



# In-Home Use Testing for Claims Substantiation

Claims • Insights • Validation • Risk Mitigation

theBenchmarkingCompany

*Understanding the Beauty & Personal Care  
Consumer is What We Do*



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# About Us

The Benchmarking Company (TBC) is a bi-coastal consumer research firm that delivers need-to-know information about the beauty, personal care and wellness buyer. Whether it's through our popular consumer in-home use testing programs, quantitative online surveys, intimate focus groups, or pilot testing programs, The Benchmarking Company's multidisciplinary and focused approach to uncovering consumer buying behavior helps our clients sell-in and sell more.

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# What Makes TBC Different

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We believe every sound business decision is built on solid research. Since our inception in 2006, TBC has worked with hundreds of indie brands and industry giants to substantiate consumer perception claims. With an eye toward regulatory and legal risk mitigation, our methodologies help companies garner 5-star claims that enable their products to stand out. Leveraging our organically built consumer panel of more than 275,000 vetted male and female beauty and personal care buyers, every brand's testing panel is customized to ensure consumer relevance. When testing is finished, our proprietary Benchmark Library shows brands where their claims scored against like products we have tested, enabling brands to tailor their marketing to win a greater share of the consumer's spend.



## Why It Is Important to Conduct Consumer Testing

- Guidance for Innovation
- Avoid Million Dollar Mistakes
- Mitigate Regulatory & Legal Risk
- Give the Consumer the Proof They Demand



# Regulatory & Reputational Risks of Unsubstantiated Claims



## FTC Action

FTC action ranges from warning letters to lawsuits, which can result in heavy fines and costly lawsuits with the Federal Government.



## NAD

False and/or unsubstantiated claims put your brand at risk of a challenge by a competitor or NAD, with potentially costly outcomes.



## Class Action

**66%** of consumers would likely join a class action suit for false advertising if the product claimed it provided a benefit it did not deliver.\*



## Loss of Trust

**97%** of consumers say brands should conduct claims testing to prove the effectiveness of their products. **95%** expect brands to deliver products that do what the package says it will do.\*

\*Based on a study of 3,440 consumers in February 2022

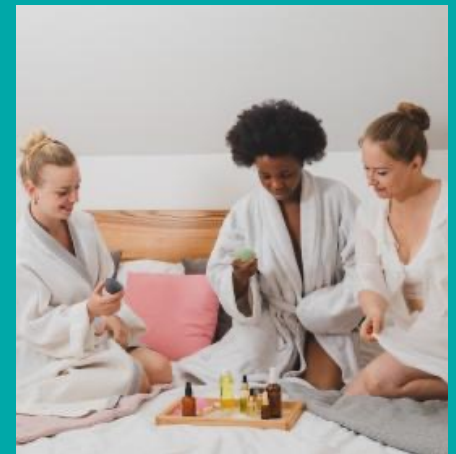
# TBC's Risk Mitigation Approach To Claims Validation

Mitigating the risk of false claims is paramount to the claims substantiation process. Fines and legal action from the FDA, FTC, or NAD (National Advertising Division) can pose a significant threat to businesses that either tout false claims (without any substantiation) OR to those brands that go about the claims process in the wrong way. At TBC we offer your brand third-party independent research that can withstand legal and regulatory scrutiny. As experts, we know the right language for every audience as well as the language to avoid when making cosmetic and supplement claims.

**TBC follows international testing standards such as the ASTM standard for Sensory Claim substantiation**

**TBC has a deep bench of experts to craft compelling cosmetics claims. We'll guide you through the process to make sure you don't make no-claims!**

**Selecting from the TBC proprietary panel of 275,000 men and women from across the US, we are able to ensure your panel is consumer-relevant.**



## Claims are Important When Marketing to Women

**92%** would be more likely to purchase a product if the research results were visible to her (i.e. package or POS display)

**94%** are more likely to believe a product will solve a problem if it has validated claims

**92%** say consumer claims differentiate one brand's products from another





## Men Look For Claims Before Purchasing

**91%** would be willing to pay more for a product if they knew it worked and delivered on its promises

**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



# Consumers Demand Proof

## Proof Comes in Many Forms



**Consumer Claims**



**Video Testimonials**



**Ratings & Reviews**

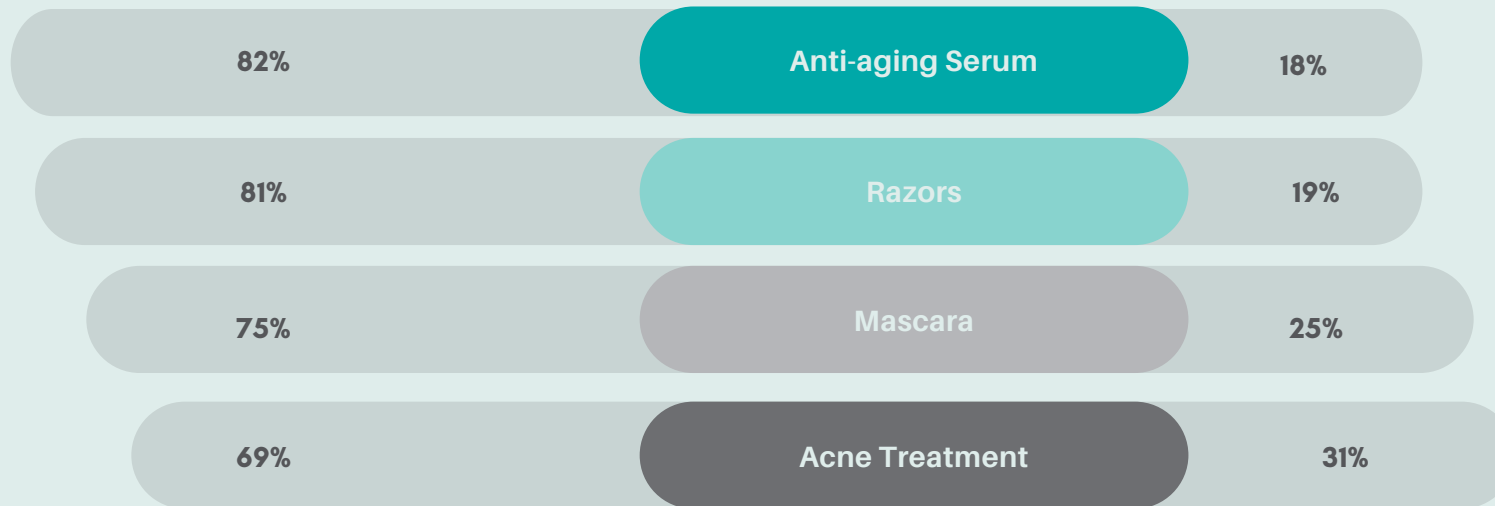
# Consumer Claims Are Most Compelling

When shown consumer and clinical claims from actual print advertisements touting the same product benefits, respondents from an online research study stated the consumer claim was more compelling than the clinical claim for the same product. Why? Because consumers trust real people who have used the product and can attest that it works.

Consumer Claims

VS

Clinical Claims



# Claims are Important

## For Sell-In & Sell-Through

Not only do retailers like QVC, Sephora, Ulta and CVS expect the brands they carry to conduct testing to validate their marketing claims, but more and more retailers are demanding it as a prerequisite to carrying the product.

***86% of consumers said, "I would be more likely to shop specific retailers that require consumer claims testing for the products they carry."***

TBC is an approved [QVC/HSN](#) vendor for consumer claims validation for on-air use. 35+ brands use TBC-tested claims on their product pages on [Sephora.com](#)



## TBC's Approach to In-Home Use Testing

Following a clearly defined protocol, a relevant population of consumers from across the country are sent your product to use at home, and then at regular intervals they are asked to assess your product based on its performance, efficacy and overall likeability. Tests can explore a number of elements from use-up rates to sensorial attributes, to competitive product preferences, and perhaps most importantly—the results they see and that you want to claim. IHUT tests are a powerful way to substantiate claims needed to mitigate regulatory and legal risk and a critical tool in providing your consumer with proof your products works.





# Types of Products We Test



## Skincare

Cleansers serums, moisturizers, acne treatments, brightening treatments, KP, eczema, eye creams, etc.



## Intimate Care

Menstrual products, sexual wellness products, intimate care products, OTC products for specific conditions, etc.



## Hair Care

Shampoo, conditioner, scalp serum, styling products, devices including dryers, flat irons, curlers, etc.



## Wellness/Supplements

CBD, powders, gummies, tinctures, massagers, TENS devices, products to support overall health, etc.



## Color Cosmetics

Mascara, brow products, foundation, primers, lip color, eye color, concealer, nail color, etc.



## Personal Care

Oral care, body care, men's grooming products, soaps, moisturizers, tanning products, SPF, razors, deodorant, etc.



# Types of In-Home Use Tests

## As Varied as Your PD and Marketing Needs

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- Branded
- Blinded
- Prototype/Pilot
- New SKU /Old SKU
- New formulation
- New formulation vs. Old
- Formula A vs. B for efficacy
- New set/Regimen
- Competitive
- Fragrance preference
- Usage instruction efficacy
- Advertising compliance

# Consumer-Relevant Panels

Whether you are looking to test a beauty product for men or women, for long hair or short, for a specific skin type or complexion, TBC will create the perfect consumer-relevant panel for your IHUT. With more than 275k+ vetted beauty and personal care buyers, and with more than 10 million data points on which to choose the panelists, you establish the criteria, and we build your ideal panel.

- Geographic location
- Shopping habits
- Skin concerns
- Age
- Ethnicity
- Average spend on beauty
- Household income
- Values



# Testing Your Products

## Legal Consent

TBC will gather legal consent from all panelists on your behalf prior to the study.

## Testing Protocol

The TBC team will design your study's testing protocol to be followed by all panelists.

## Claims Development

TBC will work with your team to develop compliant cosmetics and OTC claims.



## Send Products to Panelists

TBC will handle all the packing and shipping to your panel of testers.

## Survey Responses

Using our proprietary software, we gather and aggregate your survey responses.

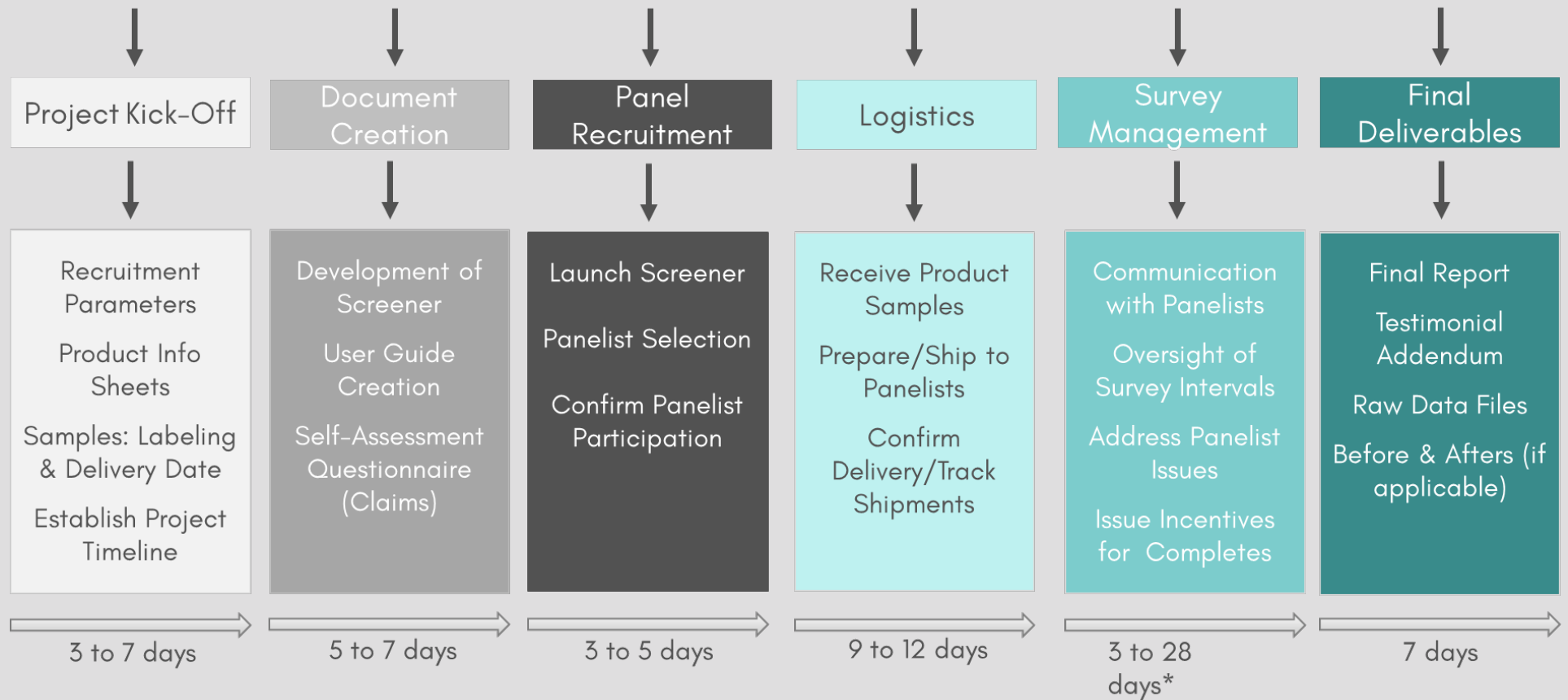
## Certify and Validate Claims

TBC provides a certified report of results and substantiated claims.

Testing your products with your target consumer will garner valuable feedback while mitigating your brand's legal, regulatory and reputational risk. 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.



# In-Home Use Testing (IHUT): Process Overview



\*a typical skincare study is often 28 days, but may be shorter or longer based on your product's target efficacy date.

# In-Home Use Test

## Add-on Services



### BENCHMARKS

TBC also provides benchmarked claims with each completed IHUT, showing how your brand's claims stacked up against similar products that we regularly test!



### VIDEO TESTIMONIALS

TBC collects panelist video testimonials that can be used for marketing, (pairing well with the written testimonials that are already part of our offering).



### BEFORE & AFTER PHOTOS

Study panelists submit selfies throughout the course of the study to visually demonstrate the cosmetic changes and benefits of using the products.



### ZOOM SESSION W/ PANELISTS

TBC conducts post-study Zoom sessions with select panelists for a deeper-dive into your study's findings.

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



## Gather & Utilize Testimonials



At each check-in, panelists may provide open-ended feedback and testimonials about the products they test. Panelists grant permission for the brand to use these testimonials in their marketing efforts. Smart companies leverage these testimonials along with their 5-star ratings to give consumers the confidence to purchase their product.

# Claims In Use



**Perricone MD**

**PREBIOTIC ACNE THERAPY 90-DAY REGIMEN**

**94%** said the regimen was more gentle than other acne products they had used before\*

\*In a consumer study with 57 people after 12 weeks.



**AFTER 42 DAYS** bi-elements

**90%** improved dullness and skin texture is improved

**94%** skin feels more resilient

**96%** skin feels nourished

\*Full clinical data on bi-elements.com



**100%** sara.happ THE LIP EXPERT chapped, & peeling lips were soothed, rejuvenated, & resored after 3 weeks of use



**PEACH & LILY**

**NEW!**


**Not your ordinary body scrub**

**MEET KP BUMP BOSS**

**Do I have KP body bumps?**

You might – 2 in 5 adults do.

Keratosis Pilaris (KP) looks like "chicken skin" or goosebumps.




**BEFORE** **AFTER**

**93%** of people with KP saw smoother and softer skin

\*3rd party study results

Your Proven Solution for Keratosis Pilaris and Body Bumps



See the benefits of natural plant ingredients like AHA and Vitamin C.

- ☒ Eliminates KP body bumps & smooths skin
- ☐ Reduces body blemishes, improves skin's texture & complexion
- ☐ Makes skin more supple, hydrated & healthy
- ☐ Reduces ingrown hairs on body

See the benefits of natural plant ingredients like AHA and Vitamin C.



**AFTER JUST 1 USE**

**99%** felt that the scrub prepped their skin for absorption of other skincare.

**AFTER 4 WEEKS OF USE**

**95%** said their skin looked and felt refined, soft, smooth and supple



**96% AGREED THEIR IRRITATION HAD IMPROVED\***

**94% AGREED THEIR FLAKINESS OF THE SCALP HAD IMPROVED\***

**91% AGREED THE SHAMPOO AND SCALP SERUM FELT GENTLE ON THEIR SCALP\***





#### What people are saying:

- 86% agree Sleep Drops has helped promote a healthy sleep cycle\*\*
- After 1 day, 82% agree Sleep Drops was effective in helping them find sleep\*\*
- 92% agree it does not leave them feeling groggy in the morning\*\*

*\*\* Independent consumer testing panel of 109 people who used Double Strength Sleep Drops for 14 days completed and completely a self-assessment of their experience.*



More Claims In Use



WHAT'S IN THE BUNDLE	+
INGREDIENTS	+
HOW TO USE	+
MINDFULLY DESIGNED	+
OUR RESULTS	+
<ul style="list-style-type: none"> <li>• 97% agree these products were gentle and non-irritating</li> <li>• 82% agree skin looks healthier</li> <li>• 92% agree these products work better together</li> <li>• 89% agree skin appears more youthful</li> </ul>	+
Independent consumer study, 35 people, 28 days	

WANT YOUNGER, HEALTHIER LOOKING SKIN?

## 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 3-week independent US consumer studies of 200 to 400 women.  
\*\*Based on an 8-week independent US clinical study of 60 women.  
\*\*\*Based on a 3-week independent US clinical study of 127 to 400 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**  
authoritative natural

**URBAN SKIN R<sub>X</sub>™**  
MELANIN EXPERTS


Improves the appearance of **dark marks** and **blemishes**.

It's simple, easy to use, and it works. This award-winning 3-in-1 cleansing bar is a mask, cleanser, and exfoliator all-in-one!

# Claims, Claims Everywhere

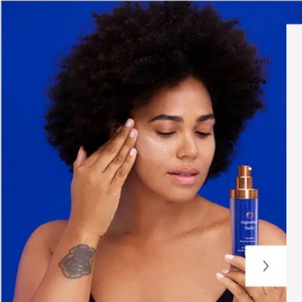
In a Blind Use Test on 107 women, ages 28-35 yrs., consumers reported the following results with Coco Rose Body Polish:

- 95% agree that their skin feels instantly softer
- 93% agree that their feels instantly smoother
- 89% agree that their skin feels instantly moisturized
- 88% agree that their skin feels instantly nourished



DIVE INTO THE EVIDENCE

### Clinical and User Trials



#### The Cream

- 92%** agree dull skin appears brighter.
- 89%** agree skin appears healthier.
- 87%** agree their complexion looks plump and replenished.

[ALL RESULTS FOR THIS PRODUCT](#)



**90%** of women saw visible improvement after 8 weeks\*

Better Not Younger™



\*Improvement in hair growth and thickness compared to baseline. Individual results may vary.

BIO:IONIC™ SHOP HOW TO MOISTURIZING HEAT FOR PROFESSIONALS

Graphene MX Styler

GrapheneMX™

31 Days Return

3 Year Warranty

★★★★☆ 34 Reviews 2 Questions 12 Answers

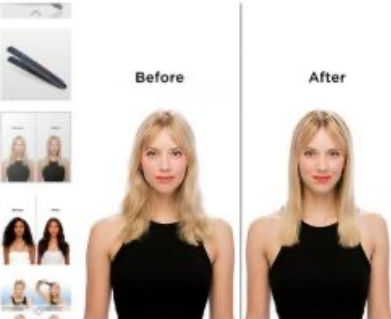
\$219.00

24 People Currently Viewing this Product

ADD TO CART

4 interest-free payments of \$54.75 with Klarna. [LEARN MORE](#)

**Before** **After**



**Key Benefits:**

- Quickly create beautiful, long lasting styles with 50% less breakage\*
- Over 90% of users saw no hair damage after using, and over 95% of stylists said it makes hair look and feel healthier\*\*
- 1" plates and rounded barrel easily create curls, waves or straight styles.
- Digital temperature control up to 385°F, 30 min auto-shutoff and 110V


Believe the hype. Mighty Patch is a smarter way to handle pimples overnight.



### Consumer Testing Results

- 94%** of users agreed that the Mighty Patch Original gently extracts pus/gunk from the pimple
- 90%** of participants agreed that using the patch is a faster way to visibly shrink whiteheads overnight compared to traditional zt cream.
- 98%** said the patch protects the skin from picking/popping it.

# Claims On Product Packaging



HOLLYWOOD, CALIFORNIA  
**GLAMGLOW**  
YOUTHMUD® GLOW STIMULATING TREATMENT  
MASQUE SOIN STIMULATEUR D'ÉCLAT

**REAL RESULTS**

97%	94%	93%
said skin felt and looked smoother and renewed*	said skin looked brighter and more even-toned*	said skin looked transformed*



benefit  
**GIMME BROW+**  
VOLUMIZING MICROFIBERS  
THIN, SKIMPY BROWS?  
FULLER-LOOKING NOW!  
91% SAID BROWS LOOKED VISIBLY THICKER\*  
BROW-VOLUMIZING FIBER GEL  
GEL VOLUMATEUR SOURCILS  
3.0g Net wt. 0.1 oz.  
\*self-evaluation by 66 women after 1 week



VH  
essentials  
Vaginal Odor Treatment  
pH Balanced Vaginal Tablet  
Eliminates Odor | Restores Confidence\*  
Supports Healthy pH Balance  
98% | Agree it **eliminated** embarrassing odor  
95% | Agree it **reduced odor** after just one use  
100% | Said they felt **more confident** being intimate\*  
Easy to Use | Fast Acting | No Mess  
6 Tablets | Six Day Supply

# Claims at Point of Sale

## Give Your Consumer The Proof They Seek

Whether your consumer is buying in-store or online, for 3 out of 4 consumers, claims at the point of sale highly influence their purchase decision while also helping your products stand apart from competitive products.





## Claims Use in Social Media

94%

agreed that  
their lips  
were *instantly*  
*hydrated*

**GOLDFADEN MD**  
HYDRATING  
**LIP THERAPY**  
HYDRATING LIP THERAPY

goldfadermd · Following

goldfadermd The results are in! Customers are loving our NEW Lip Therapy 🍷

4/1w

susan\_desperately\_seeking 🍷

4/1w · Reply

denise8282 Thanks for being in @janemakeup snag bag! Love the feel of it already 🍷🍷🍷

4/1w · 1 like · Reply

dnc\_jris Love this 🍷

4/1w · Reply

jules12dm Another product I know I will love. Thank you @janemakeup snagbag and as always thank you @goldfadermd 🍷🍷🍷

554 views

JUNE 15, 2021

Add a comment...

An Instagram post from the account 'koparibeaauty'. The post features a pink advertisement for a product called 'WHY KP BODY BUMPS BE GONE SCRUB'. The ad includes a white silhouette of a chicken, a hand applying a white scrub from a tube, and text stating '92% say exfoliates gently, yet effectively' and '92% say skin is smoother to the touch'. Below the ad is a blue bar with the text 'View shop'. The post has 410 likes and 24 comments. The caption reads: 'koparibeaauty What is KP?! Let's deep dive 🐔 ... more'. The background of the post is a solid light blue.

**98%**

**EXPERIENCED  
STRONGER  
LASHES\***

\*Survey results from an independent 8-week consumer study of 63 participants.

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**revitalashcosmetics** · Following

**revitalashcosmetics** @RevitaLashAdvanced: This award-winning and category-leading serum features proprietary, scientifically advanced technology to strengthen lashes and protect against breakage while improving flexibility and shine, resulting in dramatic looking eyelashes. #BioPuritanComplex

#RevitaLashCosmetics #RevitaLash #LashConditioner #LashSerum #LashGrowth #LashProducts #EyelashProduct #ForLashes #LashLife #LashGoals #LashExtensions #EyelashExtensions #ForLashExtensions #EyelashExtensions #LongThinStraightenEyed #EyelidDevelopment #Dfine #VeganFriendly #CrueltyFree #FragranceFree #Hypoallergenic

♡ 👁 🚩

**52 likes**

OCTOBER 14, 2019

🗨 Add a comment ...

## On-Air Use

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

The image shows the packaging for Patchology FlashPatch. On the left is a tall, rectangular box with a light blue and white color scheme. It features the brand name 'patchology' in a stylized font and the product name 'FlashPatch' prominently. Below that, it lists '5-Minute Eye Treatment' and 'With Caffeine, Vitamin K, and Hyaluronic Acid'. To the right of the box is a small, round, clear jar with a silver-colored lid, also labeled with the product name.

Prices and the availability of FlexRay shown on the previously recorded video may not represent the current price options. Consult the product page for current price options.

[illegible]

q SHOP WATCH What can we help you discover?

Welcome Guest My Account Cart

# SUNDAY RILEY

Forward-thinking formulas that truly care for your complexion.

Brand Founder, Sunday Riley  
She believes every decision makes a difference. Take the journey to beautiful skin.

The screenshot shows the product page for 'Josie Maran Argan and Hemp Seed Glow Oil'. At the top, there are navigation links for 'SHOP' and 'WATCH'. Below this is a breadcrumb trail: 'Home > Product Detail'. The product name 'Josie Maran Argan and Hemp Seed Glow Oil' is prominently displayed. Below the name is a rating of 4.9 stars based on 98 reviews, with a link to 'Read Reviews'. A video player is embedded on the page, showing a close-up of the product bottle. The bottle is dark with a white label that reads 'RESUME SKIN DOPE', 'argan and hemp seed oil', and '100% natural argan oil'. The video player has a play button in the center and a progress bar at the bottom showing 0:05 / 6:03.

[illegible]

# What Our Clients Say



*"TBC provides us with actionable insights that help make our products more relevant for today's consumer. Using their dynamic consumer testing platform we are able to hone in on the unique elements that help our products stand out in today's crowded beauty marketplace."*

Kate Helfrich  
SVP, Global Product & Service  
Innovation



*"We have had a very positive experience working with TBC. In-home use testing with TBC is now a standard part of our product development lifecycle. Obtaining these substantiated consumer claims and key data points allows us to be more buttoned up with our process and helps us to promote our products more effectively to our target market."*

Caroline Goodner  
CEO



*"TBC has been amazing, and they are such a pleasure to work with! You can tell they have so much experience and knowledge in the beauty and personal care industry, and they just get it! They have made every project so easy for us, from recruiting the right consumers to guiding us in developing claims, and delivering the results we're looking for. They're always willing to work with us to accommodate our timelines and our needs."*

Jen Ju  
Senior Brand Manager

# What Our Clients Say



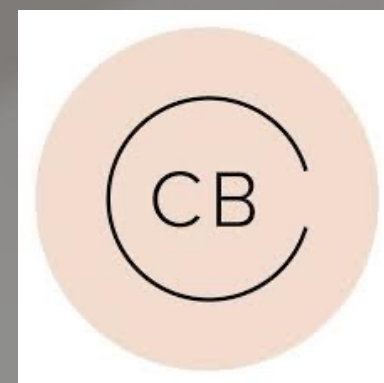
*"TBC is the easiest part of my process. The TBC team is super knowledgeable and I would 100% recommend their services to another brand because you get what you ask for, on-time, and they make it simple."*

Jacob Douglas  
Director of Innovation



*"TBC is a trusted name in claims validation. Aside from meticulous and fast customer service, TBC's depth of panelists and insights bring us valuable hidden data."*

Jessie Reder  
Vice President Product  
Development & Regulatory



*"The TBC team is so professional, always available and helped us obtain a tremendous amount of valuable information. We are incredibly happy with the report, data and results."*

Kristin Spinn  
Vice President of Marketing  
Clean Beauty Collective



# What Our Clients Say

patchology®

SHISEIDO

ELEMIS  
LONDON

*"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 & CEO

*"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, Group USA.

*"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 & Co-Founder

# Just a Few of the Brands TBC Works With

**ALGENIST**  
Biotechnology from San Francisco

bareMinerals®  
By BARE ESCENTUALS

**Perricone MD**

**NARS**

**JOSIE MARAN**  
Luxury with a Conscience.®

**SHISEIDO** **ELEMIS** **KOPARI** **Revitalash** **BIOELEMENTS**  
PROFESSIONAL SKIN CARE



**JOICO**

*Goody*

**benefit**  
SAN FRANCISCO

**LAURA MERCIER**  
PARIS | NEW YORK

ORIBE



**davines**

**Neutrogena**



**GOLDEN DOOR**

**MADISON REED**

**COLGATE  
PALMOLIVE**

**ghd**  
good hair day, every day

**SUNDAY  
RILEY**

*Johnson & Johnson*



**Kate**  
Somerville

**dp HUE**

**Murad** | *m*

**DOLLAR SHAVE CLUB**

**LANCER**

# A Few More...



ESTÉE  
LAUDER  
COMPANIES



FURTUNA  
SKIN

eva·nyc



MARY KAY

OBAGI

PEACH & LILY



soon  
SKINCARE

neuBROW neuLASH



ANASTASIA  
BEVERLY HILLS  
HERBIVORE  
BOTANICALS

ANGELA  
CAGLIA

PAULA'S CHOICE  
SKINCARE



Dr.Jart+



SANOFI

JULEP



GOLDFADEN MD™

sara happ  
THE LIP EXPERT



patchology

ecOTOOLS®

GLAMGLOW®



Womaness™  
MENOPAUSE MEET YOUR MATCH



MAELYS

NEWAGE  
Live Healthy.

CRABTREE & EVELYN  
LONDON



AQUIS


OrganiCare


# And Some More







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