



# 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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A background image featuring various cosmetic products like eyeshadow palettes, brushes, and mascara on a pink surface, partially obscured by a dark grey text box.

# 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

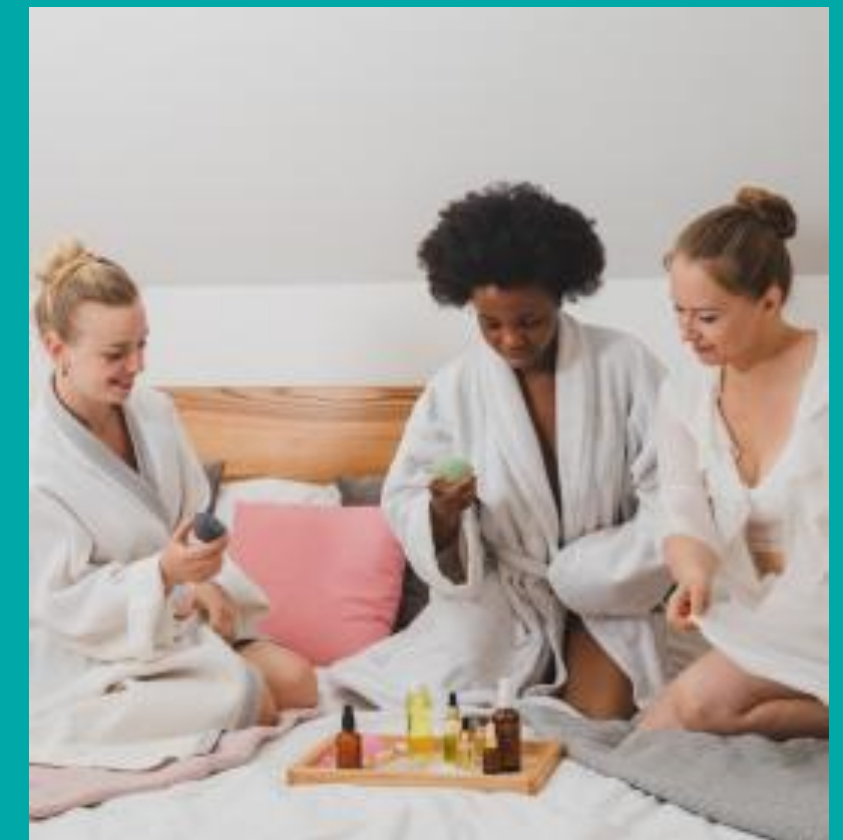
# TBC's Risk Mitigation Approach To Claims Validation

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-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

82%

Anti-aging Serum

18%

81%

Razors

19%

75%

Mascara

25%

69%

Acne Treatment

31%



# 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.

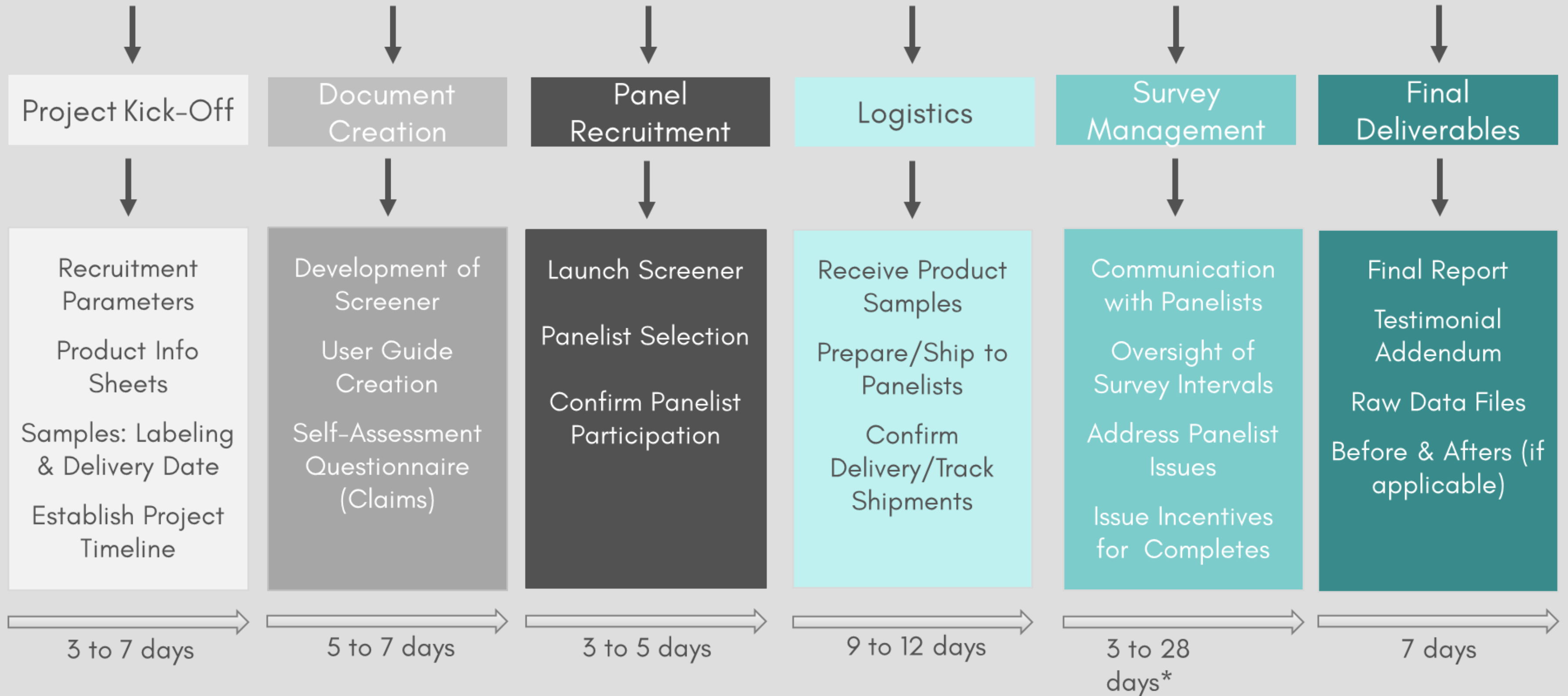
## Certify and Validate Claims

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.



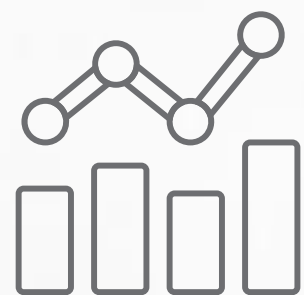
# In-Home Use Testing (IHUT): Process Overview



\*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.





**AFTER 42 DAYS**

**bioelements**

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

**94%**  
skin feels more resilient

**96%**  
skin feels nourished

\*full clinical data  
on [bioelements.com](http://bioelements.com)

100%  
sara happ  
THE LIP EXPERT™  
chapped, & peeling lips were  
soothed, rejuvenated, & resored  
after 14 weeks of use



100% more active ingredients than any other lip balm

A gentle solution for KP and more

PEACH & LILY

NEW!

Not your ordinary  
body scrub



PEACH & LILY  
KP Bump Doss

MEET KP BUMP DOSS →

## Do I have KP body bumps?

You might – 2 in 5 adults do.

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



[FIND OUT →](#)

**BEFORE** **AFTER**

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

\*3rd party study results

**Your Proven Solution for Keratosis Pilaris and Bumpy Bumps**



Use this low-strength retinol cream to smooth your skin and improve texture. It's gentle, and your complexion will glow.

- ☒ **Eliminates** the bumpy, itchy, and irritated skin that causes keratosis pilaris.
- ☐ **Reduces** keratosis bumpy, itchy, and dry skin for smoother skin.
- ☐ **Hydrates** dry skin and improves skin texture for a healthy glow.
- ☐ **Prepares** your complexion for makeup and a good skin.

[Go to Eucerin.com/Retinol](#)

AFTER  
JUST 1 USE

99%

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

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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\*

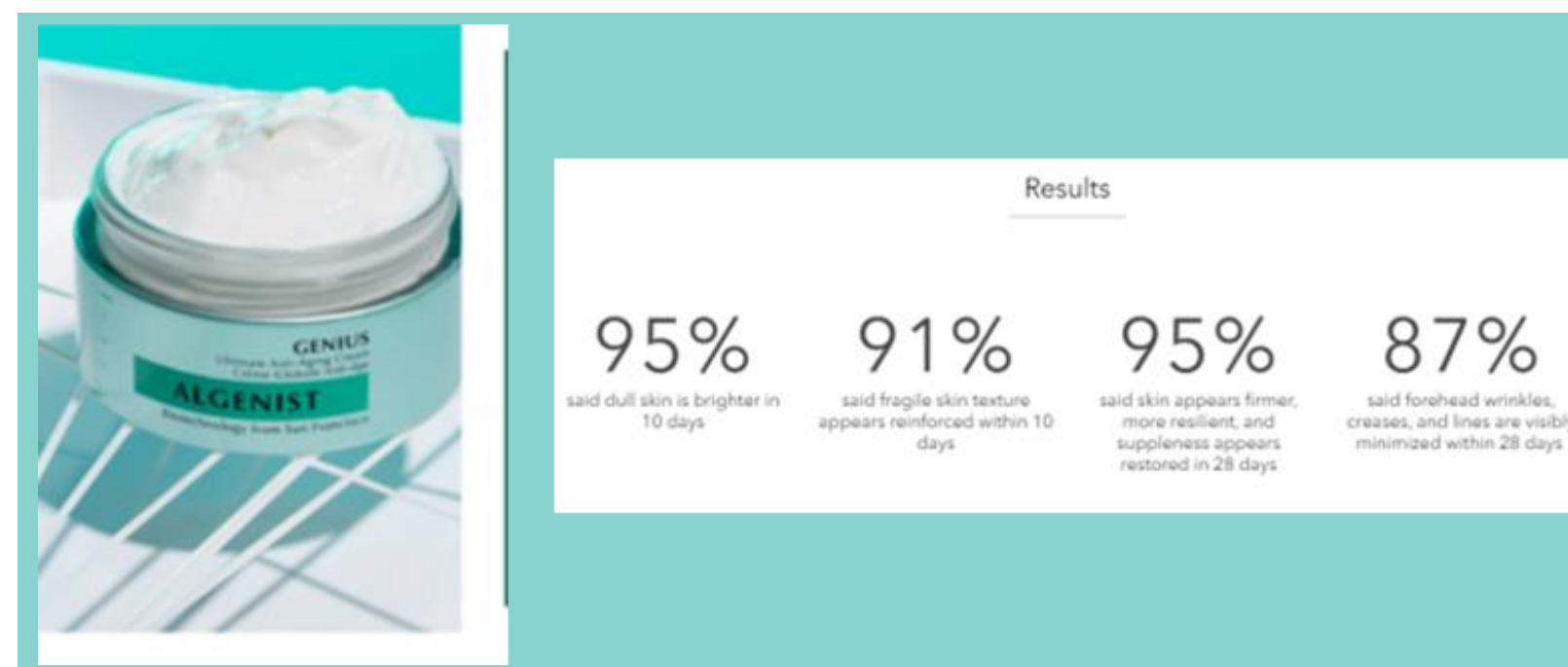




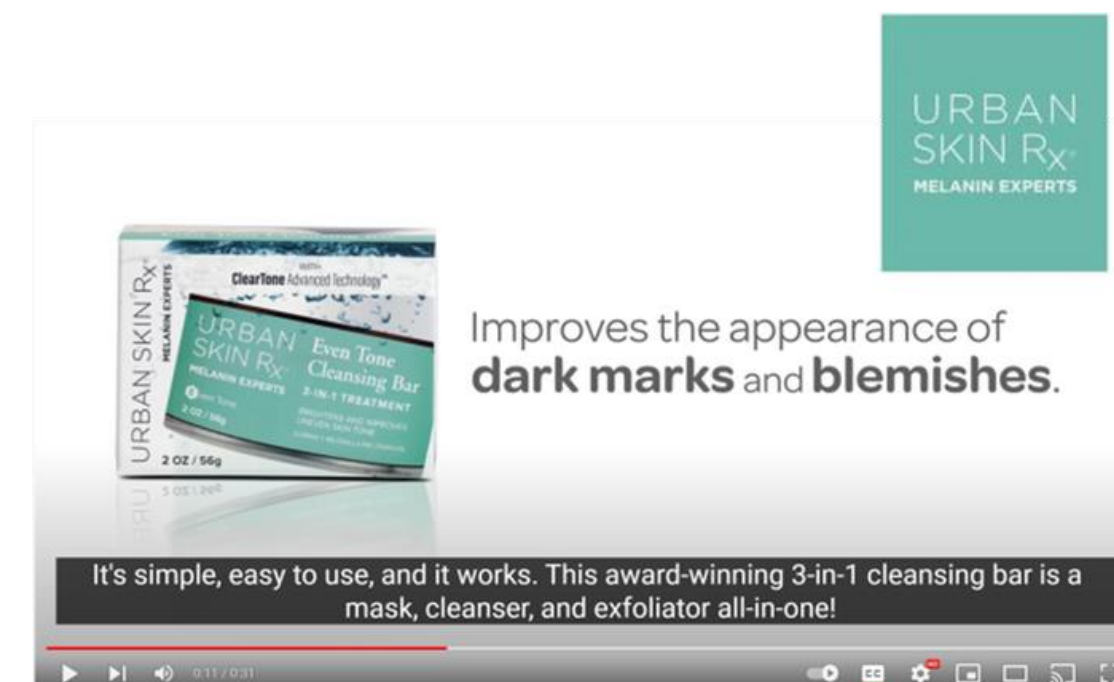
#### What people are saying:

- 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 completed a self-assessment of their experience.**



More Claims In Use





# Claims, Claims Everywhere

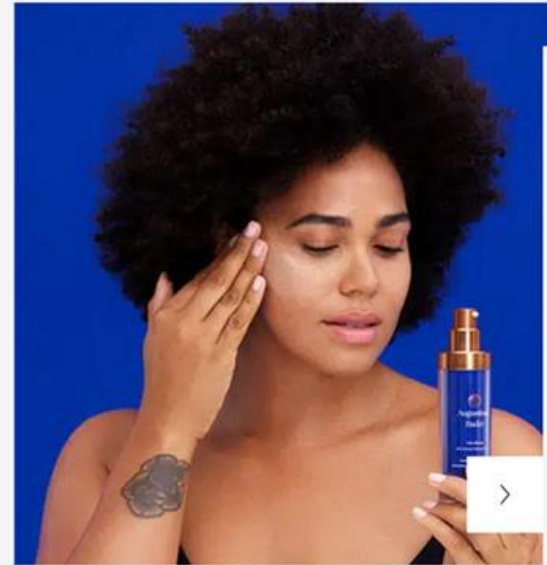
In a Blind Use Test on 107 women, ages 28-35 yrs, consumers reported the following results with Coco Rose Body Polish:

- 95% agree that their skin feels instantly softer
- 93% agree that their skin 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™



BIO:IONIC

SHOP

HOW TO

MOISTURIZING HEAT

FOR PROFESSIONALS



Before

After



Graphene MX Styler

GrapheneMX™

30 Day Returns

1 Year Warranty

★★★★☆: 16 Reviews 2 Questions 12 Answers

\$219.00

36 People Currently Viewing this Product

ADD TO CART

4 interest-free payments of \$54.75 with Klarna. Learn more

Key Benefits:

- Quickly create beautiful, long lasting styles with 50% less breakage\*
- Over 90% of users saw no hair damage after using, and over 85% 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 382°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 zit cream.

**98%** said the patch protects the skin from picking/popping it.



# Beauty From the Inside Out Claims



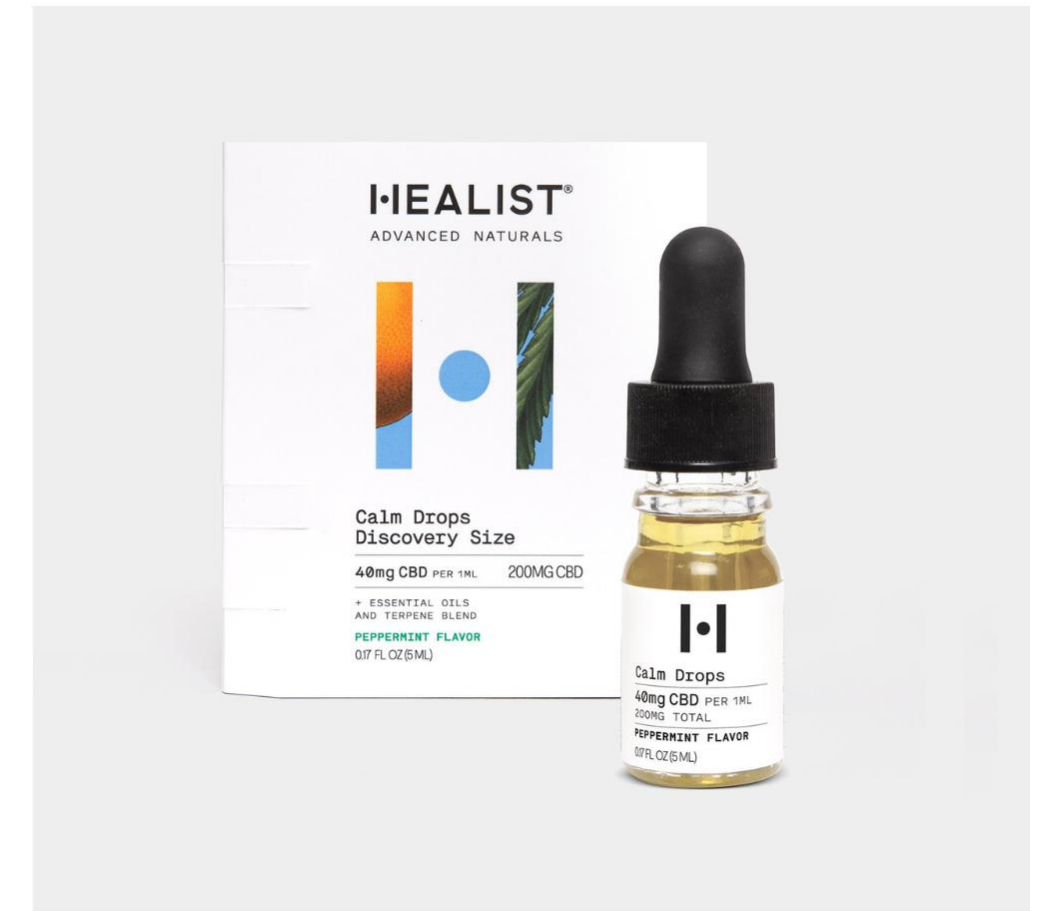
## Consumer Study Data:

85% of users reported that hair feels stronger\*

84% of users reported that hair looks noticeably healthier\*

84% of users have noticed less hair loss since taking this supplement\*

\*Based on a 12 week consumer study of 115 participants



CLEAN &  
NATURAL



TRIPLE LAB  
TESTED



NO HIGH



CRUELTY  
FREE



VEGAN




NON GMO

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





# 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!

**94%** SAID BROWS LOOKED VISIBLY THICKER\*  
\*self-evaluation by 66 women after 1 week

BROW-VOLUMIZING FIBER GEL  
GEL VOLUMATEUR SOURCILS  
3.0g Net wt. 0.1 oz.



VH  
essentials

Vaginal Odor Treatment  
pH Balanced Vaginal Tablet

Eliminates Odor | Restores Confidence\*

Supports Healthy pH Balance

98%	Agree it <b>eliminated</b> embarrassing odor*
95%	Agree it <b>reduced</b> odor after just one use*
100%	Said they felt <b>more confident</b> 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*

\*In a consumer study of 53 participants, after 14 days

**GOLDFADEN MD**  
LIP THERAPY  
HYDRATING LIP BALM

goldfadermd · Following

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

susan\_desperately\_seeking ❤️

denise3232 Thanks for being in @jamieakeup swag bag! Love the feel of it already 💕💕

doc\_kris Love this ❤️

julest2m Another product I know I will love, Thank you @jamieakeup #swagbag and as always thank you @goldfadermd 💕💕💕

554 views

Add a comment...

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. #BioPeptinComplex

#RevitaLashCosmetics #RevitaLash #LashConditioner #EyelashConditioner #LashSerum #EyelashSerum #LashProducts #EyelashProduct #ForLashes #LashLife #EyelashGoals #LashExtensions #EyelashExtensions #ForLashExtensions #ForEyelashExtensions #ophthalmologistreviewed #PhysicianDeveloped #OilFree #VeganFriendly #CrueltyFree #FragranceFree #Hypoallergenic

52 likes

14 comments

Add a comment...

**Consumer Perception Survey\***  
Immediately after application:

- 82% agreed it blends seamlessly into skin
- 62% agreed that it doesn't leave a pink or white cast on skin
- 80% agreed it applies well over other skincare products

**dr.loretta** • Following

**dr.loretta** • Our Urban Antioxidant Sunscreen SPF 40 blends seamlessly into all skin tones giving you a natural glow 🌟 This sunscreen is so lightweight, you can use it as a makeup primer or even in place of your moisturizer! Tap to shop our award-winning SPF.

\*Survey results based on a consumer perception survey on 39 subjects with application of Dr. Loretta Urban Antioxidant Sunscreen SPF 40.

10m

**dr.loretta** • #DrLoretta #Skincare #SPF #Sunscreen #AntiAging #SunProtection #SkincareProducts #SkincareCommunity #BeautyGram #SkincareTips #DrySkincare #Skin #Facial #SensitiveSkin #Acne #SkincareLinkup #DewySkin #AcneProneSkin #GlassSkin #Moisturizer

10m Reply ...

44 likes

comment 1d, 30m

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 eye treatment. It includes a tall, rectangular box with a teal and white color scheme, featuring the brand name 'patchology' and the product name 'FlashPatch'. Next to the box is a small, round, teal-colored jar with a silver-colored lid, also displaying the brand name.

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

**SAY HELLO TO HEAT,  
AND GOODBYE TO  
SPLIT ENDS!**

**ghd**

purchase a ghd Classic Styler and receive a FREE Advanced Split End Therapy, so you can harness the power of heat to strengthen, restore, and protect your hair. Activated by the heat of your styler, this lightweight cream replenishes and restores overworked strands and brings damaged ends back to life, leaving your clients' hair feeling stronger and looking sleek, smooth, and shiny for up to 12 washes.

**ghd**  
good hair days, every day.

\*In a consumer study.

**ghd platinum**

**ADVANCED SPLIT END THERAPY**  
Formulated with Argan Oil & Vitamin E to help repair split ends and prevent further damage.


**A BREAKTHROUGH HAIR CARE SYSTEM**  
90% of users agreed that their hair looked less damaged, smoother, and felt stronger.


**In a consumer survey after 1 day:**


- 100%** Agreed Advanced Split End Therapy improved the appearance of split ends.
- 100%** Agreed their hair looked less damaged.

**GHD Classic Iron with Advanced Split End Therapy**  
800-345-1575 [GVC.com](http://GVC.com)

**A-282126**




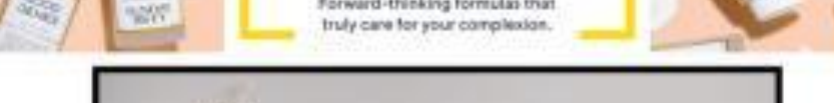

Welcome Guest
My Account
Cart



# SUNDAY RILEY

Forward-thinking formulas that truly care for your complexion.








Brand Founder, Sunday Riley

See Sunday Riley's newest skin care products, a full line-up of skincare, and more. Like this brand, you'll love it too.






[illegible]

SHOP WATCH

» Product Detail

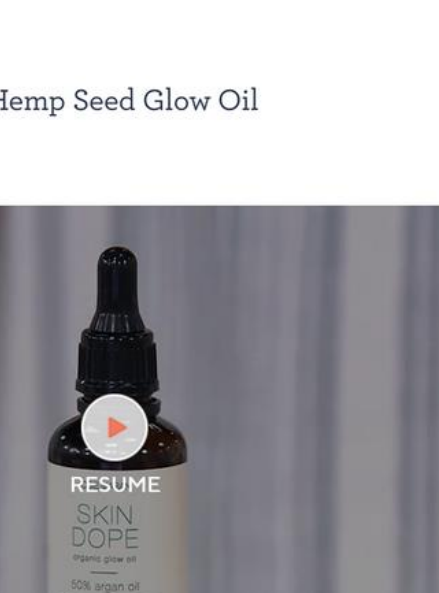
A353901

Josie Maran Argan and Hemp Seed Glow Oil



4.0 (96)

Read Reviews



# 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



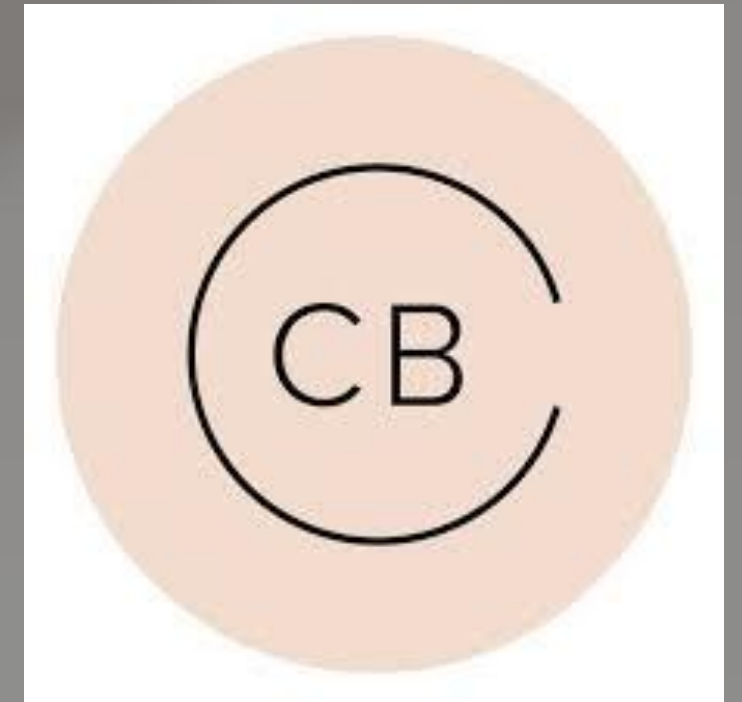
***"TBC is the easiest part of my process. The TBC team is super knowledgeable and I would 100% recommend their services to another brand because you get what you ask for, on-time, and they make it simple."***

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 ESSENTUALS

**Perricone MD**

**NARS**

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

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



**ORIBE**



**JOICO**

**davines**

*Goody.*

**benefit**  
SAN FRANCISCO

**LAURA MERCIER**  
PARIS | NEW YORK

**Neutrogena®**



**COLGATE  
PALMOLIVE**

**GOLDEN DOOR®**

**MADISON REED**

*Johnson & Johnson*



**Kate**  
Somerville

**dp HUE.**

**ghd**  
good hair day, every day

**SUNDAY  
RILEY**

**Murad®** | *m*

**DOLLAR SHAVE CLUB**

**LANCER.**



# A Few More...



ESTÉE  
LAUDER  
COMPANIES



FURTUNA  
SKIN

eva·nyc



MARY KAY

OBAGI

PEACH & LILY



ANASTASIA  
BEVERLY HILLS

neuBROW neuLASH



HERBIVORE  
BOTANICALS

ANGELA  
CAGLIA

PAULA'S CHOICE  
SKINCARE



Dr.Jart+



patchology



SANOFI

JULEP

GOLDFADEN MD

sara happ

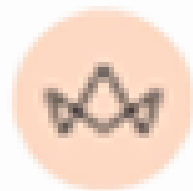
ecOTOOLS



GLAMGLOW



Womaness  
MENOPAUSE MEET YOUR MATCH



MAELYS

NEWAGE  
Live Healthy.

CRABTREE & EVELYN  
LONDON



COTY

AQUIS


OrganicCare




# And Some More



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theBenchmarkingCompany