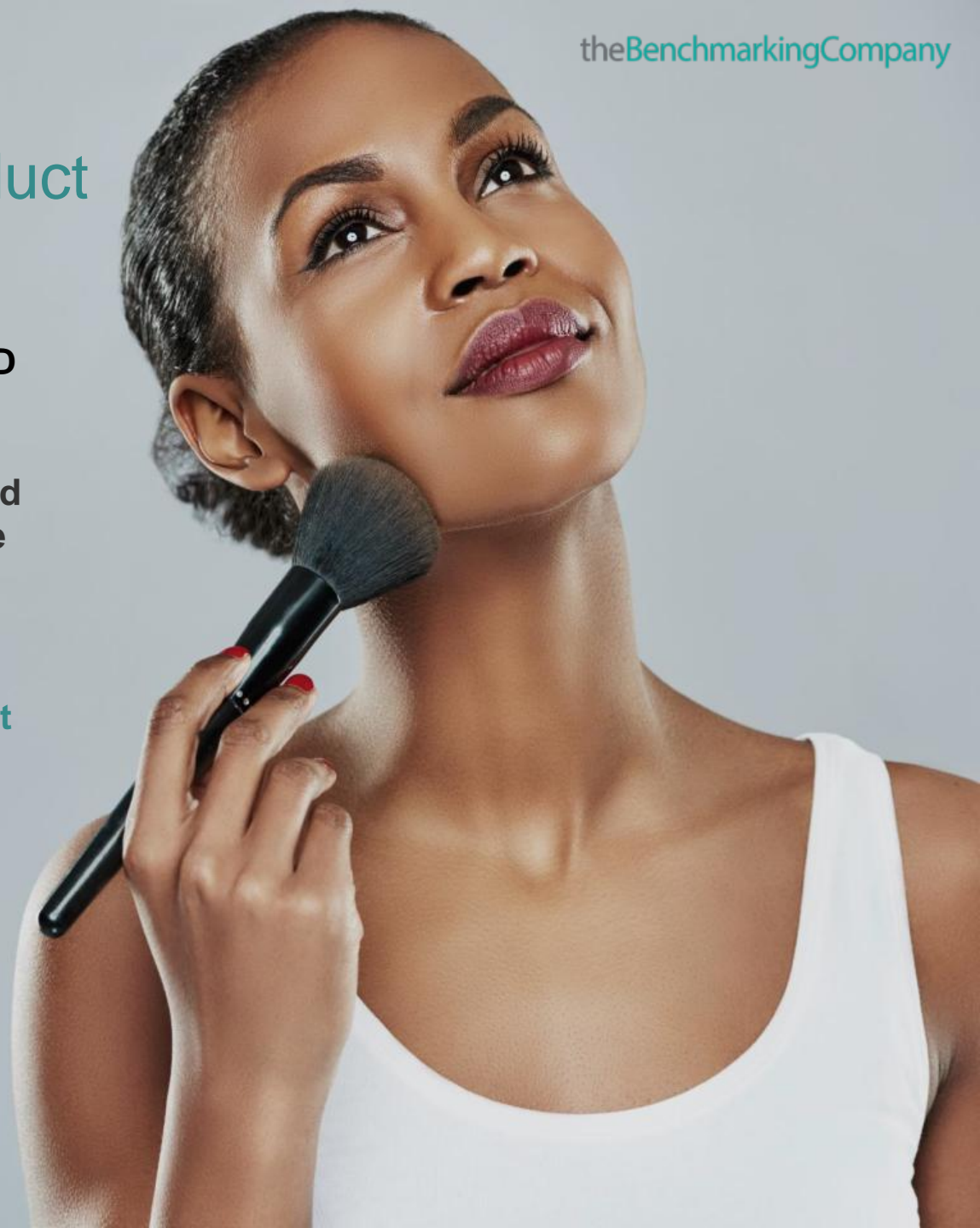
- Geographic Location
- Shopping Habits
- Skin Concerns
- Age
- Ethnicity
- Household Income
- Values

# TBC Tests Your Product

**TEST** YOUR PRODUCTS WITH  
YOUR TARGET CONSUMER AND  
GET VALUABLE **FEEDBACK**

It is an opportunity to make  
things good (and then better) and  
right (and then fantastic) for the  
men and women who use the  
products.

- Gain participant legal consent
- Establish a testing protocol
- Develop claims and self-assessment surveys
- Ship products to participants
- Gather survey responses
- Aggregate survey data
- Certify and validate claims



# TBC Validates the Claims & Gathers Testimonials



My skin is noticeably tighter, reducing the laugh lines extending from the edges of my lips to my nose. I thought only surgery could fix those. Also made the lines between my eyes much **less noticeable**. I've tried many serums, including some very expensive brands. None of them are even close to being as **effective** as TLC Framboos. I also love the packaging. It makes it very easy to get the same amount every time I use it without risking contaminating the product. —Donna B., Henrietta, TX



“At first, I thought the straightener wouldn't work for me since there are no heat adjustments. I thought it may not get hot enough. I have thick hair and it can be hard to style. This was not the case! It worked **PERFECT** for me and I love the overall results. I currently own a another straightener, but I LOVE this styler **so much better**. It is gentle on my hair, glides effortlessly, and my hair looks **shiny and smooth**. Overall, I would absolutely prefer this styler over any other straightener I have used in the past.” —Amber W., St. Augustine, FL

**ALGENIST**  
Biotechnology from San Francisco

## Algenist ELEVATE Firming & Lifting Contouring Eye Cream



After 10 days of use, 95% of subjects reported visible improvements of skin texture around the eyes

HOLLYWOOD, CALIFORNIA  
**GLAMGLOW**

## GLAMGLOW FLASHMUD Brightening Treatment



After 3 uses, 93% said it created a brighter complexion

# Claims Support in Product Packaging

## ADVANCED GENE SCIENCE, VISIBLE SKIN RESULTS

Clinically-advanced anti-aging face treatment backed by 8 years of university and scientific research

- Visibly softens fine lines and deeper wrinkles
- Reinforces and restores elasticity and firmness
- Hydrates and protects against moisture loss

### Unprecedented results\*:

- 100% agree skin is soothed and nourished
- 100% agree skin is smooth
- 95% agree skin is healthy and restored

## RESVOLOGY

### ADVANCED GENE SCIENCE, VISIBLE SKIN RESULTS

Luxuriously hydrating and rejuvenating eye cream with clinically-proven anti-aging actions

- Minimizes crow's feet, fine lines and wrinkles
- Reinforces skin firmness and elasticity
- Deflates puffiness and brightens dark circles

### Unprecedented results\*:

- 100% agree fine lines and wrinkles are minimized
- 100% agree eye area is firm
- 100% agree eye area is hydrated

### Pore Corrector Anti-Aging Primer

This anti-aging primer is formulated with Algoronic Acid and an additional 7 powerful ingredients to visibly refine pores, blur fine lines and imperfections, and improve skin texture and tone over time. This lightweight, aqueous formula evenly distributes onto the skin, creating a satin-soft finish for smooth, long-lasting makeup application.

#### After immediate use:

Leaves the skin soft and smooth in 93%\* of subjects.

Improves makeup application and wear in 90%\* of subjects.

#### Within 10 days of use:

Blurs fine lines and imperfections in 93%\* of subjects.

Visibly improves the appearance of pores in 90%\* of subjects.

Directions for Use: Apply evenly to clean and/or moisturized skin, avoiding the eye area. For a flawless finish, allow product to dry prior to applying makeup. Use only as directed.

\* Results obtained using product once daily before applying makeup following self-assessments of 100 women. Average result measured following an in vitro test with Algoronic Acid (0.1%\*\*, 0.04%\*\*\*).

## ALGENIST

### Regenerative Anti-Aging Moisturizer

Formulated with Algoronic Acid, the Regenerative Anti-Aging Moisturizer nourishes and restores skin moisture while rebuilding firmness and elasticity. The appearance of wrinkles, fine lines, and pores is minimized. The skin is regenerated.

#### Within 10 days of use:

Skin moisture is restored in 96%\* of subjects.

Skin is regenerated in 96%\* of subjects.

#### Within 4 weeks of use:

Fine lines & wrinkles are minimized in 90%\* of subjects.

Skin firmness is rebuilt in 88%\* of subjects.

Directions for use: Apply to the entire face, neck, and chest area twice a day. Use only as directed.

\* Results obtained using product twice daily, following a self-assessment of 100 women.

## StriVectin™

### StriVectin-EV™

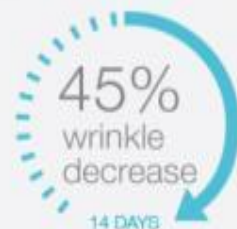
7% (NIA-114 + Vitamin C Actives)™

Get Even Dark Circle Corrector

Soin correcteur anti-cernes

4 to 12 WEEKS / 4 à 12 SEMAINES

- Reduces the intensity of dark circles and fades spots / Réduit l'intensité des cernes et atténue les tâches de peau



# Claims Support in Social Media



Coming in April...

## MIGHTY

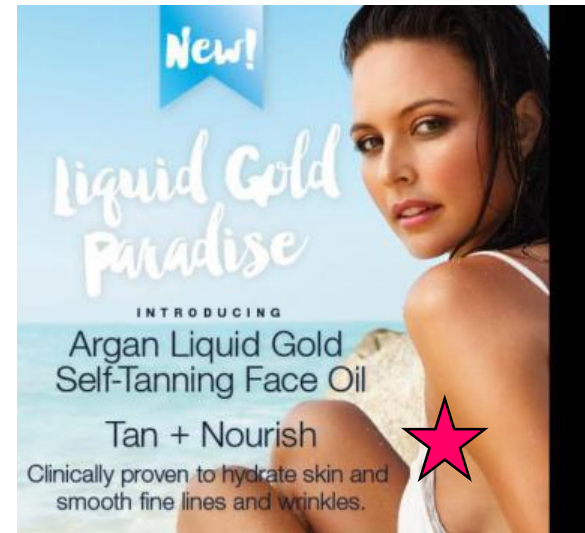
NAIL & CUTICLE SERUM

This peptide-packed serum will transform your nails and cuticles in just a few weeks!

**JULEP™**

*Facebook comments:*

- angel1331: dellisenheit, 505megafan and 408 others like this
- angel1331: Oooh, I keep planning on canceling my maven subscription and you guys just keep coming out with more awesome stuff.
- lacoynechick: I think @julepmaven should just delete comments that have nothing to do with their products.
- pastel\_paul: Same @lacoynechick.
- gelotheblissdoor: @julepmaven WANTS
- montmyrocks2: I just want to get this stuff!
- kassandraberber: I just ordered my first Maven box! Any suggestions on products to try other than the addictive nail colours?
- makingimpossible: So pumped for this!!
- will22: If maven should feature me! I used the Maven starter kit



New!

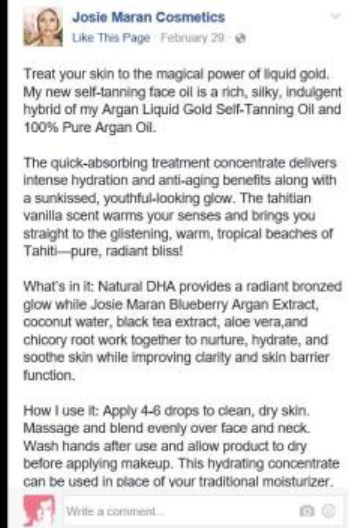
## Liquid Gold Paradise

INTRODUCING

### Argan Liquid Gold Self-Tanning Face Oil

Tan + Nourish

Clinically proven to hydrate skin and smooth fine lines and wrinkles.



**Josie Maran Cosmetics**  
Like This Page · February 29 ·

Treat your skin to the magical power of liquid gold. My new self-tanning face oil is a rich, silky, indulgent hybrid of my Argan Liquid Gold Self-Tanning Oil and 100% Pure Argan Oil.

The quick-absorbing treatment concentrate delivers intense hydration and anti-aging benefits along with a sun-kissed, youthful-looking glow. The tahitian vanilla scent warms your senses and brings you straight to the glistening, warm, tropical beaches of Tahiti—pure, radiant bliss!

What's in it: Natural DHA provides a radiant bronzed glow while Josie Maran Blueberry Argan Extract, coconut water, black tea extract, aloe vera, and chicory root work together to nurture, hydrate, and soothe the skin while improving clarity and skin barrier function.

How I use it: Apply 4-6 drops to clean, dry skin. Massage and blend evenly over face and neck. Wash hands after use and allow product to dry before applying makeup. This hydrating concentrate can be used in place of your traditional moisturizer.

Write a comment...



the best...  
firming active  
body oil

93% say

- It improves skin texture
- skin feels healthy and fit
- It repairs dry patches

#fitskinforlife

**Mio Skincare @MioSkincare**  
The Activist firming active body oil. A little goes a long way!  
Here's what we love... [mioskincare.co.uk/the-activist.h...](http://mioskincare.co.uk/the-activist.h...) #skincare #fitskinforlife

Expand

← Reply ↻ Retweet ★ Favorite ... More

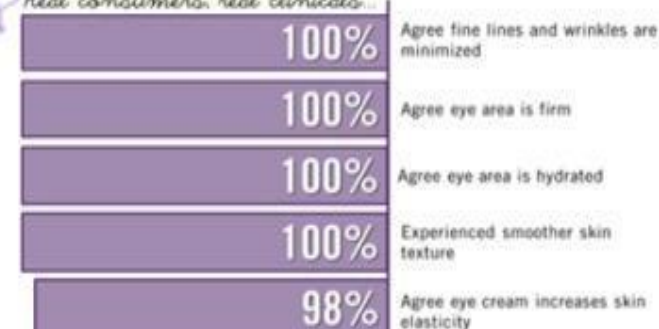
**Mio Skincare @MioSkincare**  
The Activist: 93% say it improves skin texture, skin feels healthy and it repairs dry patches. [mioskincare.co.uk/the-activist.h...](http://mioskincare.co.uk/the-activist.h...) #fitskinforlife

Expand

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3 Jan

The results are in and women are raving!



# Claims Support in POS Displays



# Claims Support in Print Advertising

**ALGENIST**  
Biotechnology from San Francisco

10 days. -25%\* of deep wrinkles.  
Clinically measured.

**Concentrated Reconstructing Serum**  
Discovered accidentally by biotechnology scientists in San Francisco, the never-before-seen anti-aging ingredient Algoronic Acid is combined with a vitamin, peptide, and antioxidant complex for a clinically-proven wrinkle reduction that can be measured.

**Concentrated Reconstructing Serum**  
Serum Concentré Reconstructeur

**ALGENIST**  
with Algoronic Acid  
Biotechnology from San Francisco, CA

**Available at**  
**SEPHORA**

sephora.com

\*Average decrease in number of deep wrinkles measured qualitatively in a 10-day clinical study of women age 30 to 50 following consistent application.  
\*\*Statistically significant following a self-assessment of 100 images.

**Clinical measurements prove it. Women confirm it.**

After 10 days:

- 93%\*\* reported skin radiance is boosted
- 92%\*\* reported skin texture is significantly smoothed
- 81%\*\* reported fine lines & wrinkles are significantly reduced

**eyes**...

...ON THE PRIZE: FIRMNESS, WRINKLE REDUCTION, HYDRATION, INSTANT RADIANCE.

**12x**  
more potent anti-aging ingredients infused into the skin\*

**Introducing JeNu.**

A revolutionary new anti-aging at-home system that unites our patent-pending ultrasound technology with an advanced active-youth™ eye treatment infused with microspheres to dramatically reduce the appearance of dark circles, fine lines and wrinkles in just 2 minutes a day.

Available at **myjenu.com** and select physician offices and spas.

**SKINCARE SHOULD NO LONGER GO SOLO.**

\*See myjenu.com for clinical study results.

# Claims Support in Print Advertising

WANT YOUNGER, HEALTHIER LOOKING SKIN?

*new*

## SKINSORIALS™ SKINCARE

An exquisite beauty ritual filled with what your skin craves:  
gorgeous textures, naturally derived scents and effective ingredients.



<sup>1</sup>/PURIFY

**bareMinerals**  
Cleansers

deliver exceptionally  
pure and revitalized skin.\*

<sup>2</sup>/EMPOWER

**SKINLONGEVITY™**  
VITAL POWER INFUSION

is clinically proven to  
improve skin's overall  
appearance.\*\*

<sup>3</sup>/MOISTURIZE

**bareMinerals**  
Moisturizers

100% of women experienced  
an immediate improvement  
in skin hydration.\*\*\*

\*Based on 1-week independent US consumer studies of 100 to 110 women  
\*\*Based on an 8-week independent US clinical study of 63 women  
\*\*\*Based on 4-week independent US clinical studies of 37 to 42 women

**BE ORIGINAL. BE NATURAL. BE GOOD.**

Come in for a personalized consultation and discover how  
**NEW SKINSORIALS** unleashes your skin's most vibrantly healthy looking glow.

**bareMinerals™**  
authorized retailer



## VIBRANCY

ARGAN OIL SKINCARE FOUNDATION FLUID

FRESH SQUEEZED FOUNDATION  
VIBRANT, JUICY, GLOWING SKIN

Medium-to-full coverage / Radiant, dimensional finish  
Clinically proven to hydrate, soothe, and smooth  
even the most sensitive skin

**BETTER  
FIRMNESS  
BETTER  
HYDRATION**

**THE NEW RESURGENCE  
AGE-DIFFUSING FIRMING MASK**

- TIGHTENS AND LIFTS TO RESTORE NATURAL CONTOURS
- PLUMPS TO EASE LINES AND WRINKLES

FirmQ! Dr. Murad's latest youth building innovation, tightens  
and lifts while skin-plumping Brazilian Fruit Extracts promote  
collagen production.

**BETTER  
EVERY  
DAY.**  
**Murad.**

FREE Renewing Eye Cream (0.4 oz.) and Rejuvenating  
Lift for Neck and Décolleté (0.25 oz.) with Age-Diffusing  
Firming Mask purchase.  
Visit [Murad.com/Gift](http://Murad.com/Gift) or call 800.227.1828 to claim your reward.  
Special offer expires 9/30/12.\*

Available at Sephora, Ulta, Passage Three Spa, Fine Space and Satine  
& Murad.com or by calling 800.227.1828.



# Claims Support in Marketing Materials

EXCLUSIVELY ON STRIVECTIN.COM

NO MORE  
DARK CIRCLES

**StriVectin®**  
POWERED BY NIA-114\* TECHNOLOGY

**New! Get Even  
Dark Circle Corrector**

\$39 add to bag +

Fades all dark circles. Brightens the eye area. New Get Even Dark Circle Corrector has a lightweight, non-greasy texture that's instantly absorbed by delicate skin in the eye area to brighten complexion and reduce the look of under-eye dark circles. Within 4 weeks, sun and dark spots visibly fade.

Waken a refreshed, renewed look. Get Even Dark Circle Corrector removes, rehydrates and soothes as it deeply nourishes skin. Under-eye area looks less puffy, more radiant and translucent so you start the day fresh and youthful looking.



REDUCES ALL DARK CIRCLES

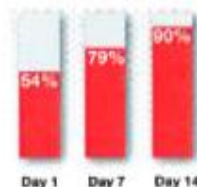
90% of women see visibly lighter dark circle in only two weeks.

- Targets dark circles caused by excess pigmentation, aging or thinning skin
- Fades dark spots and brightens under-eye area
- Helps rebuild skin's moisture barrier and fight off the key visible signs of aging with our patented, scientifically-proven NIA-114™ molecule

What makes our new dark circle corrector so different?

- Breakthrough formula features proprietary NIA-114\* molecule that boosts the efficacy of Vitamin C Actives\*\* to brighten the skin
- Specially developed to target all types of under-eye circles that result from aging, hereditary factors or broken capillaries
- Improves overall health of skin around the eyes to prevent and correct all visible signs of aging

% of women reported dark circles appeared visibly lighter



**The eye-thority.**  
Three eye-conic age fighters for ageless skin.

**LIFT & TIGHTENS**  
73% had improved elasticity<sup>1</sup>

**SMOOTHES LINES**  
79% saw a reduction in fine lines and wrinkles<sup>1</sup>

**REDUCES DARK CIRCLES**  
90% saw visibly lighter dark circles<sup>2</sup>

**NEW!**

\*NIA-114: N-Acetyl Hexanamide  
\*\*Vitamin C: Ascorbic Acid

<sup>1</sup> Based on consumer evaluation at 4 weeks  
<sup>2</sup> Based on consumer evaluation at 8 weeks  
<sup>3</sup> Based on consumer evaluation at 2 weeks

## Genius Ultimate Anti-Aging Cream Consumer Study Results

Results obtained following a consumer use study of 100 women using the product twice daily.

95%

Dull skin is brighter in 10 days

91%

Fragile skin texture appears reinforced within 10 days

95%

Skin appears firmer and more resilient, and bounce and suppleness appears restored within 28 days

87%

Forehead wrinkles, creases and lines are visibly minimized within 28 days

## ALGENIST

## 7 out of 10 Women Said Lashes Appeared Fuller.\*

Wouldn't you like to be able to say that? Here's what else women told us after using Mary Kay® Lash & Brow Building Serum® once a day for one month during an independent study:

80%	said it helped reduce lash loss. <sup>1</sup>
77%	said it reduced lash brittleness and breakage.
76%	said the look of thin, sparse lashes was improved.
65%	said the look of thin, sparse brows was improved.

MARY KAY®



# Claims Support in Marketing Materials

Alpha Beta® Peels

drdennis gross  
SKINCARE



100% agreed the formula was gentle and fit easily into their regular beauty routine

96% of users reported their skin looked more youthful and glowing

\*Results based upon a 28 day consumer study  
Safe for All Skin Types & Skin Tones

## Mighty Nail & Cuticle Serum

★★★★☆ 4.3 (8)

DETAILS

INGREDIENTS

PRO TIP

JULEP™

**Kapow!** Peptides – super-charged amino acids that build keratin (for your nails) and collagen (for your cuticles) – are our Mighty Nail & Cuticle Serum's secret weapon to transform dry and damaged cuticles almost overnight. Plus, get visibly stronger, smoother nails with fewer ridges and less splitting and brittleness in only 2-3 weeks.

### Testimonials

"As for the Mighty Nail Serum, I followed the Pro-Tips over the last three days and my cuticles have already been more manageable. My hand look so much better!" -Alexa, Sneak Peek Maven

"First off, I didn't realize that this was a nail serum product because of the packaging - I assumed it was lip color or something - but once I realized it was for your nails/cuticles, I saw that the applicator was PERFECT! I've used the Julep cuticle oil with the roller-ball, and I much prefer this twist/brush applicator." -Natasha, Sneak Peek Maven



## How it Works

### SKIN CLEARING

Addresses problem skin:  
controls excess oil,  
minimizes appearance of  
enlarged pores and scarring  
88% of women felt their pores  
looked smaller and blackheads  
were less noticeable

### AGING

Smooths the appearance of  
fine lines and instantly firms  
96% of women agreed their skin  
looked more youthful and glowing



### BRIGHTENING

Uses gentle microexfoliation™  
to improve skin clarity  
and eliminate dullness  
90% of women said skintone  
was brighter and more even

### REDNESS/SENSITIVITY

Helps calm and  
soothe irritation  
86% of women said they  
had less redness



Transform your dry and damaged cuticles and get visibly strong, smoother nails in only 2-3 weeks!



BEFORE

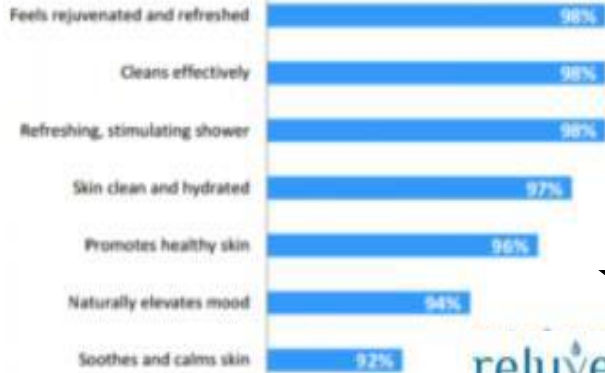


AFTER

# Claims Support in Marketing Materials

## Consumer Survey Results

Results from Consumer Study



rejuvenator



bareMinerals®  
By BARE ESSENTUALS



bareMinerals Skinsorials Bare Haven Moisturizer

## PRODUCT BENEFITS

- This product is dermatologist tested, non-irritating, and noncomedogenic.
- Can help improve skin texture within four weeks.

In a study:

- 100% of women experienced an immediate improvement in skin hydration.

In a consumer survey:

- 100% of women agreed their skin looked and felt soft after using this product.
- 94% of women agreed this product improved skin suppleness.
- 93% of women agreed it created a natural, healthy-looking radiance.
- 89% of women agreed it rejuvenated skin.

Information provided by bareMinerals®.



NEW!  
Mary Kay® Lash Primer,  
\$15

- Instantly **intensifies** lash volume and creates longer-looking lashes.
- **Strengthens** and helps condition lashes.
- **Lifts** lashes and helps them stay curled longer.
- Clear formula works like an invisible mascara for a **natural look** or pair with your mascara.
- **Dual-action brush** is specifically designed to maximize benefits and deliver a natural look.

Primes and Pampers!

**93% said** mascara glides on smoothly and easily.<sup>1</sup>

**3 out of 4 women agree, Mary Kay® Lash Primer adds dramatic definition to eyes and creates fuller lashes** when used as a base coat under mascara — even helping you use less mascara!<sup>1</sup>



**TIP:**  
Before allowing primer to dry, immediately apply your favorite Mary Kay® mascara.



In one week,

100% of trial participants showed a decrease in fine lines and wrinkles.

Introducing the JeNu Active-Youth™ Skincare System.

JeNu

# Claims Support in Top Media

**DAILYCANDY** FASHION BEAUTY ENTERTAINMENT FOOD & DRINK HOME KIDS

DEDICATED EMAIL

Every skin cream promises to work magic.  
Only one actually comes with a wand.



## LOOK LIKE A MILLION BUCKS

Save face with JeNu's genius trio



100% of women saw a decrease in appearance of eye wrinkles

see the results >

JeNu

**allure**

**COSMOPOLITAN**

**NEW BEAUTY**  
MAGAZINE

**WWD.COM**

**VOGUE**

## MASK

**Murad Resurgence  
Age-Diffusing  
Firming Mask**  
(\$68; [murad.com](http://murad.com))

Unmask plumper, smoother,  
and tighter skin in just  
10 minutes with this creamy  
cocktail of Brazilian fruit  
extracts, golden seaweed,  
and shea butter.



**SHAPE**

**US WEEKLY**

**Soften the Mouth**

Blame dehydration for those puckers in the top lip. An antioxidant, like grape-seed oil, can puff it up. Jenu's Active-Youth Skincare System comes with an ultrasound wand that helps the serum penetrate 70 percent deeper than cream alone, according to company studies. Your part: Every night for one week, prime lips, then circle the device over the mouth for one minute. (\$249, [jenu.com](http://jenu.com))

# Claims Support in Top Media



## TOWN&COUNTRY

The best part is that once you start treating your body well, the rewards are almost immediate. In other words, there's no waiting around for a line to fade or a pore to shrink. "The great thing about your body is that it is not used to getting that kind of quality," Sutherland says, "so you see results very quickly."

**mio**  
fit skin for life

### The Best Fall Beauty Buy

Summer can be especially harsh on our skin. When in doubt, take things spot by spot. Within a month, this will improve skin tone and luminosity.



Harper's  
**BAZAAR**.com

**YAHOO!**  
Shine



98% ★  
say age spots  
appear less visible

97%  
say it minimizes  
intensity of dark spots

96%  
say it improves appearance  
of sun damage

WATCH  
**GLAMGLOW**  
on  
**THE TALK**  
THURSDAY  
11/21  
1:00PM PST  
**ON CBS**

### Fall Beauty Essential

Check out what should be on your vanity this autumn. Bioelements LightPlex MegaWatt Skin Brightener will even out your complexion and give you luminous, hydrated skin throughout the winter. Stock up on this antioxidant skin brightening cream to combat the cold weather.



## REDBOOK

**PAULA'S CHOICE**  
SKINCARE

3 Apply your same morning peptide serum, then blend on a pea-size drop of a retinol treatment. "The ingredient boosts collagen production, but it can also cause redness and dryness, so choose a cream, which is easier for skin to tolerate than gels or serums," says Graber. "Begin by using it every other night, and if your skin isn't too dry after two weeks, increase to nightly."

PAULA'S CHOICE  
Resist Barrier Repair  
Moisturizer with  
Retinol, \$32.



# Claims Support in Top Media



InStyle



Dr. Oz The Good Life



Elle



NewBeauty



ELLE USA  
YOUTHMUD® TINGLEXPOLATE TREATMENT



VOGUE, MARCH 2015  
YOUTHMUD® TINGLEXPOLATE TREATMENT



ALLURE, MARCH 2015  
YOUTHCLEANSER™ DAILY EXFOLIATING



COSMOPOLITAN, MAY 2015  
SUPERMUD® CLEARING TREATMENT

# TBC Sets the Standard

TBC sets the industry standard for consumer in-home use testing of beauty and personal care products. Having worked with countless Indie brands and corporate mainstays, TBC develops and substantiates “5-star” consumer claims that result in market share growth. Understanding the intricacies of regulatory and retailer requirements, we help brands develop “stand-apart” claims while giving the consumer the proof she expects before purchase.

## The Stats:

- Captured more than 2.5 million consumer opinions
- Vetted beauty and personal care panels of 200k+ (male and female)
- Tested more than 500 unique products



*But don't take our word for it, take the word of our clients.*

patchology



“It’s phenomenal—we still use the claims garnered from our tests with TBC. They’re on our website, we talk about them on-air, and they continuously market the benefits of our products while putting us center-stage with established competitors.” Chris Hobson, Founder and CEO, **Patchology**.

bareMinerals®  
By BARE ESSENTIALS



NARS

“TBC is one of our go-to testing houses for consumer perception studies pre-launch. Their knowledge and expertise with consumer testing and regulatory claims compliance are an influential factor in our continued collaboration, especially for our global launches. It’s refreshing to work with a firm that will go above and beyond to accommodate all of our testing needs.” Remona Gopaul, Manager, Technical Information, **SHISEIDO Group USA**

**Panasonic**



“When we introduced our device to the US market, we engaged The Benchmarking Company to do both qualitative and quantitative beauty consumer research. The resulting user claims supported advertising, served as proof points on device efficacy, and gave us valuable feedback on how to improve future devices to meet consumer needs.” Lori Chiazzo, Consumer Marketing Manager, Beauty and Grooming, for **Panasonic** Consumer Electronics Company.

*But don't take our word for it, take the word of our clients.*

ELEMIS

“There is no doubt that TBC helped us navigate the murky waters of communication with regards to consumer claims. It was reassuring to put Elemis in the hands of industry experts and come out with a robust list of usable claims that will help us further sell-in and sell through.” Sean Harrington, President and co-founder, **Elemis**.

  
SCALISI  
SKINCARE

“I knew right off the bat I was in the right hands. TBC knew the questions to ask and we received very useful feedback from consumers. They customized the project for us, gave us what we asked for and more.” Jill Scalisi, **Scalisi Skincare**.

  
wet z wild

“The Benchmarking Company has done beauty product testing studies for us and gives us validation to make product comparisons such as our mascara beats a competitive brand. The team has immense understanding of the beauty business and our business. We don't have to spend our time with an education process to tell them what we need. It is a turnkey program.” Brian Talbot, Vice President of International Marketing for **Markwins Beauty Brands**.

# TBC Conducts Research For Top Brands

ALGENIST



bareMinerals<sup>®</sup>  
By BARE ESSENTIALS



HOLLYWOOD, CALIFORNIA  
GLAMGLOW<sup>®</sup>



JOSIE MARAN  
Luxury with a Conscience<sup>®</sup>



Perricone MD



Murad<sup>®</sup> | m

PEACH & LILY

HAIRMAX<sup>®</sup>  
The science of hair growth.™

ghd  
good hair day, every day



SUNDAY  
RILEY

PAULA'S CHOICE<sup>®</sup>  
SKINCARE

MADISON REED



Dr.Jart+

Panasonic



LANCER

ELEMIS



proactiv<sup>®</sup>  
SOLUTION

IN STYLER.

IMMUNOCOLOGIE<sup>®</sup>

KOPARI

HOMEDICS



NEYDHARTING  
MOOR<sup>™</sup>  
SCIENCE & NATURE BECOME ART

PURITY  
OF  
ELEMENTS<sup>®</sup>

Lqd<sup>®</sup>

EVE•PEARL  
BEAUTY BRANDS



SCALISI  
SKINCARE

JULEP

# TBC Conducts Research For Top Brands

NARS



VOTRE VU  
PARIS • FRANCE



DOLLAR SHAVE CLUB



patchology



GOLDFADEN MD™

★ sexyhair.

Augustinus Bader

amika:  
love your hair

obagi for life

RevitaLash®

benefit  
SAN FRANCISCO

LAURA MERCIER  
PARIS | NEW YORK

AMOREPACIFIC

SHISEIDO

SKIN  
CLINICAL

U  
Unmarked  
SKINCARE

MARY KAY  
COSMETICS

COTY

JeNu  
HIGH TECH REALITY™

blinc  
cosmetics

Great  
HealthWorks

ESTÉE  
LAUDER  
COMPANIES

Au Aubio Life Sciences

DEVELOPLUS



BIOELEMENTS®  
PROFESSIONAL SKIN CARE

ZO SKIN CENTRE  
an OBAGI®

RESOL

DRUNK ELEPHANT

NatureLab.  
NATURALITY. NATURE.

pixi by  
petra

JUARA

glanbia

schmidt's™  
NATURAL DEODORANT



J. PAUL



ORIBE

JOICO

eva-nyc



GOLDEN DOOR

yoggen

JOY  
LUX  
INC.



TARGET

THE  
SEAWEED  
BATH CO.

SKIN INC™

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