



Consumer Testing and Evaluation of Personal Care Products (Cosmetic Science and Technology)

Howard R. Moskowitz

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This work details the consumer-guided evaluation of personal care products, outlining all the steps used in consumer testing to steer the creation of new commodities, from concept evolution and formula optimizing to final selection and positioning in the marketplace. The book shows how to find and create personal care products for consumers with defined needs, offering practical advice to the novice researcher.

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