



X SEMINÁRIO DE
**ATUALIZAÇÃO EM
INDÚSTRIA COSMÉTICA**
EM BUSCA DA NATUREZA & PRODUTOS PET



Por onde andei...

Farmacêutica

(Universidade Positivo, 2009)

Especialista em Tecnologia de Cosméticos

(Equilibra, 2011)

Mestre em Biotecnologia Industrial

(Universidade Positivo, 2017)

Gestão da Inovação

(Uninter, 2018)



Falando em Sensorial...

Desafios?



Oportunidades!

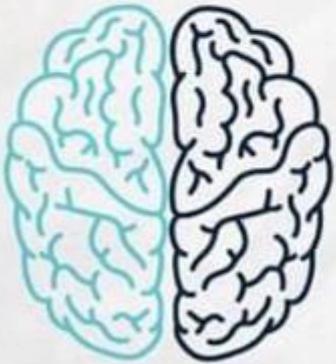
Desafio # 1

O que é análise sensorial?

É a ciência que utiliza nossos sentidos para caracterizar um produto.

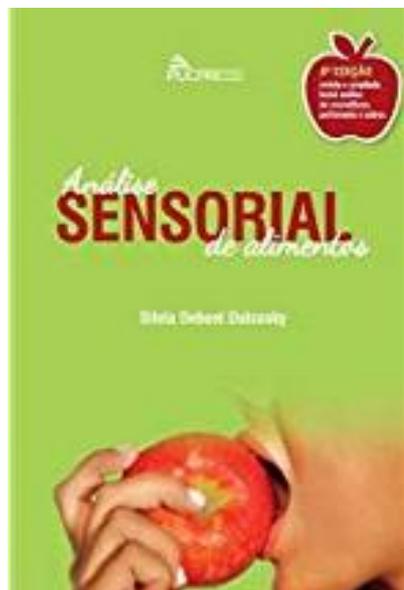


COMO NOSSO CÉREBRO APRENDE?



<https://www.fea.unicamp.br>

<http://www.ital.sp.gov.br>



**International Journal of
Cosmetic Science**



Original Article

Predicting Lipstick Sensory Properties with Lab Tests

Denise Wade Rafferty , Laure Dupin, Joseph Zellia, Ann Giovannitti-Jensen

First published: 26 July 2018 | <https://doi.org/10.1111/ics.12482>

This article has been accepted for publication and undergone full peer review but has not been through the copyediting, typesetting, pagination and proofreading process, which may lead to differences between this version and the Version of Record. Please cite this article as doi: 10.1111/ics.12482

 PDF
  TOOLS
  SHARE

<https://www.ncbi.nlm.nih.gov/pubmed/30047990>

De acordo com a autora Regina Blessa do livro **Merchandising no Ponto de Venda**, os sentidos são percebidos da seguinte forma:



"Os efeitos do marketing sensorial sobre a experiência de compra do consumidor no ponto de venda"

Claudia Rosa Acevedo, PhD (acevedocampanario@usp.br)

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Desafio #2

Quem é o nosso instrumento de trabalho?



Painelista



Desafio #3

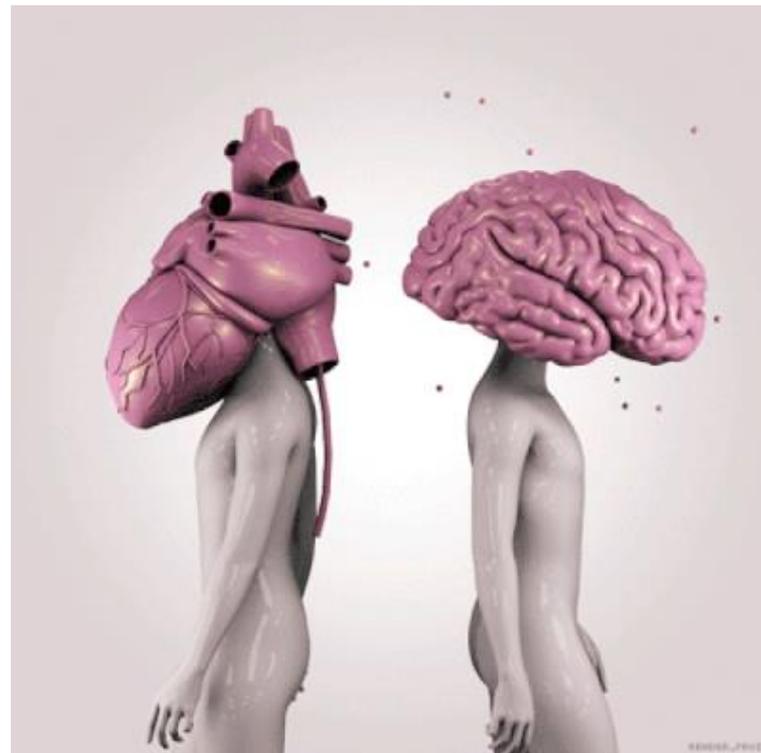
As pessoas são muito diferentes entre si?



**Nome das cores se
você é uma mulher**

Urucum	Vermelho
Tijolo Refratário	Roxo
Roxo	
Púrpura	
Naval	
Orquídea escura	Rosa
Azul real	
Rosa forte	
Fúschia	
Rosa chocante	
Rosa profundo	Laranja
Rosa brilhante	
Salmão	
Abóbora	Amarelo
Coral	
Milho	
Amarelo	Verde
Verde Claro	
Verde Grama	
Verde Paris	
Verde Floresta	
Verde Escuro	
Hortelã	
Verde Amarelado	Azul
Jade	
Azul céu profundo	
Azul aço	
Azul furtivo	
Azul	

**Nome das cores se
você é um homem**



O SEXO DA MENTE

As diferenças de conectividade entre cérebros masculino e feminino

HOMENS



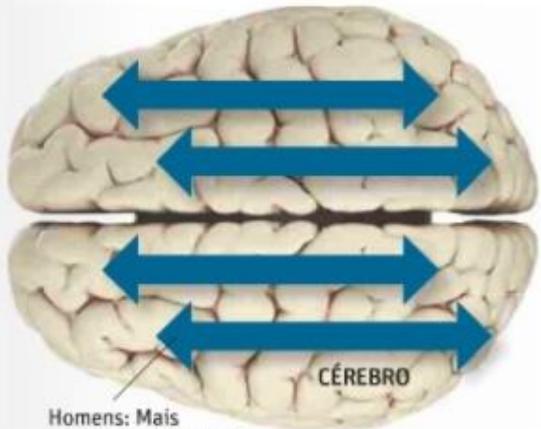
HABILIDADES COGNITIVAS ASSOCIADAS



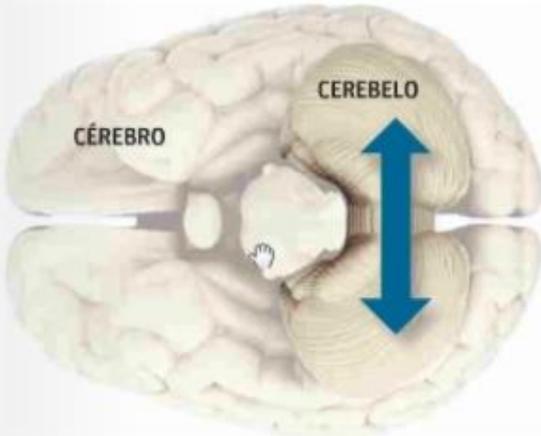
Tarefas motoras



Orientação espacial



Homens: Mais conectividade dentro de cada hemisfério



Fluxo característico de sinapses (conexões entre os neurônios)

1 MAPEAMENTO
> Homens e mulheres costumam ter habilidades cognitivas distintas, mas ainda não se conhecia a origem física delas no cérebro. Uma tecnologia nova de mapeamento cerebral revelou agora algumas distinções

2 LIGAÇÕES
> A razão da diferença estaria na orientação das sinapses (conexões entre neurônios): mulheres têm mais ligações entre os hemisférios cerebrais, e homens têm mais conectividade dentro de cada um

3 INVERSÃO
Entretanto, quando foi analisado o cerebelo (estrutura cerebral para coordenação motora fina), o resultado foi o inverso: homens tem mais comunicação inter-hemisférios, e mulheres intra-hemisférios

MULHERES



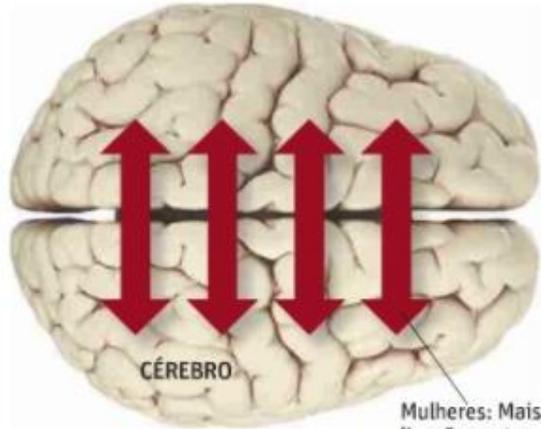
HABILIDADES COGNITIVAS ASSOCIADAS



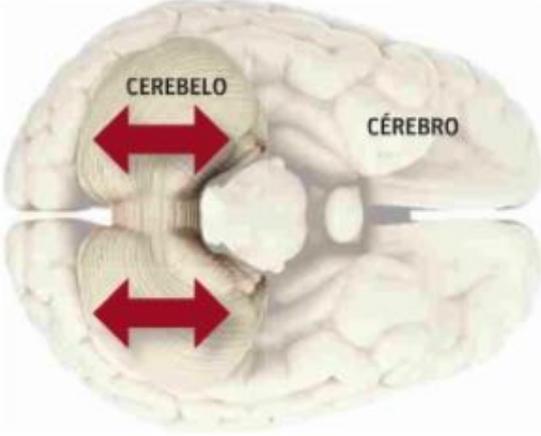
Memória



Sociabilidade



Mulheres: Mais ligações entre os hemisférios



<https://fernandonogueiracosta.wordpress.com/2013/12/15/diferenca-entre-os-generos-com-relacao-ao-humor-homens-bobos-e-mulheres-chatas/>

Dove Retratos da Real Beleza

2.130.218 visualizações

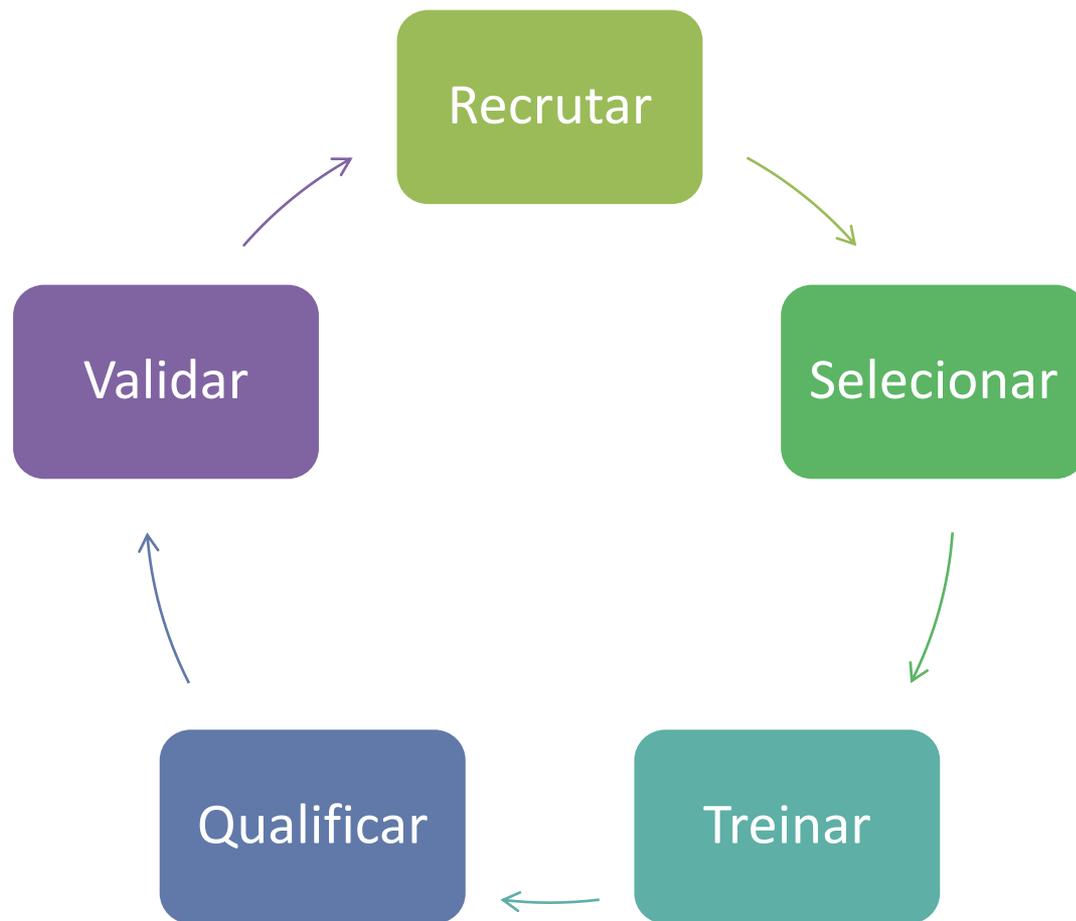
<https://www.youtube.com/watch?v=Il0nz0LHbcM>

Desafio #4

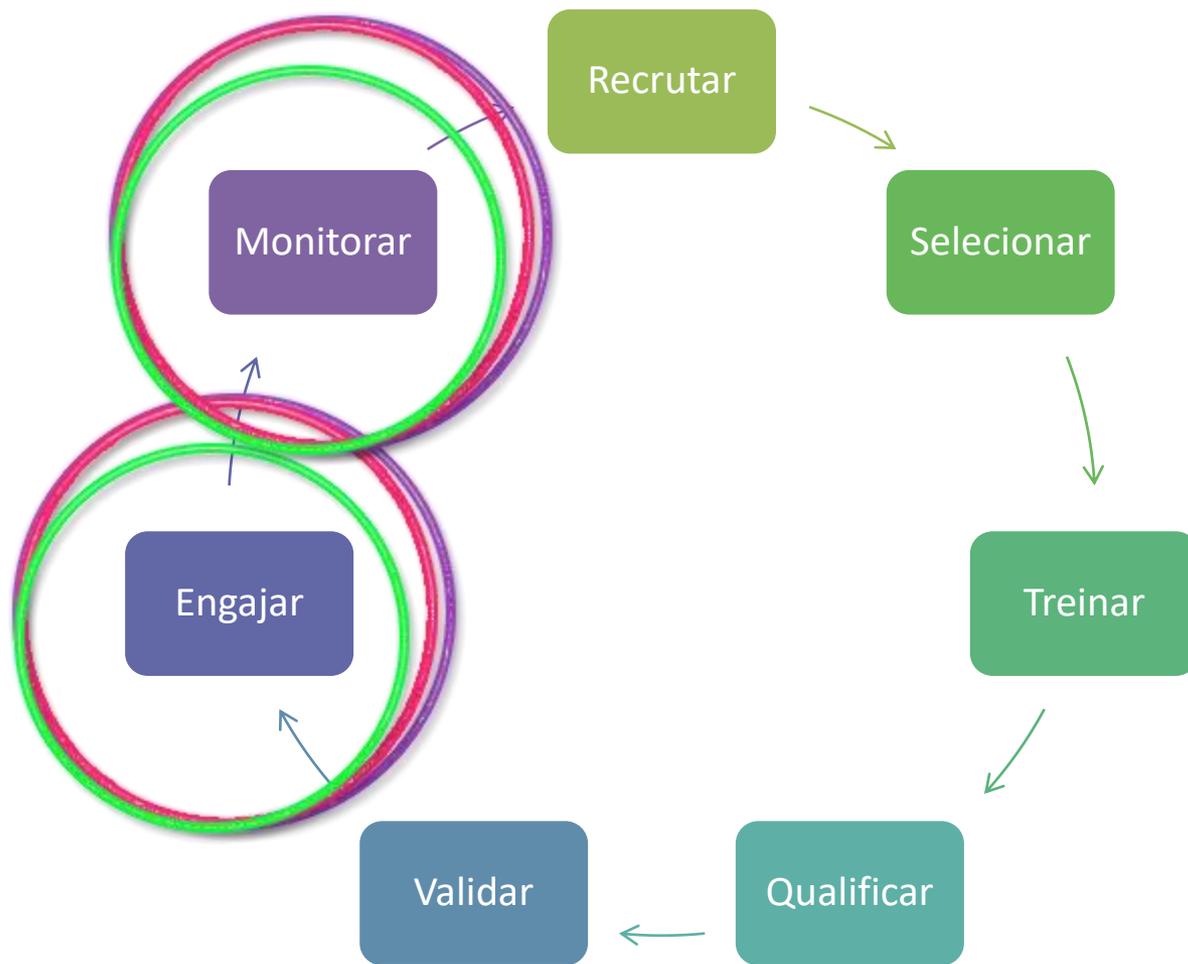
Como garantir uma uniformidade de respostas?



Treinamento do Painel Sensorial



Treinamento do Painel Sensorial



Desafio #5

Como garantir um painel bem treinado?



ENGAJAMENTO!

Desafio #6

Somente a opinião do painel sensorial é relevante?

*Até que ponto **somente** o painel sensorial contribui para a triagem e avaliação dos produtos?*



Mas fica a dúvida...

Isso é desafio ou oportunidade?

Oportunidade # 1

O que eu considero como análise sensorial?



Percepção do expert

X

Percepção do consumidor



Oportunidade #2

Considerar a opinião do consumidor?



- *Qual o objetivo deste produto?*
- *O que agregará na vida deste consumidor?*
- *Quais são as expectativas para este produto?*
- *Qual a linguagem que deve ser adotada?*



**8º CONGRESSO
BRASILEIRO
DE PESQUISA
DE MERCADO,
OPINIÃO E MÍDIA**

**INFINITO DE
POSSIBILIDADES**

11 E 12 DE JUNHO 2018
SÃO PAULO
TIVOLI MOFARREJ

DESCONSTRUÇÃO

PADRÕES SE DESLOCARAM





Deixar modelos iguais ao 36 mais firmes não tem sido nenhum desafio.

Sistema Firmador Dove. Testado em curvas de verdade.

Dove

Informações mais detalhadas em: www.dove.com.br





<p>1 ACABAR COM A FOME E A MISÉRIA</p>	<p>2 EDUCAÇÃO BÁSICA DE QUALIDADE PARA TODOS</p>	<p>3 IGUALDADE ENTRE SEXO E VALORIZAÇÃO DA MULHER</p>
<p>4 REDUZIR A MORTALIDADE INFANTIL</p>	<p>5 FAÇA SUA PARTE POR UM MUNDO MELHOR</p>	<p>6 MELHORAR A SAÚDE DAS GESTANTES</p>
<p>7 COMBATER A AIDS, A MALÁRIA E OUTRAS DOENÇAS</p>	<p>8 QUALIDADE DE VIDA E RESPEITO AO MEIO AMBIENTE</p>	<p>9 TODO MUNDO TRABALHANDO PELO DESENVOLVIMENTO</p>



Not tested on animals
No animal ingredients



Non testé sur les animaux
Aucun ingrédient d'animaux





A NOVA TRADICIONAL FAMÍLIA BRASILEIRA



Lançamento
PERFUME CREME Unique Style 1

Embalagem de
 Uso Profissional



1º Aplicação focada do
 PERFUME CREME, nas partes
 principais do corpo do animal.



2º Uma "EXPLOÇÃO DE
 PERFUME" é sentida toda vez
 que o animal for acariciado.



A jornada de compra deixou de ser um funil...

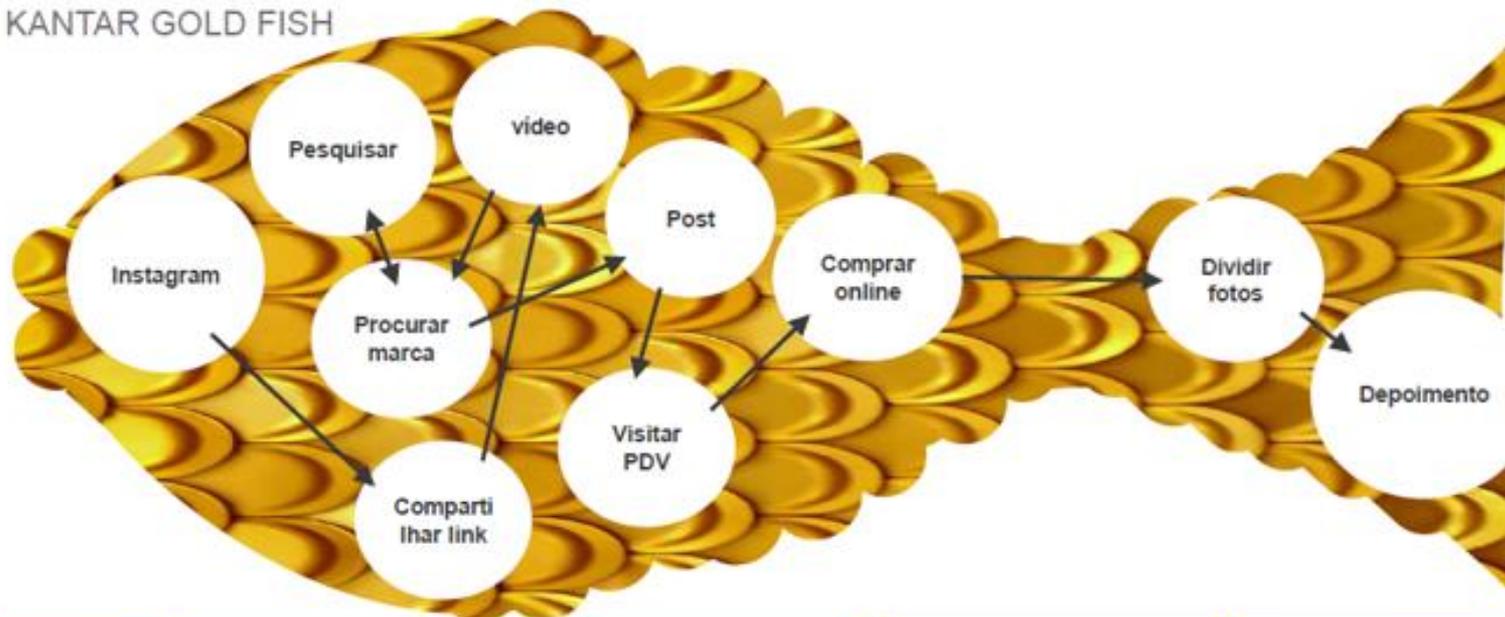


KANTAR TALKS BRAZIL 2017

3

É cada vez menos linear, mais interativo e mais multi-meio.

KANTAR GOLD FISH



MAIS ESTREITO
NO INÍCIO POR
CONTA DE UMA
COMUNICAÇÃO MAIS
TARGETEADA,
PERSONALIZADA

MAIS AMPLO POR CONTA DA QUANTIDADE E DIVERSIDADE DE TOUCH POINTS

NA COMPRA EFETIVA, MAIS ESTREITO
POR CONTA DE TER FILTRADO E
ENFOCAR EM MENOS OPÇÕES

VOLTA A AMPLIAR DEPOIS DA
COMPRA PELA ATIVIDADE DE
DIVIDIR, RECOMENDAR,
INTERAGIR A EXPERIÊNCIA
COM O PRODUTO

KANTAR TALKS BRAZIL 2017

4

**Estamos
preparados para
a realidade atual
do consumidor?**



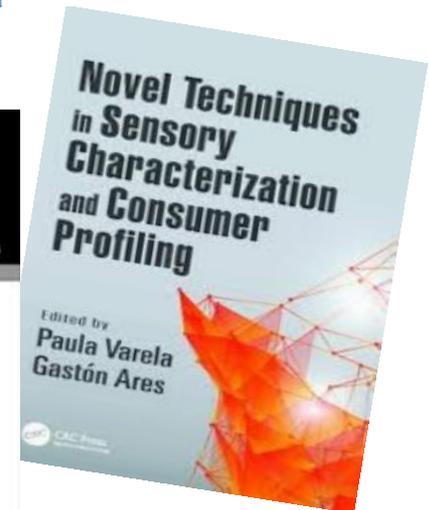
Linking product-elicited emotional associations and sensory perceptions through a circumplex model based on valence and arousal: Five consumer studies.

Jaeger SR¹, Spinelli S², Ares G³, Monteleone E².

⊕ Author information

Abstract

Sensory product characterisation by consumers is increasingly supplemented by measurement of emotional associations. However, studies that link products' sensory perception and emotional associations are still scarce. Five consumer studies were conducted using cashew nuts, peanuts, chocolate, fruit and processed tomatoes as the product categories. Consumers (n = 685) completed check-all-that-apply (CATA) questions to obtain sensory product perceptions and associations with emotion words. The latter were conceptualised and interpreted through a circumplex emotion model spanned by the dimensions of valence (pleasure to displeasure) and arousal (activation to deactivation). Through regression analysis, sensory terms were mapped to the circumplex model to represent statistical linkages with emotion words. Within a were interpretable. The most notable finding was the highly study-specific nature of the linkages, which was mainly attributed to the influence of product category. Methodological choices may also have been partly responsible for the differences. Three studies used a general emotion vocabulary (EsSense Profile®) and an identical number of sensory terms (n = 39). The less complete coverage of the emotional circumplex and the presence of synonymous sensory terms could have diminished the ability to interpret the results. Conversely, two studies used fewer emotion words and sensory terms and these, furthermore, were purposefully selected for the focal sets of samples. The linkages in these latter studies were more interpretable and this could suggest that customised vocabularies of modest length may be desirable when seeking to establish linkages between emotional associations and sensory characteristics of food/beverage stimuli. Purposeful inclusion of emotion words that fully span the circumplex emotion model may also be desirable. Overall, the research represents a new method for establishing linkages between the sensory properties and emotional association to food and beverage products.



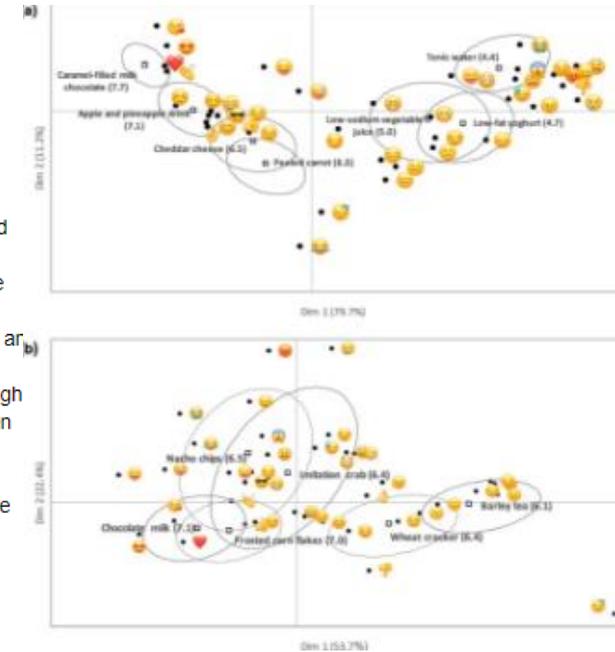
Measuring consumers' product associations with emoji and emotion word questionnaires: case studies with tasted foods and written stimuli.

Jaeger SR¹, Roigard CM², Ares G³.

Author information

Abstract

Measurement of emotional associations to food/beverage stimuli and consumption situations provide consumer insights that extend beyond hedonic responses. The aim of this research was to compare emoji, a novel approach in product-focused emotion research, with emotion words, an established approach. Focus was directed to questionnaires, which are popular in this field of research. The questionnaires were overall comparable in the meanings conveyed by the emoji/emotion words, and matched for length. Eight studies with a total of 1121 consumers in New Zealand and China were conducted with tasted foods and written stimuli. The studies were diverse and compatible with an explorative research strategy. While emoji, overall, were more discriminative than emotion words, the findings were highly study specific. When tasted foods with medium/large sample differences were used, emoji and emotion words showed similar performance overall, although emotion words better discriminated between the most liked samples and emoji better discriminated between the lesser liked samples. When samples were more similar, emoji generally were more discriminative, although emotion words still discriminated well for the pairs of most liked samples. Among Chinese consumers, there was some evidence to suggest less suitability of emotion words to characterise and discriminate written stimuli that elicited negative emotions. Emoji profiles, on the other hand, fitted expectations, and this difference could be linked to the influence of national culture. Taken together, the results from this research suggest that emoji questionnaires can have some advantages. However, their multiple meanings can be an obstacle. Overall, practitioners are advised to not select emotion questionnaire method independently from other experimental factors, but make an informed study-specific decision as to the choice of emoji or emotion word questionnaires. Additional research that eliminate some of the differences between the studies in this research are recommended to



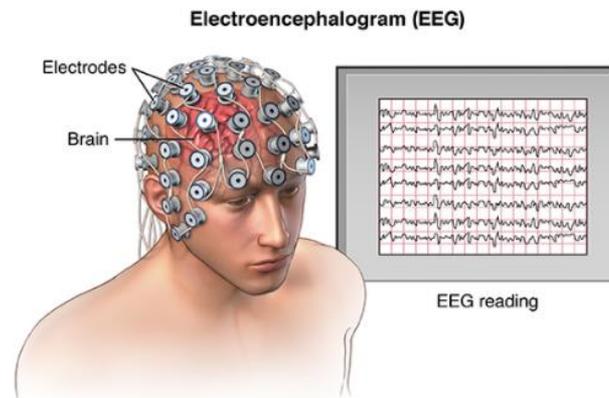
Linking product-elicited emotional associations and sensory perceptions through a circumplex model based on valence and arousal: Five consumer studies.

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[Appetite](#). 2018 Jun 1;125:152-159. doi: 10.1016/j.appet.2018.02.003. Epub 2018 Feb 7.

Eating with eyes - Comparing eye movements and food choices between overweight and lean individuals in a real-life buffet setting.

Wang E¹, Cakmak YO², Peng M³.

⊕ Author information

Abstract

Researchers have long sought to pinpoint factors underpinning individual differences in eating behaviour. Emerging data from eye-tracking studies have suggested that attentional biases to food exist among individuals and food types. However, such studies have thus far relied on food images and computerised tasks, limiting real-world implications. The present study tested 32 healthy male participants (16 being overweight) for attentional biases in an ad libitum buffet setting, using wearable eye-trackers. The eye-tracking analyses suggested that sugar content moderated visual fixation biases ($p < 0.05$), whereas BMI exerted significant effects on pupil diameter ($p < 0.05$). In addition, findings from the study revealed tripartite relationships between eye-tracking, self-reported liking, and ad libitum intake. Although visual fixation in the "view" condition was correlated with liking for high-calorie food, further analyses showed that this measure was not a strong predictor of food selection. Instead, visual fixation during the selection task could be the key predictor for selection of savoury food. In contrast, neither eye-tracking nor self-reported measures could adequately predict selection of desserts, implicating distinct decision-making processes for different types of food. Due to the small sample size, findings from this study should be replicated in future research. Overall, this study highlights the importance of realistic experimental settings in eye-tracking studies for understanding eating behaviour.



Package Design Using Eye Tracking

3.272 visualizações

<https://www.youtube.com/watch?v=XbBaFEM3tjg>

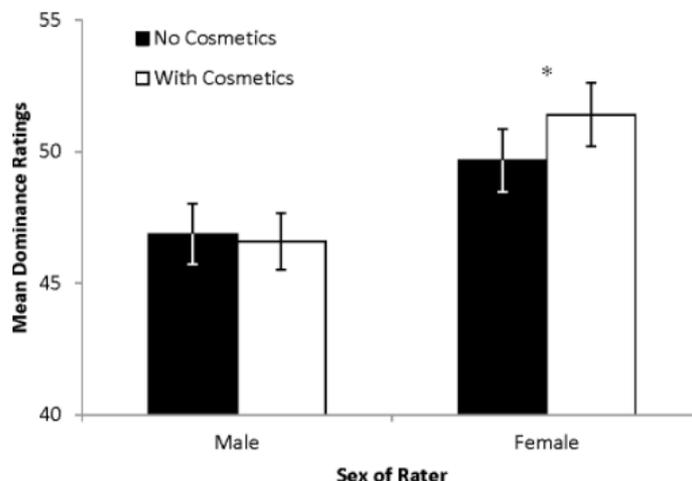
Sex Differences in the Perceived Dominance and Prestige of Women With and Without Cosmetics.

Mileva VR¹, Jones AL², Russell R³, Little AC⁴.

Author information

Abstract

Women wearing cosmetics have been associated with a higher earning potential and higher status jobs. However, recent literature suggests that status can be accrued through two distinct routes: dominance and prestige. In two experiments, we applied a standardized amount of cosmetics to female faces using computer software. We then asked participants to rate faces with and without cosmetics for various traits including attractiveness, dominance, and prestige. Men and women both rated the faces with cosmetics added as higher in attractiveness. However, only women rated faces with cosmetics as higher in dominance, while only men rated them as higher in prestige. In a follow-up study, we investigated whether these enhanced perceptions of dominance from women were caused by jealousy. We found that women experience more jealousy toward women with cosmetics, and view these women as more attractive to men and more promiscuous. Our findings suggest that cosmetics may function as an extended phenotype and can alter other's perceptions differently depending on the perceiver's sex.



Oportunidade #3

Fortalecer a base científica em Análise Sensorial



Quais são os principais fóruns para compartilhar as informações?

JOURNAL ACCESS

Journal of Sensory Studies Online Access
Enter Wiley Online Library for JoSS

Journal of Texture Studies Online Access
Enter Wiley Online Library for JoTS

Journal of Sensory Studies Online Access

Overview

Read the international journal that publishes human reactions to basic tastes on foods, beverages, wine, liquor/beer, the environment, medications, and other human exposures in every day life. This is the journal you'll read for the latest information on experimental design methods and statistical analysis of data on human reactions. Subscribe today!

Aims and Scope

The Journal of Sensory Studies is the only ISI-ranked, multi-disciplinary journal to focus on observational and experimental studies in the application of sensory science to food, nutrition, personal care, cosmetics, textiles/fabrics, winery, and healthcare across the range of consumer products.

Wiley 21 October to December 2016

Journal of
Sensory Studies
Edited By: Edgar Chambers IV



WILEY Blackwell

The word cloud contains terms such as: sensory science, hearing, statistics, human behavior, material science, taste, food science, sight, human behavior, consumer science, touch, material science, sight, smell, psychophysics, food science, sensory science, touch, smell, statistics, psychophysics, taste, statistics, consumer science, hearing, sight, hearing, food science, material science, touch, taste, sensory science, human behavior.

IJCS
stands for

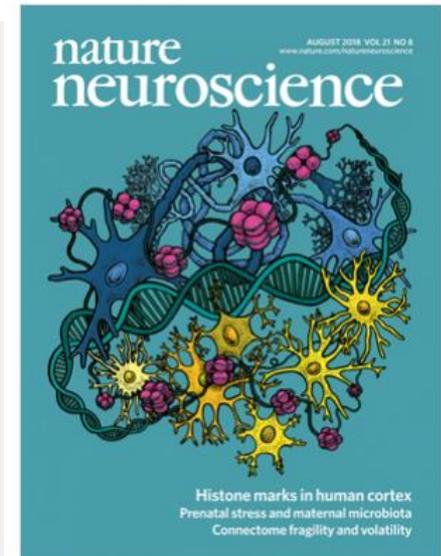
International Journal of Cosmetic Science



Abbreviations.com



Current Issue | August 2018



EUROSENSE 2018



**Eighth European Conference on
Sensory and Consumer Research**

2-5 September 2018 | Verona, Italy

www.eurosense.elsevier.com

Organised by



Pangborn 2019

**13th Pangborn
Sensory Science
Symposium**



28 July – 1 August 2019

**Edinburgh International
Conference Centre (EICC)
Edinburgh, Scotland**



**30TH IFSCC CONGRESS
19 – 21 SEPTEMBER 2018**

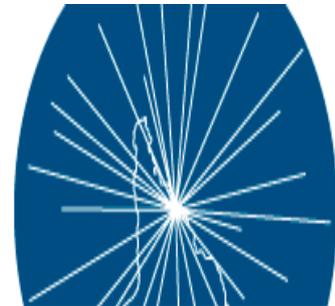
**"Cosmetics: Science for Beauty and Lifestyle"
Dolce Munich Unterschleissheim**



SENSOMETRICS 2018

Going Further

9 - 12th April 2018. Montevideo, Uruguay



**X SEMINÁRIO DE
ATUALIZAÇÃO EM
INDÚSTRIA COSMÉTICA**
EM BUSCA DA NATUREZA & PRODUTOS PET



COMISSÃO DA INDÚSTRIA COSMÉTICA - CRF-PR



Bem-vindo à ABCS

Associação Brasileira de Ciências Sensoriais



ASSOCIAÇÃO
BRASILEIRA DE
COSMETOLOGIA



Conselho Regional de Farmácia do Estado do Paraná

Por que compartilhar?

Boas práticas
Lições aprendidas
O que fazer?
O que não fazer?
Responsabilidade
Visibilidade
Fortalecer
Desenvolver
Criar massa crítica
Consolidar
Revisar
Desconstruir
Evoluir

This

#YearInSearch

Google - Year In Search 2017

18.364.860 visualizações

<https://www.youtube.com/watch?v=vI4LH14yFuo>

How to move forward?

Como seguir em frente?

Obrigada!

karinnamachado@gmail.com