



Cosmetic Quality Seals: Consumer Expectations and Purchasing Decisions

Our ambition? Excellence.



Agenda

- Impact of Quality Seals
- Consumer Survey: Quality Seals for Cosmetic Products
- Benefits for the Consumer
- proderm Quality Seal
- Questions & Answers





01 Impact of Quality Seals



Impact of Quality Seals

- Seals can help with purchasing decisions
- Majority of consumers prefer products with seals
- Expectations on the seal are high
- Companies are considered to be more trustworthy
- Increased willingness to spend more money





Impact of Quality Seals

- The large variety is perceived as confusing
- Knowledge about seals not very well developed
- One-third of the consumers are willing to actively find out more about seals

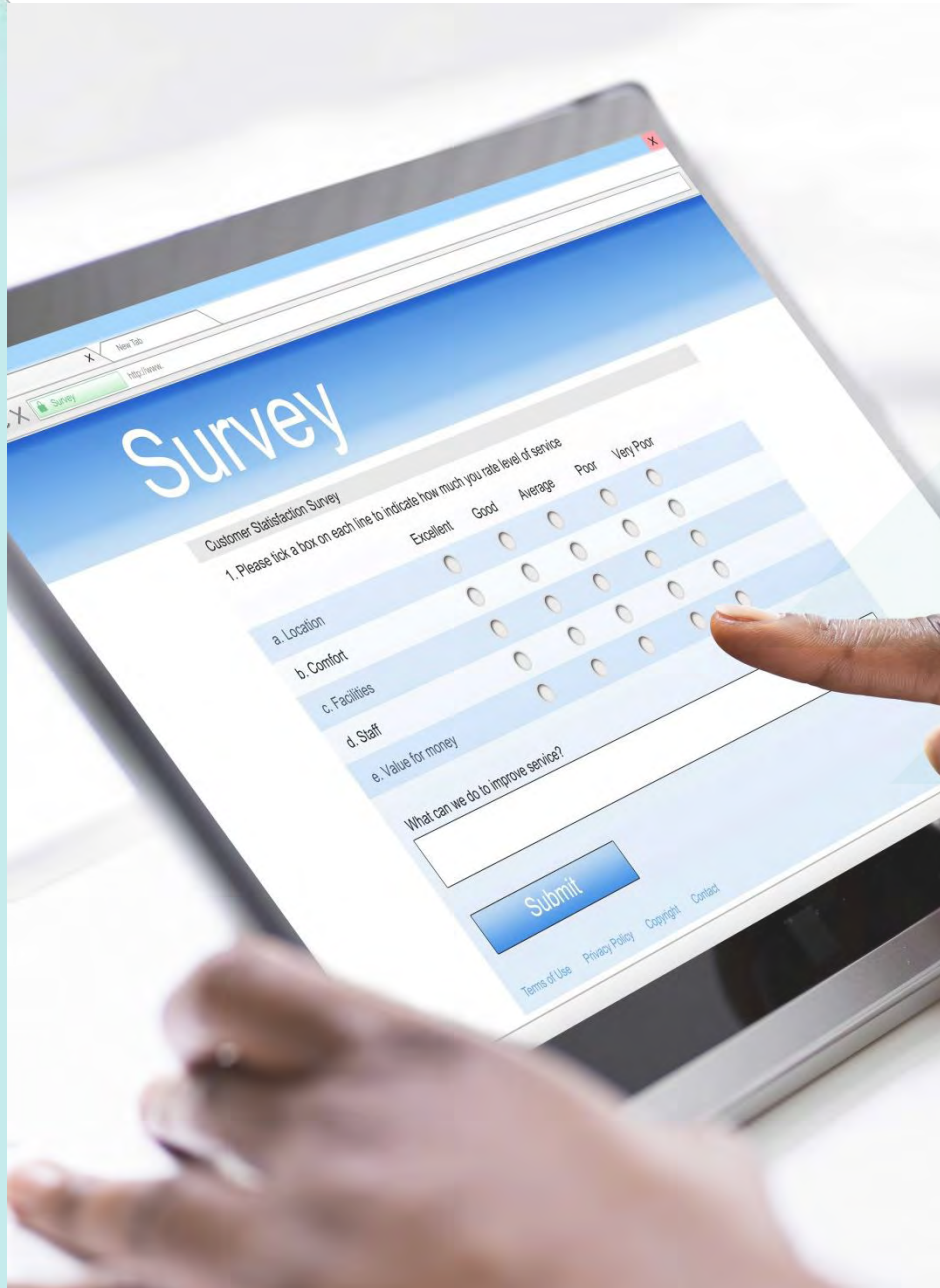




Impact of Quality Seals



→ Consumers pay the most attention to quality seals of electronics, food and cosmetics



02 Consumer Survey

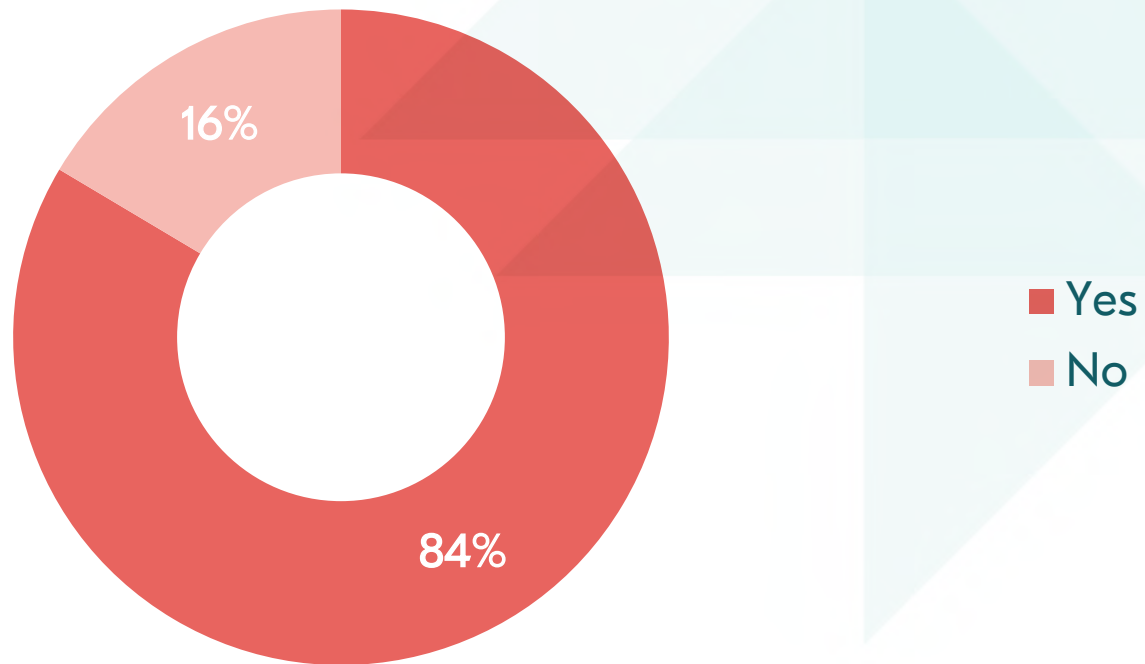
Quality Seals for Cosmetic Products

- Online Questionnaire
- Database of proderm, Germany
- Up to 699 participants within 1 week (October 2021)
- m/f/d, ≥ 18 years old



Consumer Survey

Do you notice quality seals on cosmetic products?

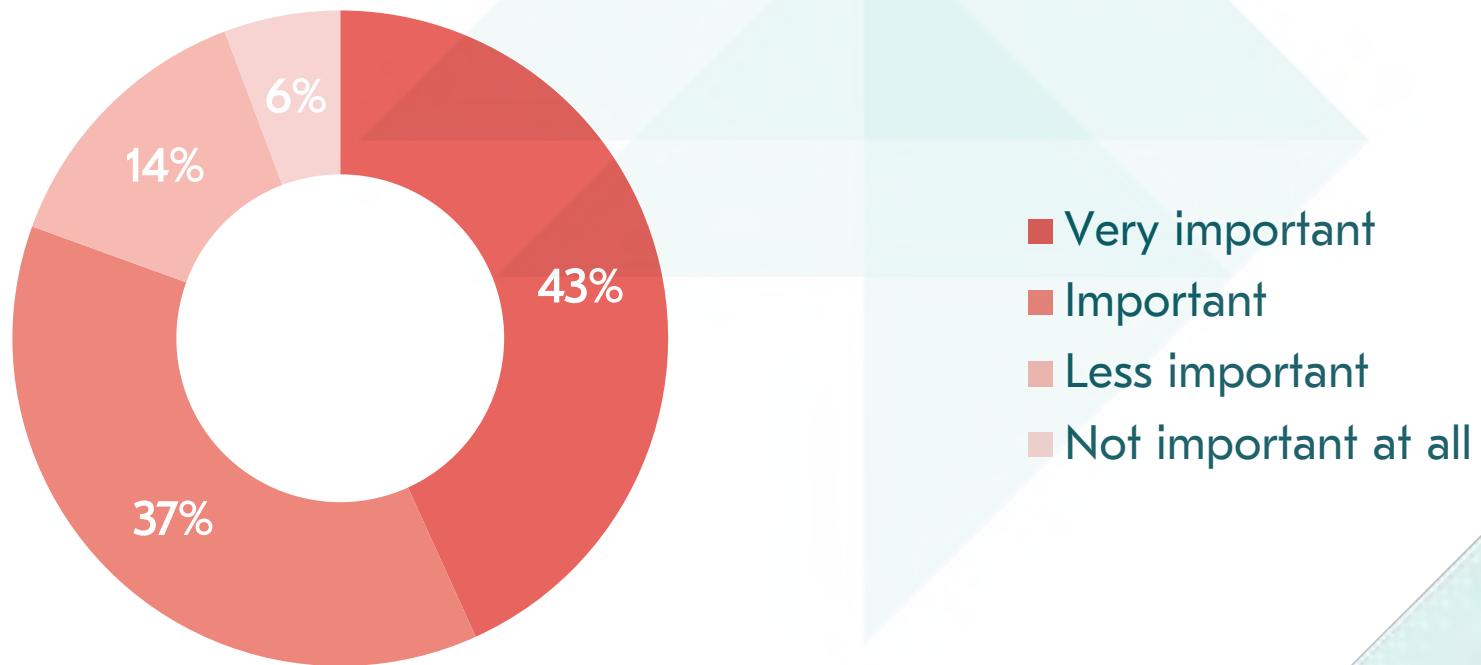


n = 699



Consumer Survey

How important are cosmetic quality seals for you?

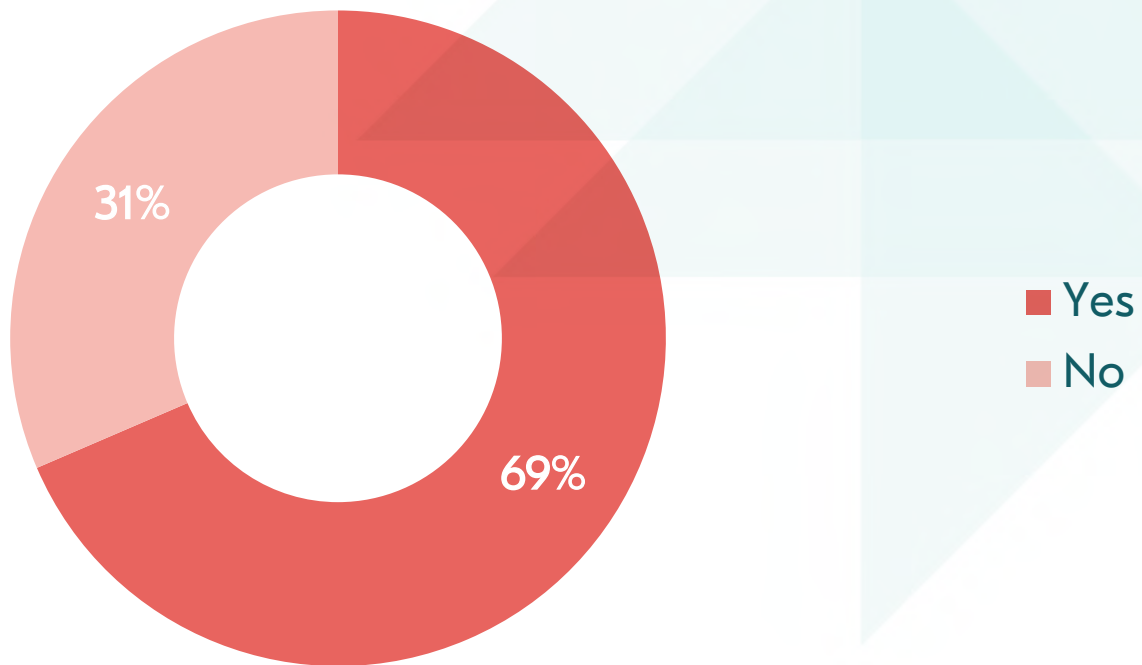


n = 627



Consumer Survey

Does a quality seal positively influence your purchase decision?



n = 699



Consumer Survey: Audience

Which product would you spontaneously prefer?



A



B



C



Consumer Survey

Which product would you spontaneously prefer?

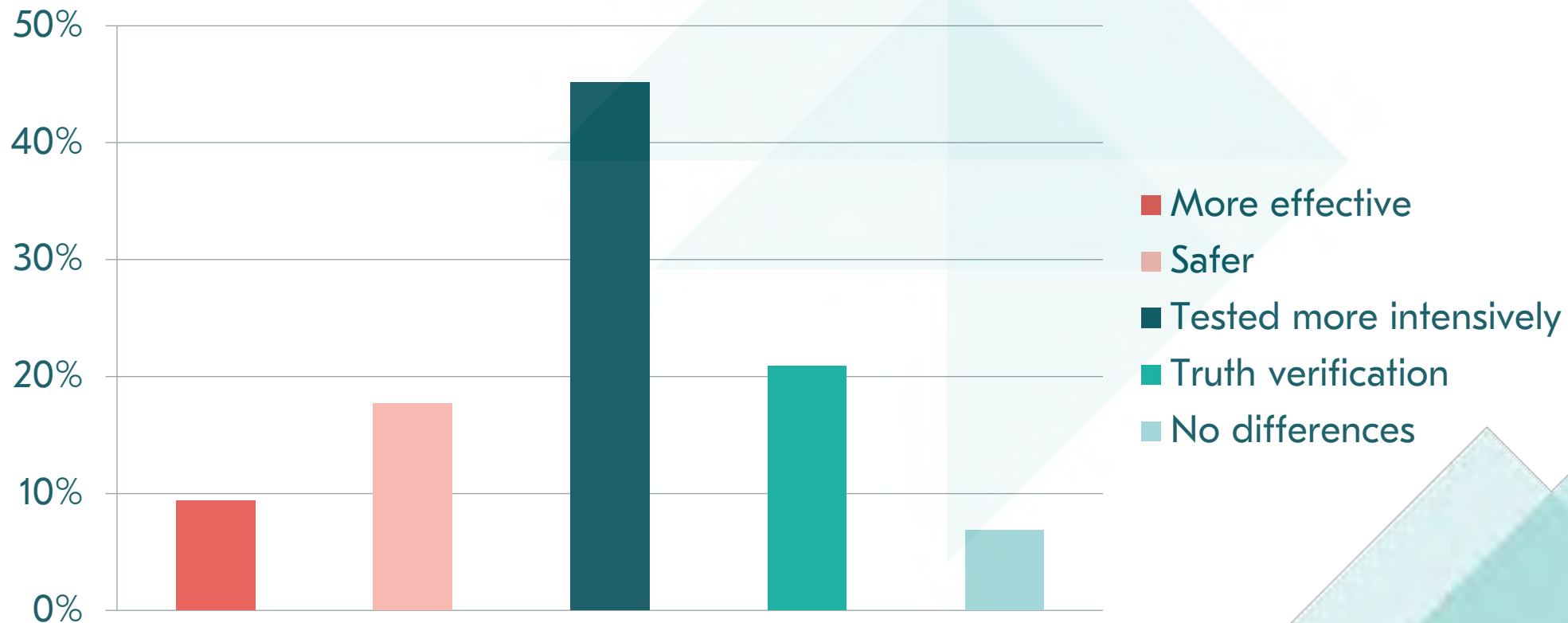


n = 651



Consumer Survey

What do you expect from a cosmetic product with a quality seal compared to a cosmetic product without?

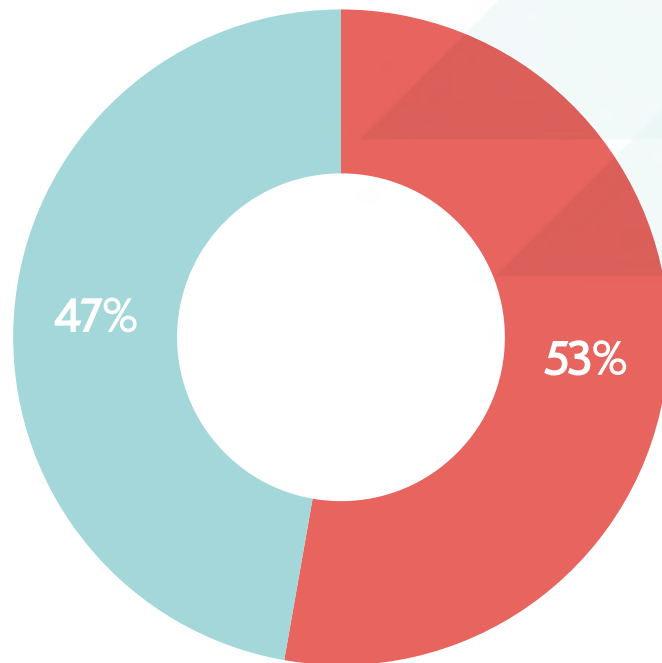


n = 627



Consumer Survey

Do you inform yourself about the test criteria of quality seals?



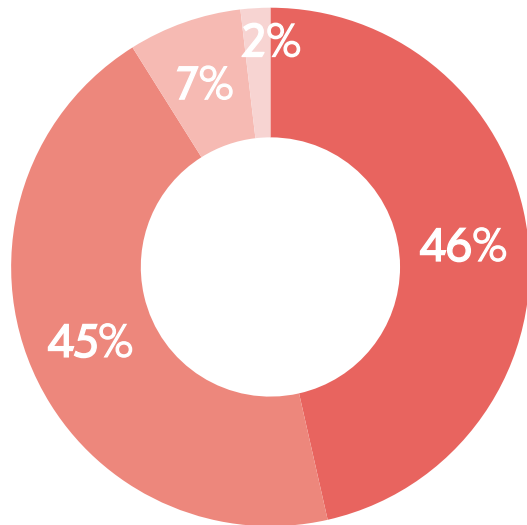
■ Yes → When and how?
■ No

n = 667



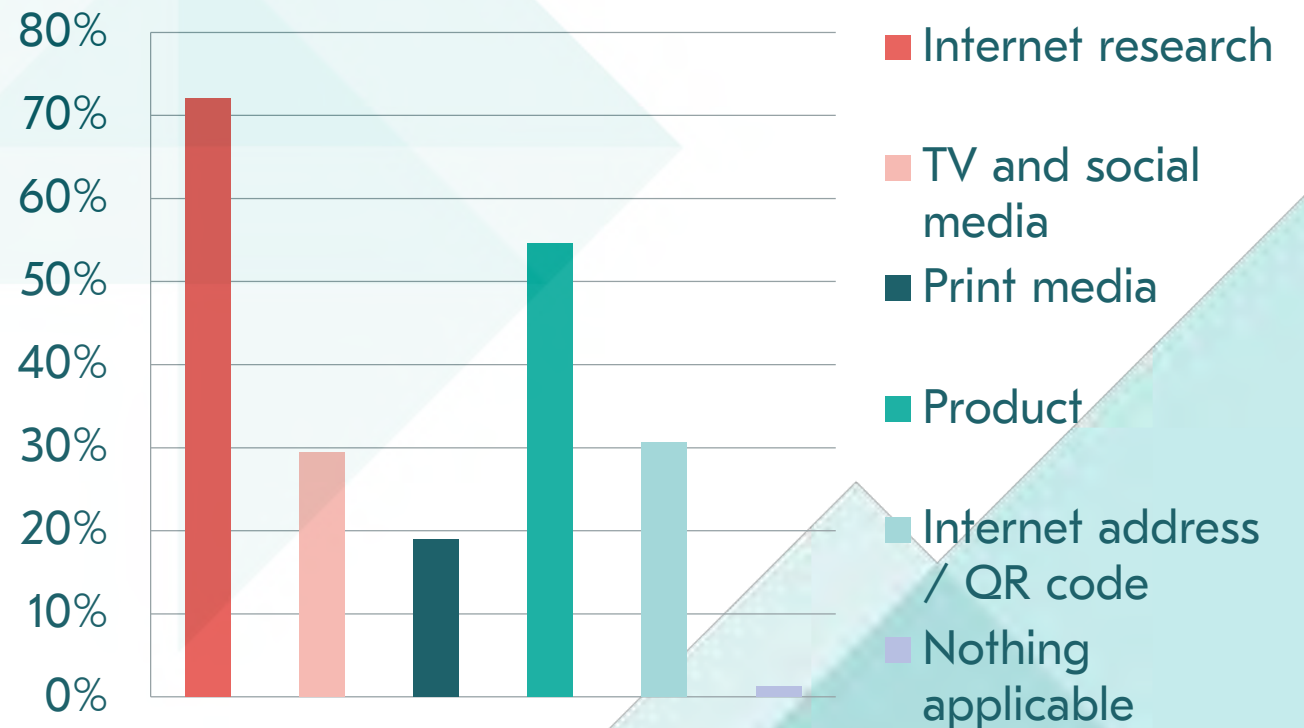
Consumer Survey

At what point do you gather information about the background information of a quality seal?



- Advance
- POS
- Afterwards
- Nothing applicable

How do you inform yourself about quality seals?
(Multiple answers possible)

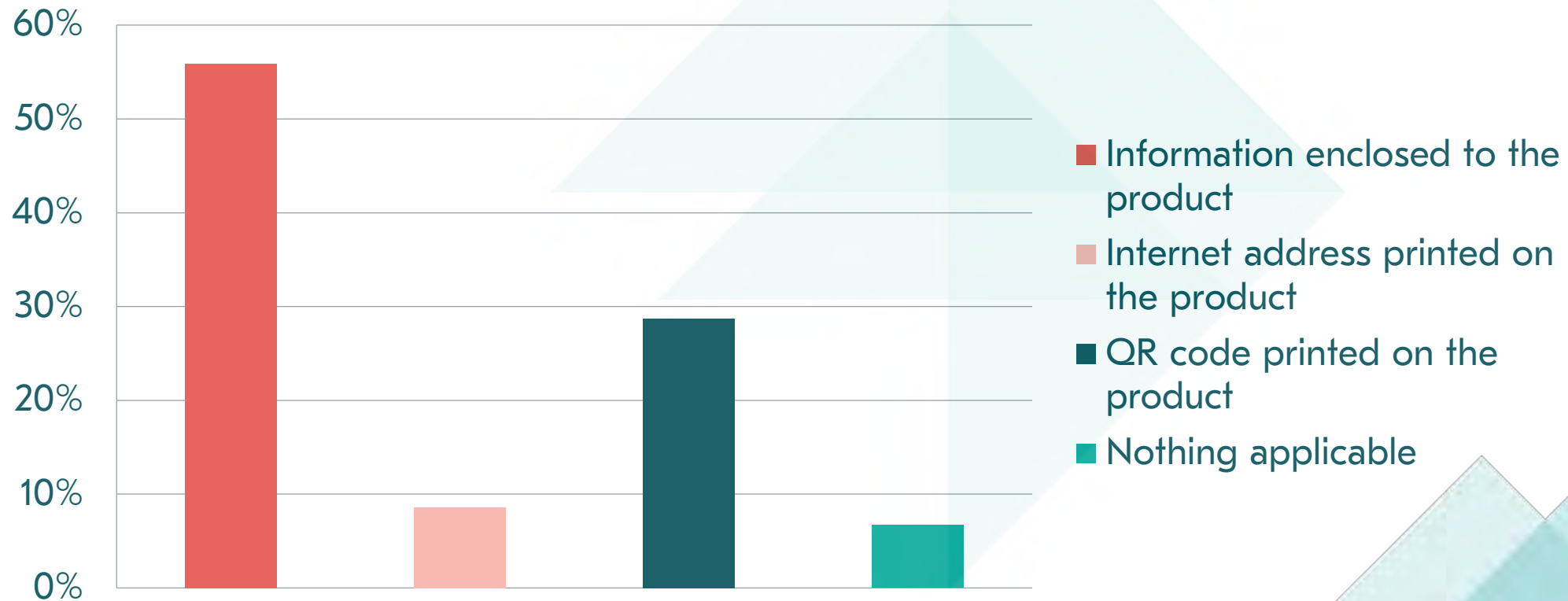


n = 326



Consumer Survey

What tools could help you to gather information?



n = 626



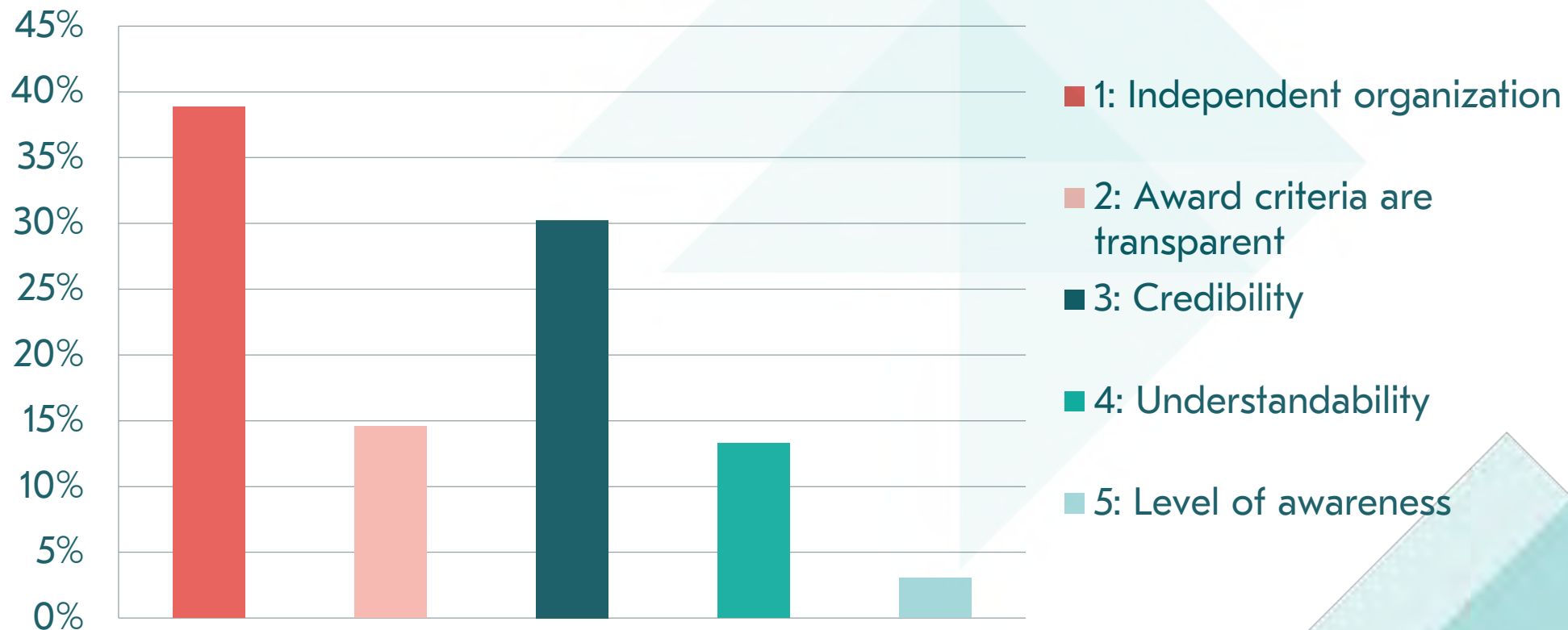
Consumer Survey: Audience

Which characteristic is most important to you in relation to a quality seal?



Consumer Survey

Which characteristic is most important to you in relation to a cosmetic quality seal?

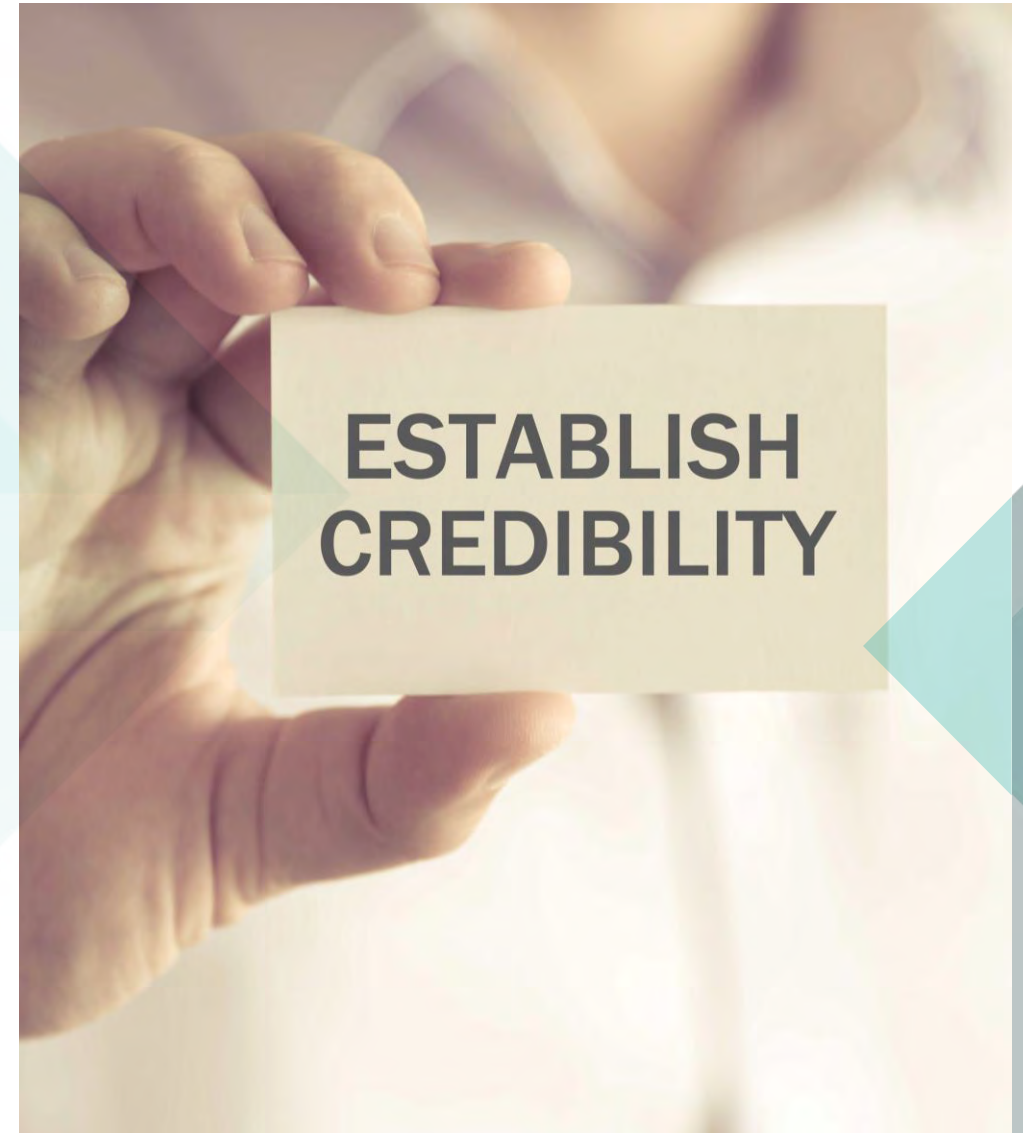


n = 625



Consumer Survey - Summary

- Majority of consumers consider quality seals for cosmetics as important to very important
- Quality seals positively influence purchasing decisions
- Background information needs to be easily accessible
- Expectations for the seals are high: Awarded by an independent organization & Credibility



03 Benefits for the Consumer





Regulations for Claim Substantiation

COMMISSION REGULATION (EU) No 655/2013 of 10 July 2013

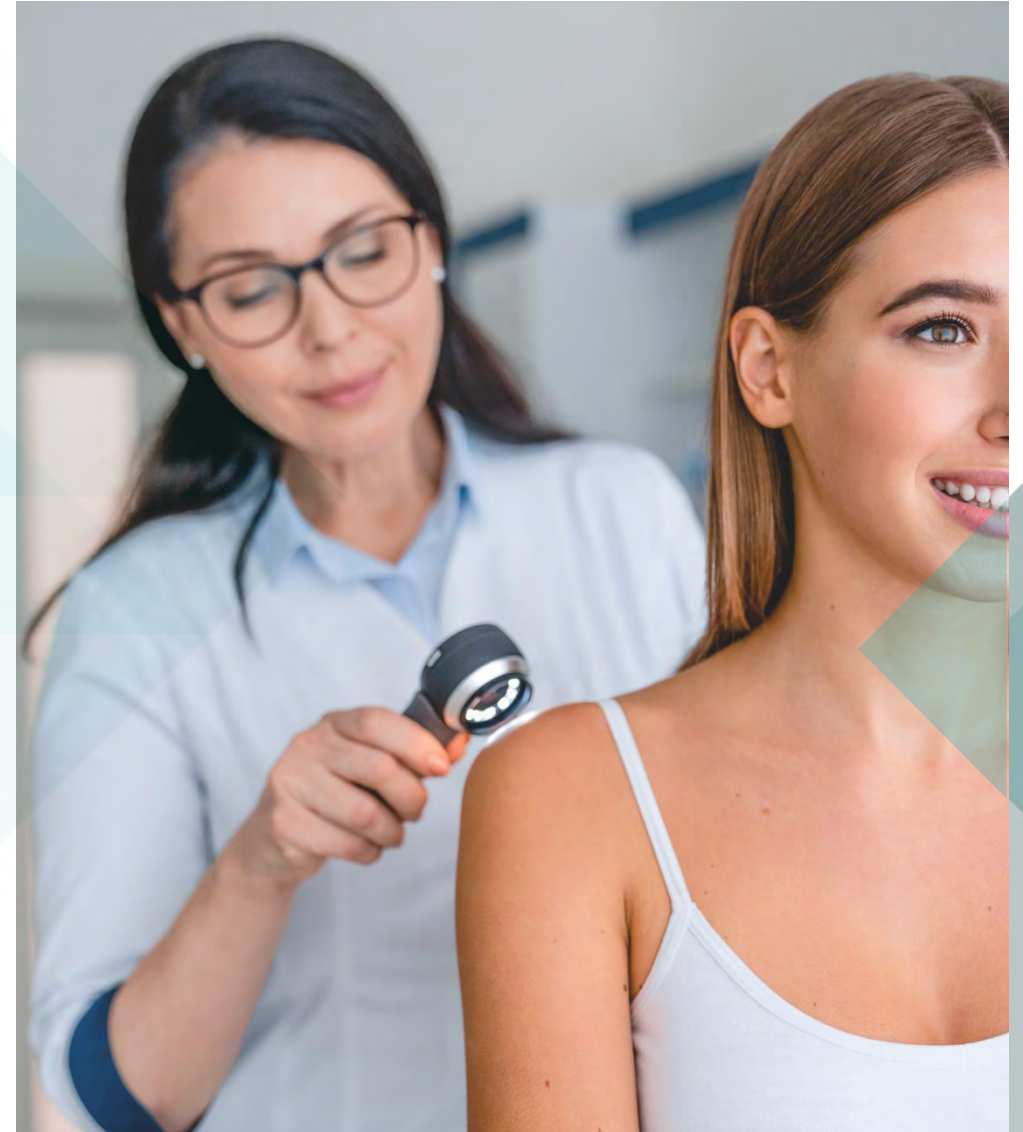
The Six Common Criteria

1. Legal Compliance
2. Truthfulness
3. Evidential support
4. Honesty
5. Fairness
6. Informed decision-making



Consumer Expectations – Seal on Cosmetic Products

- At least good skin tolerability
- Proven efficacy
- Safety evaluation
- Involvement of medical specialists
- Environmentally friendly





Benefits of a Seal

- Quality statement
- Truthfulness
- Independent organization
- Thorough testing
- Consumer information
- Safe and good feeling when buying a product





Transparency of Awarding Process

- Confusion due to many seals on the market
- Transparency important: how is the product tested
- Highlight awarding process to give information
- Raise the bar for quality statements: high fulfilment criteria
- Stand alone feature: what is specific for this awarding process





2008



2018



2021

04 proderm Quality Seal



Requirements





Options for Seal Use

Basic



Premium



Deluxe





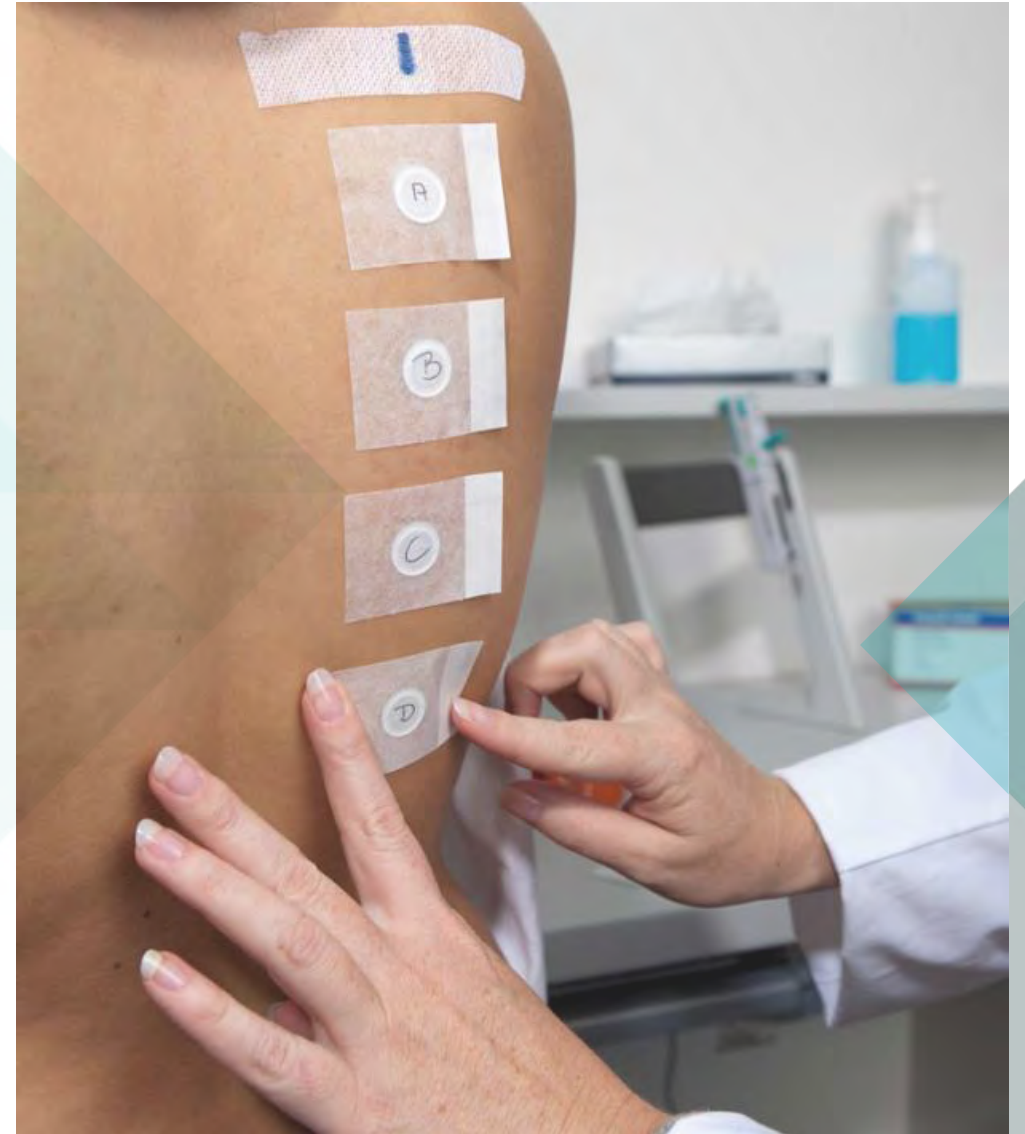
Example: «dermatologically approved»

- Evaluation of the ingredients
- Skin tolerability by a patch test with prolonged and repeated exposure to product on at least 30 subjects
- Skin tolerability and user acceptance by a use test with dermatological evaluation of skin before and after the use period on 50 subjects
- At least very good to good results in both studies



Epicutaneous Patch Test

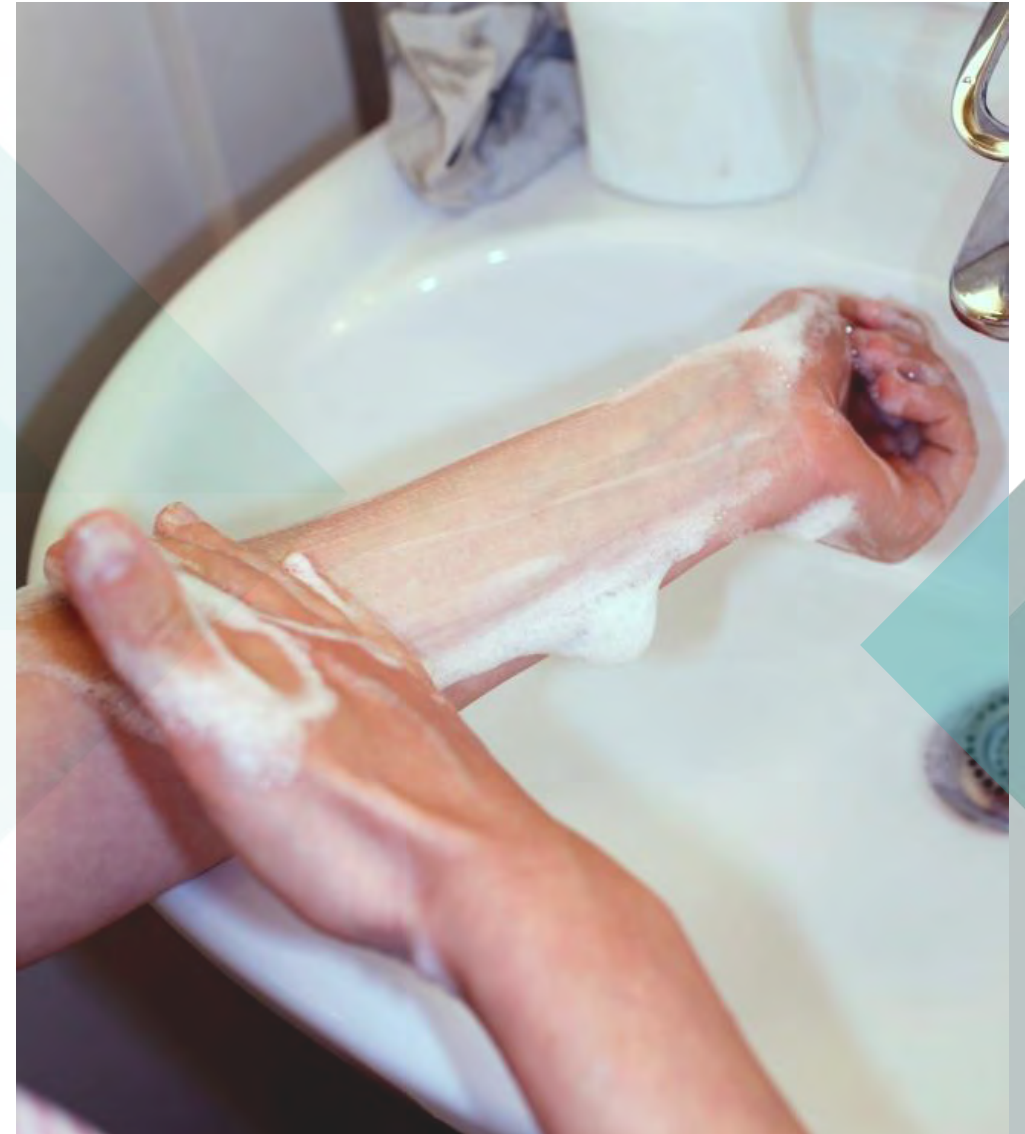
- Panel: 33 to 55 subjects
- Application:
Back, negative and positive control
occlusive
3x 24 h
- Evaluation
Visual assessment of primary skin irritation
15 min, 24 h, 48 h after patch removal





Use Test

- Panel: 55 subjects, target panel of the product
- Application:
e.g. 1-2 times daily, 2 to 6 weeks
Application by subjects at home
- Evaluation:
Performed by medical specialist/ trained physician
Beginning and end of study
Objective skin status (e.g. erythema, dryness, papules)
Subjective parameters (e.g. itching, burning)
Subjective questionnaire





Benefit of proderm Quality Seal

- Testimonial and profound quality statement
- Claims based on guidelines or publications
- Re-testing when formulation is changed
- Review of product's safety from market data
- Certificate of approval
- Transparent communication with the consumer on proderm-seal.org





proderm Quality Seal for Microbiome

- 30 subjects
- Product application over 4 weeks after a washout phase
- Analysis of microbiome at beginning and end
- Combined with further investigations:
 - Dermatological evaluation of skin status
 - Check of skin pH and skin barrier function
- „Maintains microbiome“ or „microbiome-friendly“



Thank you very much!

Questions?