



Selection of Experience in the Cosmetics Industry

- Conducted an ongoing tracking study for a US cosmetics manufacturer—covering Latin America, Asia, Europe, and North America—to identify competitor's new product offerings.
- Market evaluation for a leading cosmetics company regarding sales potential in Eastern Europe.
- Business evaluation analyzing product development time for a competitive cosmetic company.
- Conducted focus groups for a new product concept in New York, Los Angeles, and Chicago.
- Mall Intercepts for consumers to test new lipstick products.
- Conducted market entry studies and feasibility studies for multi-level marketing in China.
- Conducted focus groups for fragrance testing (perfume sensuality study).
- Conducted in-depth interviews of skin care product users (women and men) who were interested in organic products, luxury beauty products, a sustainable lifestyle, and who were environmentally conscious.
- Study created for the development and launch of a high-end skin care product line with a focus on understanding the target's attitudes and to develop product concepts.
- Conducted focus groups on attitudes and behaviors related to body, skin, and hair care
- Conducted large color study in Mexico to understand younger customer's perception of the mass color line
- Street intercepts to test new scent product lines for a major American cosmetic firm.
- Conducted street intercepts among Hong Kong skin care consumers in order to test new scents.
- Conducted focus group interviews on skin care products among Japanese-Americans.
- Conducted Focus Group for consumers of Skin Care goods

Sampling of our Current and Past Clients

- Arbonne
- Avon
- Estee Lauder
- Firmenich International Fine Fragrance Center
- JAFRA Cosmetics International
- Mary Kay
- Primavera
- Shiseido