The Benchmarking Company

Beauty & Personal Care Product Testing

Consumer Perception Studies

Claims • Insights • Validation • Risk Mitigation
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?

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% of women look for efficacy claims before purchasing a beauty product.

86% of women make beauty buying decisions while standing at the beauty counter.

To win in today’s beauty market, you need 5-star consumer claims.

Data based on a March 2014 poll of 2,000+ US females ages 18+ who regularly purchase beauty products
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

Data based on a May 2017 poll of 370 US males ages 18+ who regularly purchase personal grooming products
Claims are Important For Sell-In & Sell-Through

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.

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

…and 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.

256% 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?

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

**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

**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

<table>
<thead>
<tr>
<th>Performance Testing</th>
<th>Experience Testing</th>
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<tbody>
<tr>
<td><strong>Market-Ready Beauty Product Testing</strong></td>
<td><strong>Prototype Beauty Product Testing</strong></td>
</tr>
<tr>
<td>Develop hero claims, go-to-market product and collections claims and consumer testimonials in addition to a core group of brand voices.</td>
<td>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.</td>
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<tr>
<td>How well does it get the job done?</td>
<td>Does it work? Does it appeal to consumers?</td>
</tr>
<tr>
<td>Can the product compete in the market?</td>
<td>Is this a product she will want to buy?</td>
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<tr>
<td>Prove Product Efficacy</td>
<td>Verify Product Offering</td>
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<tr>
<td>Claims Strategy &amp; Articulation</td>
<td>Comprehensive Sensory Testing</td>
</tr>
<tr>
<td>Market-Ready Claims</td>
<td>Consumer Experience &amp; Usage Feedback</td>
</tr>
<tr>
<td>Market-Ready Testimonials</td>
<td>Price Point and Purchase Intent</td>
</tr>
<tr>
<td>Before &amp; After Photography</td>
<td>Red Flags &amp; In-Market Inhibitors</td>
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<tr>
<td>Third-Party Validation</td>
<td>Optimization Opportunities</td>
</tr>
<tr>
<td>Risk Mitigation against False Claims</td>
<td>Third-Party Validation</td>
</tr>
<tr>
<td><strong>Group Size:</strong> 35-300 panelists</td>
<td><strong>Group Size:</strong> 30-50 panelists</td>
</tr>
<tr>
<td><strong>Timeframe:</strong> 1, 7, 14, 28, 56+ day trials</td>
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</table>
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 Screener  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

Sephora  QVC  Ulta Beauty  HSN  Evine Live
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 ELEVATE Firming & Lifting Contouring Eye Cream

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

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

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**RESVOLOGY**

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

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**Pore Corrector Anti-Aging Primer**

This anti-aging primer is formulated with Alginuronic 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 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.

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**StriVectin-EV™ 7% (NIA-114 + Vitamin C Activites)™**

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

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**JeNu**

100% of women saw decreased appearance of wrinkles & increase in hydration around the eyes

- 7 DAYS
- 14 DAYS
- 14 DAYS
- 45% wrinkle decrease
Claims Support in Social Media

**Mighty Nail & Cuticle Serum**
This peptide-packed serum will transform your nails and cuticles in just a few weeks!

**Mio Skincare @MioSkincare**
The Activist firming active body oil. A little goes a long way!

**Josie Maran Cosmetics**
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.

**Resvology**
The results are in and women are raving!

**Mio Skincare @MioSkincare**
The Activist: 93% say it improves skin texture, skin feels healthy and it repairs dry patches.

**Mio Skincare @MioSkincare**
The Activist: 93% say it improves skin texture, skin feels healthy and it repairs dry patches.
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 Alguronic Acid is combined with a vitamin, peptide, and antioxidant complex for a clinically-proven wrinkle reduction that can be measured.

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

Available at SEPHORA

**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.

1/ PURIFY
bareMinerals
Cleansers deliver exceptionally pure and revitalized skin.*

2/ EMPOWER
SKINLONGEVITY™
VITAL POWER INFUSION is clinically proven to improve skin's overall appearance.**

3/ MOISTURIZE
bareMinerals
Moisturizers 100% of women experienced an immediate improvement in skin hydration.***

*Based on 1-week independent US consumer studies of 300 to 180 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

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

bareMinerals®
authorized retailer
Claims Support in Marketing Materials

**StriVectin®**

NO MORE DARK CIRCLES

New! Get Even Dark Circle Corrector

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

95% of women see visibly lighter dark circle in only two weeks.

- Targets dark circles caused by increased 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 Activées™ to brighten the skin.
- Specially developed to target all types of under-eye circles that result from age-related factors or broken capillaries.
- Improves overall health of skin around the eyes to prevent and correct all visible signs of aging.

- NIA-114™ Niacinamide
  - Vitamin C Activées™

% of women reported dark circles appeared visibly lighter

- Day 1: 64%
- Day 7: 79%
- Day 14: 99%

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**ALGENIST**

Genius Ultimate Anti-Aging Cream Consumer Study Results

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>Skin appears firmer and more resilient, and bounce and suppleness appears restored within 28 days</td>
</tr>
<tr>
<td>91%</td>
<td>Dull skin is brighter in 10 days</td>
</tr>
<tr>
<td>87%</td>
<td>Forehead wrinkles, creases and lines are visibly minimized within 28 days</td>
</tr>
</tbody>
</table>

**MARY KAY®**

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:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>said it helped reduce lash loss.</td>
</tr>
<tr>
<td>77%</td>
<td>said it reduced lash brittleness and breakage.</td>
</tr>
<tr>
<td>76%</td>
<td>said the look of thin, sparse lashes was improved.</td>
</tr>
<tr>
<td>65%</td>
<td>said the look of thin, sparse brows was improved.</td>
</tr>
</tbody>
</table>
Claims Support in Marketing Materials

Alpha Beta® Peels

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

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 microfoliation™ to improve skin clarity and eliminate dullness
90% of women said skin tone was brighter and more even

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

Mighty Nail & Cuticle Serum

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

Transform your dry and damaged cuticles and get visibly strong, smoother nails in only 2-3 weeks!
## Claims Support in Marketing Materials

### Consumer Survey Results

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feels rejuvenated and refreshed</td>
<td>98%</td>
</tr>
<tr>
<td>Cleans effectively</td>
<td>98%</td>
</tr>
<tr>
<td>Refreshing, stimulating shower</td>
<td>98%</td>
</tr>
<tr>
<td>Skin clean and hydrated</td>
<td>97%</td>
</tr>
<tr>
<td>Promotes healthy skin</td>
<td>96%</td>
</tr>
<tr>
<td>Naturally elevates mood</td>
<td>94%</td>
</tr>
<tr>
<td>Soothes and calms skin</td>
<td>92%</td>
</tr>
</tbody>
</table>

### 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*. 

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**NEW! Mary Kay® Lash Primer,**

*With QVC*

**Price:** $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 Pamper!**

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!

**TIP:**

Before allowing primer to dry, immediately apply your favorite Mary Kay® mascara.
Claims Support in Top Media

DAILYCANDY

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 the

MURAD RESURGENCE
Age-Diffusing Firming Mask
($68; 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

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. (8249, 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.”

**MIÖ**

**BAZAAR**

**YAHOO! SHINE**

**REDBOOK**

**PAULA’S CHOICE**

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.

**GLAMGLOW**

**THE TALK**

THURSDAY 11/21
1:00PM PST
ON CBS
Claims Support in Top Media

- InStyle
- Dr. Oz The Good Life
- Elle
- NewBeauty

- GlamGlow
- Elle Beauty Awards 2014
- ELLE USA: YOUTHMUD® TINGLEXFOLIATE TREATMENT
- Vogue, March 2015: Youthmud Tinglexfoliate Treatment
- Allure, March 2015: Youthcleanse™ Daily Exfoliating
- Cosmopolitan, May 2015: Supermud® Clearing Treatment
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.

“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.

“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

“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.
“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.

“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.

“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®
GLAMGLOW®
Josie Maran
Perricone MD
Murad
PEACH & LILY
HAIRMAX®
ghd
SUNDAY RILEY
PAULA'S CHOICE®
MADISON REED
ERNO LASZLO
Dr. Jart+
Panasonic
LANCER
proactiv®
InStyler®
IMMUNOCOLOGIE®
ELEMIS
MOOR®
PURITY OF ELEMENTS®
Lqd
EVE PEARL
TR Scalisi
Julep
Le Métier De Beauté
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