Deodorant Efficacy Tests

Deodorant & Antiperspirant efficacy testing offers great value during the R&D of new products. Odournet offer specialist services to evaluate performance and inform R&D and marketing activities.

Efficacy tests are designed to answer questions such as:

- Is sweat odour masked by the product?
- How does performance vary with time?
- How long is the fragrance present? (product longevity)

In order to answer these questions, Odournet carry out in-Vivo-studies utilising human test subjects.

Our tools to conduct these studies include:

- Washing rooms to allow controlled product application.
- Screened and trained sniffing panel, to evaluate the sweat odour (odour referenced against n-Butanol & \( \text{H}_2\text{S} \); panel trained using artificial sweat).
- Test subject panel (approx. 200); panel individually assembled for each study (selected by sex, age, smoker / non-smoker, athlete etc.).
- Advanced and innovative data collection techniques.
- Evaluation of the statistical significance of results.

With our extensive experience in the field of deodorant efficacy testing, Odournet can undertake studies to internationally accepted designs or develop bespoke studies specifically designed to meet your requirements.

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Reference

BDF

Beiersdorf