Developing a Competing Cosmetic: An Eight Week Single Blind, Randomized Evaluation of Four Test Products on Skin Condition
Cosmetic Market & Brand Loyalty

North America Cosmetic Market (retail value US$ Billions)

North America Consumer BRAND Loyalty

* Source: Euromonitor International 2015

* Source: Bridgeover, Nielsen 2015
Improving Brand Loyalty

* Source: Lim College, Aspect, Accenture 2014
Economics of Brand Loyalty

Of Those with > 80% Brand Loyalty (Self-Described)

★★ Highlzy brand loyal consumers spend 97% more on average ($112 vs. $57)

★★ Highlzy brand loyal consumers purchase 94% more frequently (4.76 times a year vs. 2.45)

★★ Highlzy brand loyal consumers are six times more likely to say they would “try a similar (bio comparable) product from the brand as soon as it becomes available.”

★★ Highlzy brand loyal consumers are eleven times more likely to say they would “try a similar (bio comparable) product from the brand instead of a competitors product.”

* Source: Lim College, Aspect, Accenture 2014
Multi-level marketing companies (MLM) - head to head competition to market leaders is more profitable because demand within these groups is inelastic.

Therefore it is beneficial for these companies to develop products that can compete head-to-head with market leaders within several categories.

Philosophy Miracle Worker Miraculous Anti-Aging Retinoid Pads™ is formulated to improve the overall appearance of aging skin, and has become a national market leader in terms of sales.

The objective of this study was to evaluate and compare four products in order to direct potential product formulation and head to head marketing direction within the cosmetic field.
This study was an eight-week, randomized evaluation

64 Subjects were randomized to one of four groups:
A. Bio comparable retinoid pads
B. Philosophy Miracle Worker Miraculous Anti-Aging Retinoid Pads™
C. Sponsor anhydrous pads and
D. Sponsor aqueous pads.

Facial skin condition was evaluated using:
A. Cutometer
B. Moisture Meter
C. Clarity™ Pro image analysis
D. Subjective and Objective tolerance
E. Expert visual clinical grading
F. Consumer perception
Study Results

Week 8 – Percent of Subjects Improving

- Lines/Wrinkles
- Pores
- Skin Health
- Skin Texture

Bar chart showing the percentage of subjects improving in each category for different types of pads: Bio Comparable, Philosophy, Sponsor Anhydrous, and Sponsor Aqueous.
In this study, designed to obtain data to direct the sponsor toward the equivalent or superior formulation of a leading competitor's brand product, data has shown that the anhydrous formulation to be equivalent to the market leader in terms of efficacy and superior to alternative formulations and bio compatible formulations.

These data aided in the sponsor decision to move ahead with anhydrous product and with marketing direction of this branded competing product.
Economic Outcomes

MEET THE PRODUCT

Pure Genius. Nightly Resurfacing Pads

CLAIMS

- Improves the overall look and feel of skin texture to restore a healthy, radiant glow to dull skin
- Helps reduce the look of dark spots
- Helps reduce the appearance of fine lines and wrinkles
- Provides the appearance of smooth, even-toned skin texture

ECONOMIC PERFORMANCE

1. Arbonne Top Selling New Product Launch
2. Arbonne Fastest Selling Product
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