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TOPIC(s) : Environmental impact and life cycle assessment

Vegan and organic cosmetic products submitted to sensory analysis

AUTHORS

Gisely VIEIRA / UNIVERSIDADE DE SAO PAULO/ USP, AVENIDA DO CAFÉ SEM NUMERO, RIBEIRÃO PRETO

Mariane VERGILIO / UNIVERSIDADE DE SÃO PAULO, AVENIDA DO CAFÉ SEM NUMERO, RIBEIRÃO PRETO

Matheus ATADEMO / UNIVERSIDADE DE SÃO PAULO, AVENIDA DO CAFÉ SEM NÚMERO, RIBEIRÃO PRETO

Pedro ROCHA FILHO / UNIVERSIDADE DE SÃO PAULO, AVENIDA DO CAFÉ SEM NÚMERO, RIBEIRÃO PRETO

PURPOSE OF THE ABSTRACT

Besides the certification process is a little controversial, 'green' products have been the choice of those who are aware about the nature, the environment and the entire world around us. So, it is not by chance the organic and vegan cosmetic products catch attention of more and more people nowadays.

The global marketing intelligence agency Mintel has announced in its rapport of 2016 four trends that should impact the global beauty market until 2025 and one of them is to innovate aiming the increase natural ingredients use.

One of the most interesting tools to analyse formulation is the sensory analysis, responsible for understanding sensations the products arouse when they are in touch with people. It makes possible to characterize and to identify formulations, what leads to improve certain attributes in order to make the consumer happy.

This research aims to analyze vegan and organic cosmetic products through sensory analysis and then compare the results to the ones previously obtained with traditional cosmetic products.

It was analyzed two vegan cosmetic products from a national enterprise well-known by its natural positioning and four organic cosmetic products from the European leader brand in organic cosmetics. All the products used in this research were certified as vegan or as organic product according to the Brazilian legislation.

Descriptive sensory analysis were performed by 12 panelists trained by the same research group in early times. Samples coded with three digits were presented in random and each panelista analysed the same sample twice. Data were statistically analyzed through Friedman test and, when it was necessary, Fisher's Least Significant Difference (LSD) tests.

As partial results, it was possible to notice all the attributes of vegan products were similar to those ones of the traditional products (Figure 1). So, even if they are produced with restrict kinds of raw material, they are able to provide the same sensations.

Further research should be done with organic cosmetic products.

FIGURES

**Comparison Between Traditional, Vegan and Organic
Cosmetics Products**

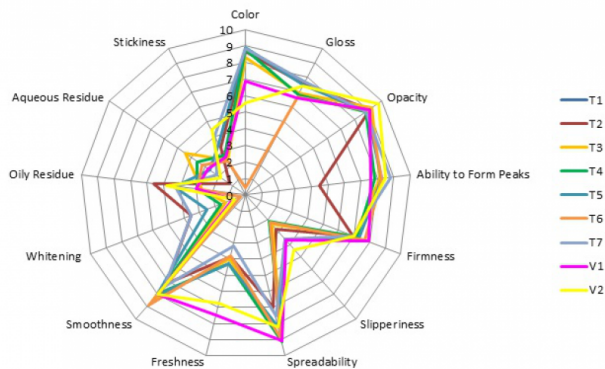


FIGURE 1

Comparison Between Traditional, Vegan and Organic
Cosmetics Products

T = traditional cosmetic products

V = vegan cosmetic products

FIGURE 2

KEYWORDS

Vegan | Cosmetic Products | Organic | Sensory Analysis

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