Fragrance & Personal Care

Design Products That Feel Exceptional and Smell Even Better

Success in fragrance, beauty, and personal care depends on more than just performance – it's about how a product makes people feel. Compusense delivers the tools to evaluate scent, texture, and sensory experience so you can create products that captivate clients, and stand out in competitive markets.

Key Benefits:

Seamless Test Management

- **Intuitive Design Tools:** Create tests using drag-and-drop tools with 40+ question types to evaluate fragrance liking, application experience, product aesthetics, and sensory perception across real-world use occasions.

- **Versatile Methodologies:** Run discrimination tests for formulation changes, conduct descriptive profiling of scent notes or textures, and perform consumer testing to assess appeal, scent longevity, and perceived efficacy.

- **Training Panelists:** Calibrate expert panels to evaluate olfactory attributes, application qualities like spreadability or foam, and after-use effects such as residue, skin feel, and drydown.

- **Assessor Testing**: Support both clinical- and salon-style evaluations with real-time scheduling, demographic updates, and technician-entered data during application and sensory assessments.

Flexible Panelist Management

- **Panelist Library:** Organize panelists based on fragrance preferences, skin type, usage habits, or demographics to capture relevant sensory and emotional responses to personal care products.

- **Recruiting:** Screen and select consumers or expert panelists from your library and enable them to self-schedule for sensory booths, home-use tests, or in-lab evaluations across fragrance and personal care studies — ensuring every test includes the right participants.

- **Panelist Rewards:** Manage incentive programs for participants in longitudinal studies, fragrance evaluations, or repeat usage tests.

- **Panelist SSO:** Simplify login for recurring participants who are part of ongoing fragrance or product use panels using secure Single Sign-On.
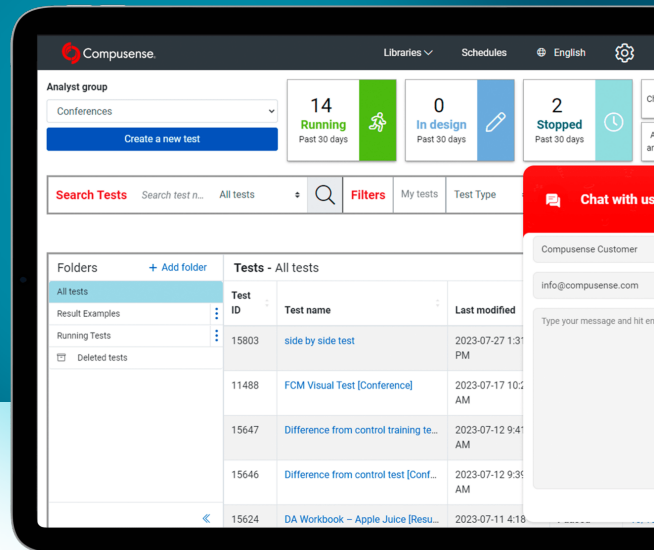
Robust Analytics & Reporting

- **One-Click Statistics:** Generate reports with liking scores, attribute intensity ratings, or application feedback, and export to PowerPoint, Excel, or Word for fast team alignment.

- **AI Comment Analysis:** Automatically summarize open-ended comments on fragrance impressions, application feedback, or product emotions to uncover drivers of appeal or dissatisfaction.

- **Visual Data Exploration:** Create visuals to track performance across fragrance notes, usage stages (e.g. top/middle/base), or sensory dimensions like texture, foaming, and residue.

- **Cross Study-Insights:** Combine data across launches or iterations to identify preferences across consumer segments, regions, or usage occasions and guide future product development.

"Compusense provides an excellent service for sensory analysis across our company. The software is reliable, comprehensive, and meets all our paneling needs."

– Senior Technical Coordinator, Flavor and Fragrance Company

Quality Testing

Your customers expect every product to deliver a consistent scent, feel, and performance. Compusense quality testing tools help you monitor formulation integrity, validate supplier changes, and ensure every batch meets brand and consumer expectations.

Key Benefits:

Streamlined Workflow

Template Tests

Create standardized QC test templates for evaluating fragrance consistency, product appearance, application feel, and packaging functionality across batches and production sites.

Limited Access Users

Control analyst access to specific test templates and actions to ensure adherence to validated procedures for routine quality checks on scent strength, product stability, or skin feel.

API Integration

Product Library

Integrate with your internal product management systems to automatically import product codes, batch numbers, and formulation details — reducing errors and improving traceability.

Test Data

Automatically feed test data into analytics platforms like Power BI or Tableau to monitor trends in fragrance performance, formulation consistency, and defect rates over time.

Easy Reporting

One-Click Reports

Generate reports on fragrance strength, clarity, viscosity, foam quality, or sensory attributes (e.g. stickiness, residue) with one click – exportable to PowerPoint, Excel, or Word for cross-functional review.

Trends Across Locations

Compare performance across manufacturing sites, co-packers, or lab locations to detect variability in fragrance perception, product texture, or user experience — supporting global quality alignment.

Dedicated Support for Your Research Success

Compusense delivers award-winning support that sets the standard in sensory and consumer research. Our experienced team provides expert guidance on everything from test design and statistical analysis to research best practices. Support is available from 3 am to 6 pm EST in English, French, and Spanish, with 97% of inquiries resolved within 24 hours. We continuously improve our platform based on client feedback and industry trends, helping you stay ahead in a fast-evolving research landscape.

Compusense.

Scan the QR code or visit compusense.com/demo to request a demo and discover how Compusense can improve your flavor R&D and quality workflows.