

A woman with dark hair and blue eyes is applying mascara to her upper eyelashes. She is looking slightly to the right. The background is a soft, out-of-focus grey.

— — —

HOW SEXY ARE YOUR CLAIMS?

— — —

✉ INFO@BENCHMARKINGCOMPANY.COM

ABOUT US

The Benchmarking Company (TBC) is an award-winning beauty and personal care consumer research firm, providing marketing intelligence through custom consumer research studies, online and in-person focus groups, and consumer in-home use testing (IHUTs) for claims substantiation and risk mitigation.



CLAIMS ARE OUR ♥ LANGUAGE

1,000+
PRODUCTS
TESTED

5M+
OPINIONS
COLLECTED

280K+
PANELISTS

30M+
DATA
POINTS

skincare ● hair care ● body care ● personal care ● wellness
products ● supplements ● devices ● intimate care



WHAT WE WILL COVER

- What Gets Her In the Mood to Buy
- Why Claims Are Important
- How to Craft Sexy & Impactful Claims
- Words Matter
- Measuring Up: Benchmarking Against Competitors
- Strategies to Leverage Claims to Win Her Heart



WHAT GETS HER IN THE MOOD TO BUY



Efficacy – and proof of efficacy (4.8)

Price (4.4)

Free samples (4.4)

Positive product reviews (4.4) (tied)

Consumer claims (4.4) (tied)

High number of positive reviews (4.3)

Made for someone like me (4.3)

*Rated on a scale of 1 to 5 with 1 being no influence and 5 being highly influential

WHAT SHE NEEDS TO SWIPE RIGHT

77% speed of efficacy

73% positive reviews/consumer claims

69% an attractive price

56% negative reviews

54% ingredients

42% differentiation from competitive products

WHY CLAIMS ARE IMPORTANT

89% pay attention to claims in the beauty/personal care brand advertising and on packaging

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

69% spend an hour or more researching a product that is \$100 or more



4 out of 5 say product claims have a greater influence today on their purchase decision than five years ago

98% say brands should conduct consumer perception testing to **demonstrate truth in advertising**

66% likely to **join a class action suit** for false advertising if the product did not deliver on its benefit claims

YOU NEED PROTECTION



WHY CONDUCT CLAIMS SUBSTANTIATION?

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



CLAIMS FOR SELL-IN & SELL THROUGH

Not only do retailers like QVC, Sephora, Ulta and CVS expect the brands they carry to conduct claims testing to validate their marketing claims, but more and more retailers are demanding it as a prerequisite to carrying the product. Take a look around and see claims in action at your local beauty retailer!

**86% are more likely to shop specific
retailers that require consumer claims
testing for the products they carry**



PROVE YOURSELF WORTHY

Proof comes in many forms



Video Testimonials



Consumer Claims



Ratings & Reviews

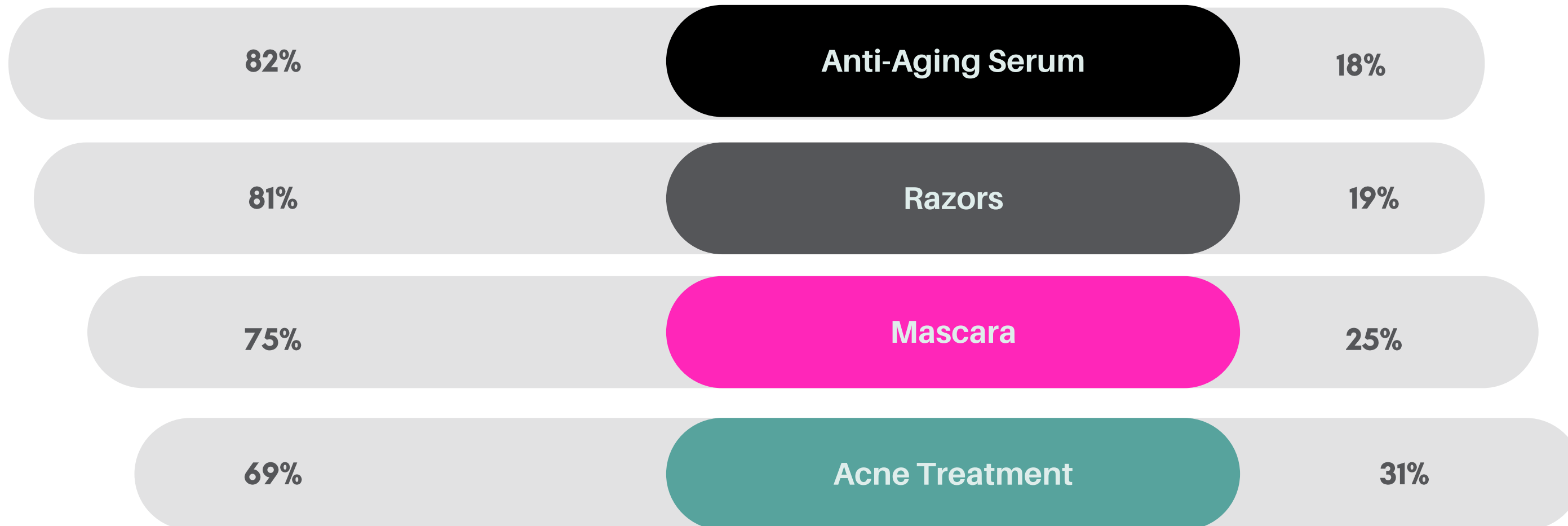
CONSUMER CLAIMS ARE MOST COMPELLING

When shown consumer and clinical claims from actual print advertisements touting the same product benefits, respondents 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





MAKE HER NOTICE

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

98% expect brands to conduct consumer perception testing to give buyers expectations of benefits

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

MAKING THE MOVES

Legal Consent

Gather legal consent from all panelists on your behalf prior to the study.

Testing Protocol

Carefully design your study's testing protocol to be followed by all panelists.

Claims Development

Develop compliant cosmetics and OTC claims.



Send Products to Panelists

Blind and properly label your products. Pack and ship to your panelists across the country.

Survey Responses

Gather and aggregate your survey responses. Run statistical analysis testing

Certify and Validate Claims

Have your research certified by a third-party expert.

Testing your products with your target consumer will garner you 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.

THE SWEET SPOT



75 people

minimum # of
participants needed
in a study to make a
claim believable



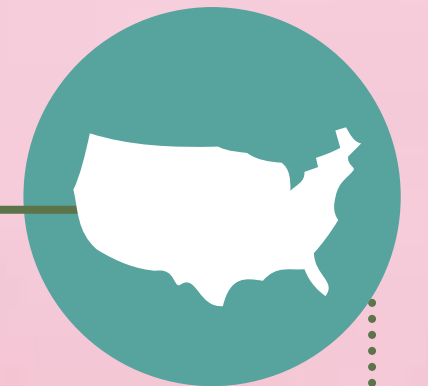
80% or
higher

Percentage of
agreement for
believable claim



Independent
Firm

No friends & family,
formulators & cradle
to grave consultants



National
Scope

Must be target
relevant - large
panels and full
representation



CRAFT SEXY CLAIMS

- Know your audience
 - Prove the benefits
 - Tell her what makes the product different – USP
 - Show her that you did your research
 - Speak to her in words she understands
-



WORDS MATTER

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



- It's not really nationwide if a clinical lab conducts a CPS
- Even if a clinical study shows a change to the structure or function, you still can't say it!
- Words mean different things to different audiences – diminishes vs. reduces
- Use words like "looks" and "feels" not "protects" and "prevents"

NUMBERS MATTER MORE

- The sample size is critical!
- Don't forget your MOE
- Look to benchmark your claims before deciding which to use
- Hard-hitting may score lower but are more important to her overall purchase decision
- Stay above 80%



MEASURING UP

Bigger Is Better

PRODUCT TYPE	DESIRED CLAIM	Low	Mean	High	Brand Score
Anti-Aging Cream	Diminishes appearance of fine lines and wrinkles	66%	80%	94%	94%
Eye Cream	Reduces appearance of dark under eye circles	51%	73%	91%	85%
Brightening Serum	Skin looks brighter	76%	89%	97%	95%
Acne Serum	Reduces the appearance of whiteheads	72%	81%	88%	80%
Anti-Frizz Spray	Diminishes the appearance of split ends	86%	94%	100%	97%
Supplement	Made me feel calmer	54%	76%	96%	90%
Cellulite Cream	Tightens the appearance of skin	81%	84%	87%	81%
	Think outside the box				



High score - make the claim!



Above the mean, below the high - consider making the claim but determine if there is a more compelling claim.



Above the mean, slightly below the high - make the claim



Below the mean - don't make the claim

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 67 people after 12 weeks.*

bioelements

AFTER 42 DAYS

- 90%** improved dullness and skin texture is improved
- 94%** skin feels more resilient
- 96%** skin feels nourished

*Full clinical data on bioelements.com



sara happ
THE LIP EXPERT™

100% noticed dry, chapped, & peeling lips were soothed, rejuvenated, & restored 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



Use this scrub 2-3 times a week to help exfoliate dead skin cells and improve skin texture.

- ☒ Exfoliates KP, KP bumps, & body bumps
- ☐ Soothes, hydrates, & brightens skin
- ☐ Hydrates & soothes skin
- ☐ Helps improve skin texture

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*

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

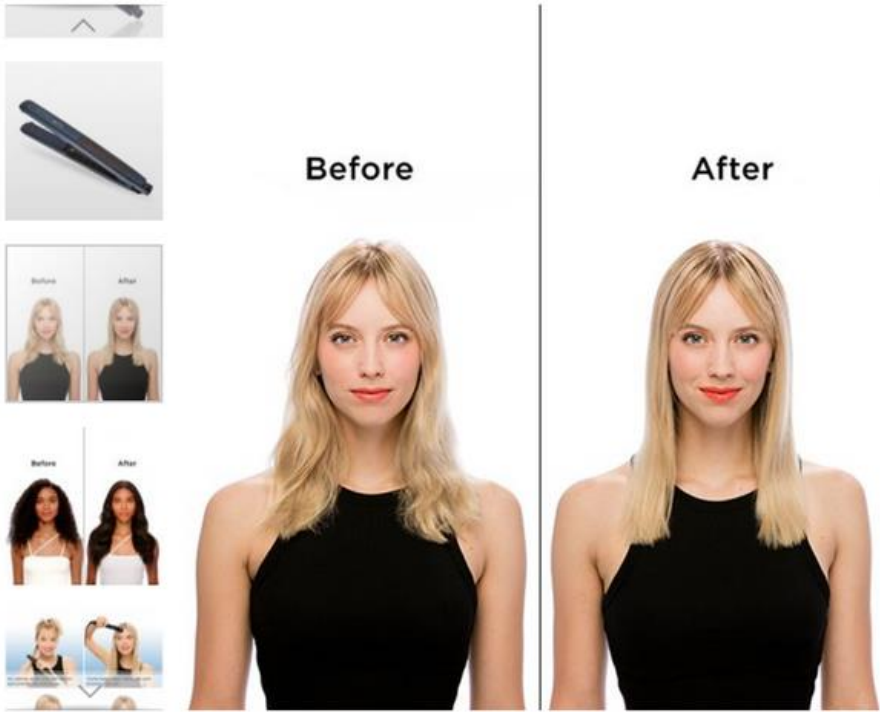


Consumer Testing Results

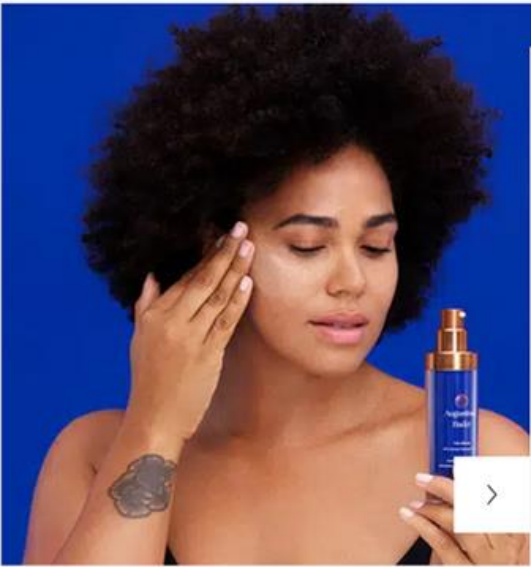
- 94% of users agreed that the Mighty Patch Original gently extracts pus/gunk from the pimple
- 90% of participants agreed that using the patch is a faster way to visibly shrink whiteheads overnight compared to traditional zit cream.
- 98% said the patch protects the skin from picking/popping it.

CLAIMS ABOUND

BIO:IONIC® SHOP HOW TO MOISTURIZING HEAT



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



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



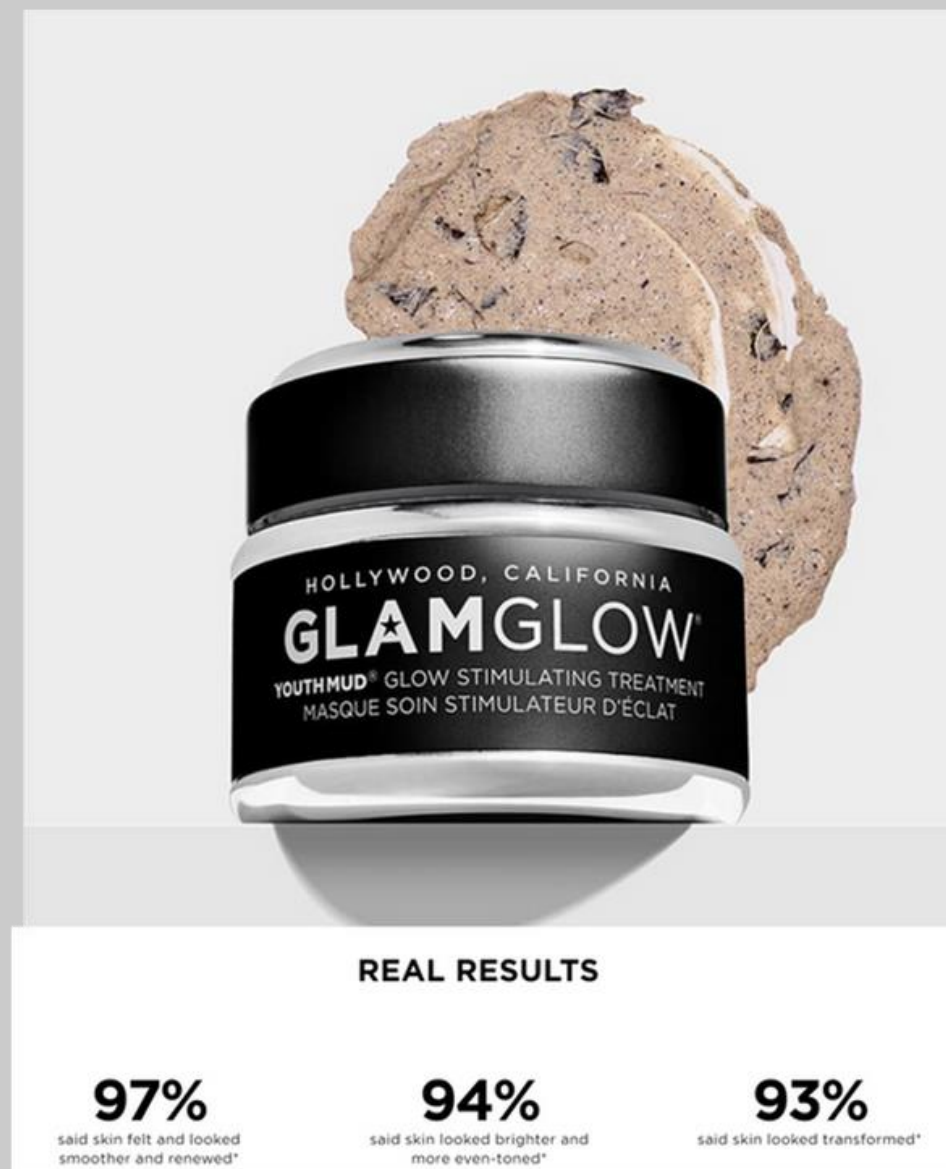
VEGAN



NON GMO

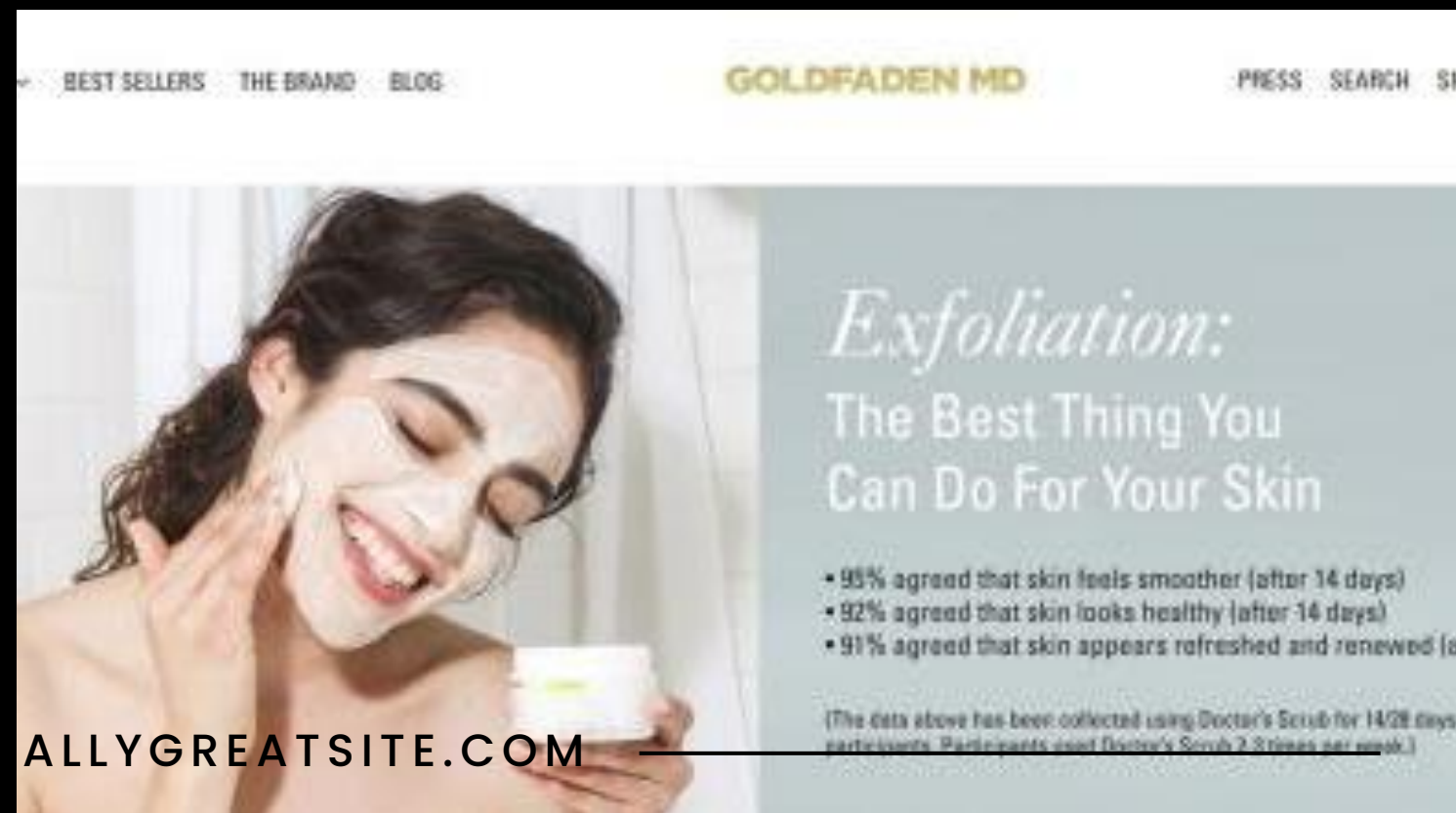
** Independent consumer testing panel of 109 people who used Double Strength Calm Drops for 14 days consecutively and completely a self-assessment of their experience.

✦ CLAIMS ON PRODUCT PACKAGING





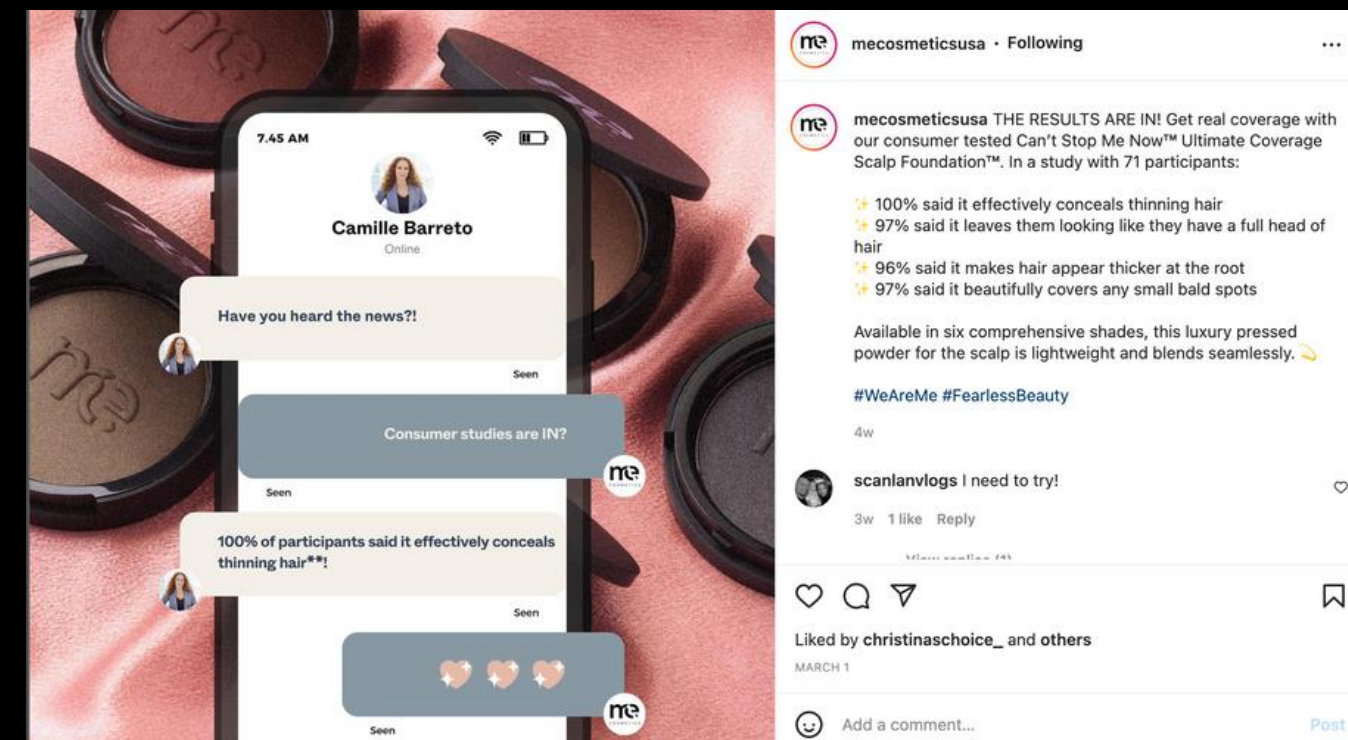
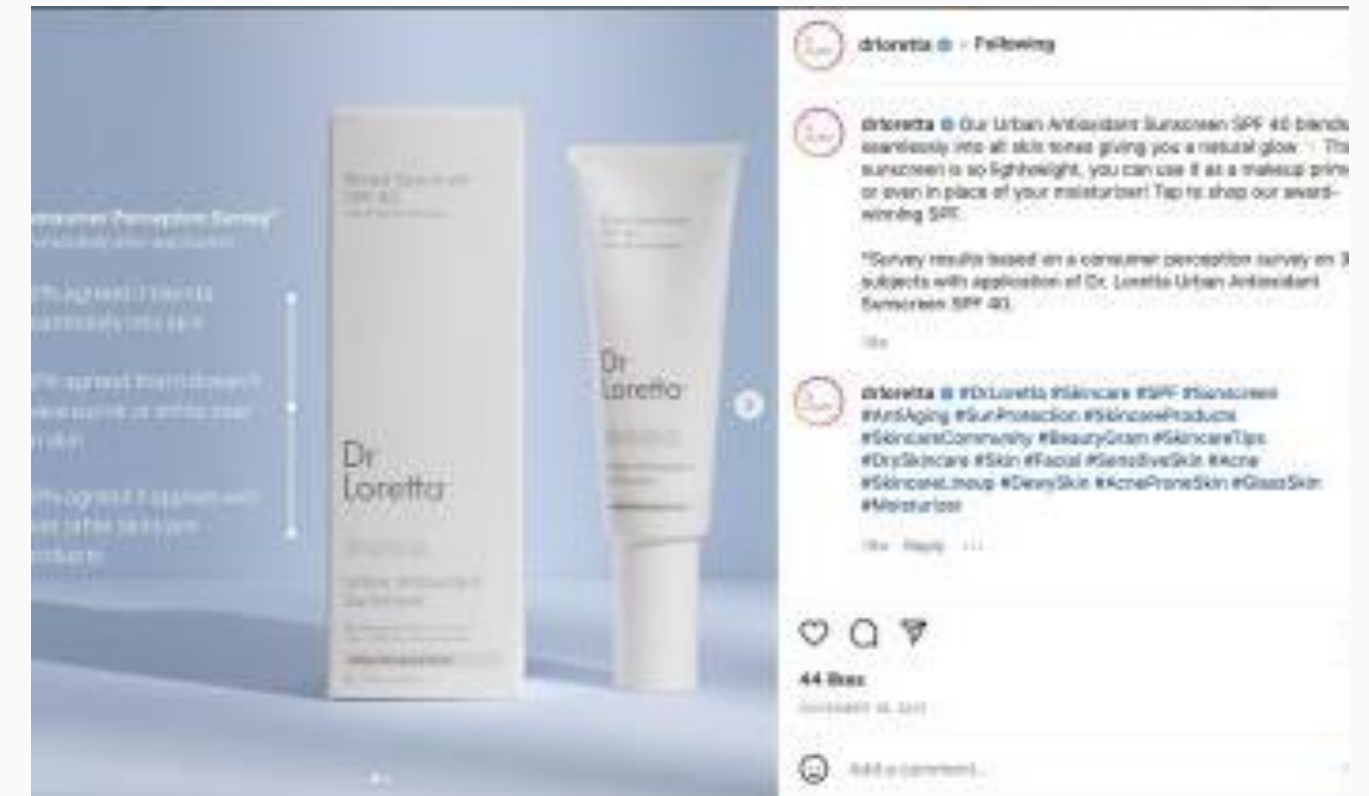
CLAIMS AT POINT OF SALE



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 HER PURCHASE DECISION WHILE ALSO HELPING YOUR PRODUCTS STAND APART FROM COMPETITIVE PRODUCTS

CLAIMS IN SOCIAL MEDIA



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



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.

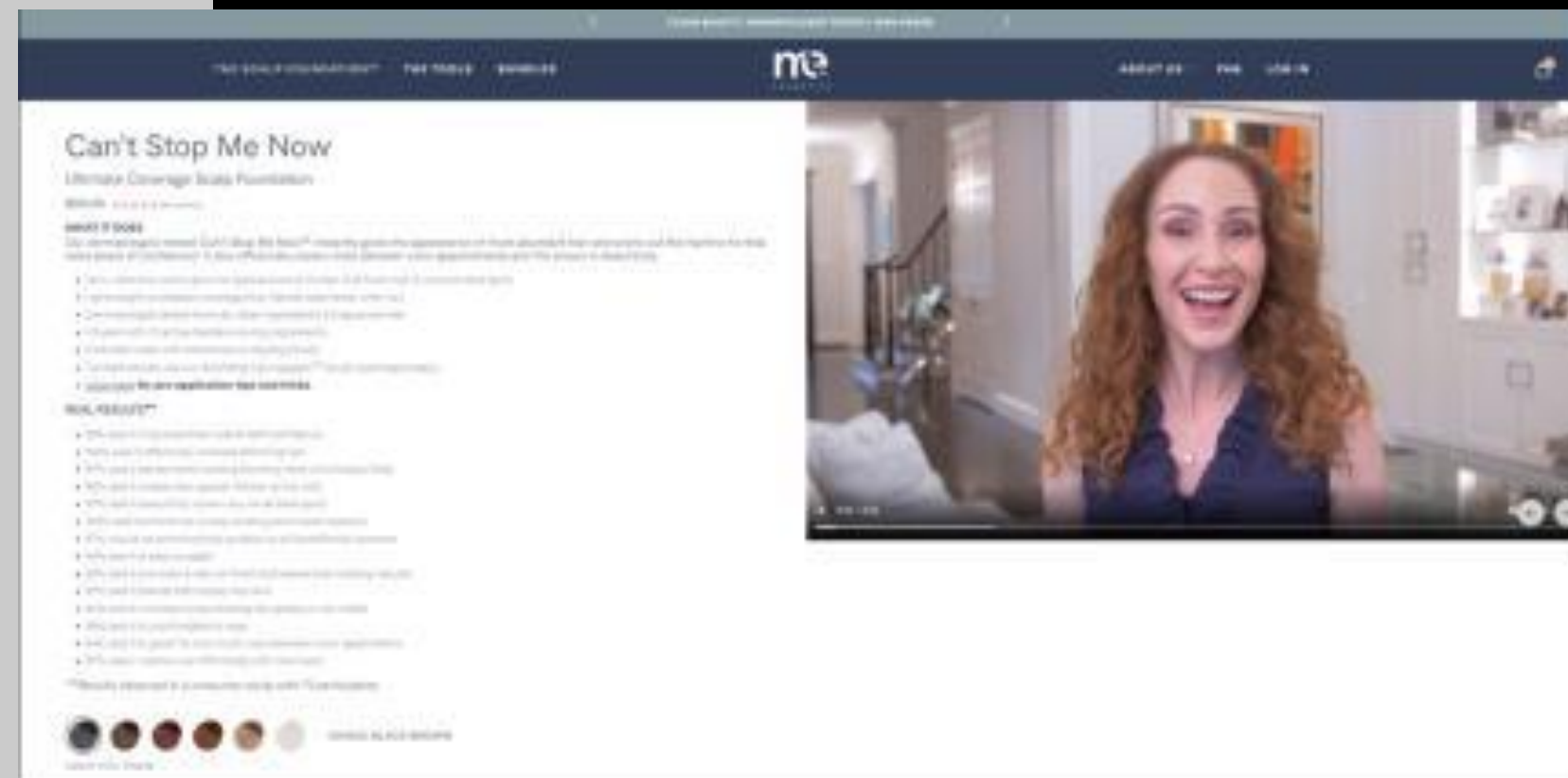
Patchology FlashPatch 30pair Eye Gels w/FlashMasque



» Product Detail

A378285

Josie Maran Argan Milk Hydrating Face & Body Serum 2pc Set





STRATEGIES TO MAKE YOUR BRAND LUSTWORTHY

- Don't make claims that cannot be substantiated.
- Plan for regulatory scrutiny. Conduct claims studies that follow set standards. Leverage consumer and clinical testing to demonstrate product benefits.
- Watch what you say and how you say it! NAD/FTC.
- Don't rely on consumer perception claims that are derived from "add-on" studies to a traditional clinical study unless the study is national in scope, consumer-relevant and is conducted using international standards for consumer perception claims testing.



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



SUNDAY
RILEY

Johnson & Johnson

Murad® | m



DOLLAR SHAVE CLUB



LANCER™

A Few More



ESTÉE
LAUDER
COMPANIES



FURTUNA
SKIN

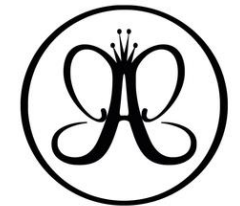
eva·nyc



MARY KAY

OBAGI

PEACH & LILY



soon
SKINCARE

neuBROW neuLASH



ANASTASIA
BEVERLY HILLS

HERBIVORE
BOTANICALS

ANGELA
CAGLIA

PAULA'S CHOICE
SKINCARE



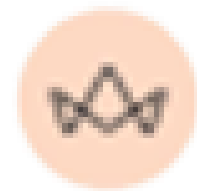
Dr.Jart+

patchology



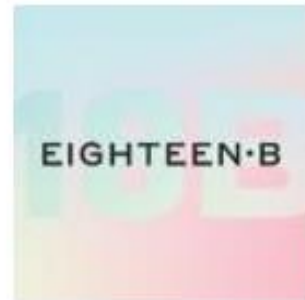
SANOFI

JULEP



MAELYS

ecOTOOLS



GOLDFADEN MD

HOLLYWOOD, CALIFORNIA

GLAMGLOW

sara happ
THE LIP EXPERT



NEWAGE
Live Healthy.

CRABTREE & EVELYN
LONDON



COTY

AQUIS

OrganicCare

Womaness
MENOPAUSE MEET YOUR MATCH

And Some More




MORE...

- Conduct claims studies with a consumer-relevant panel that is adequate in size to substantiate the claims you want to make in market.
- Benchmark your claims – know which ones stand out and feature your USP.
- Use a research firm that follows international standards for claims testing.
- Use a third-party independent firm to substantiate your claims.



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