



"Moodpict" and "Feelpict": Implementation and validation of non-verbal approaches to the emotional benefit of cosmetics

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Introduction:

Consumers are now aware of the close links between physical and psychological states. The experience of positive emotions, feelings or affects is, in fact, essential to achieve happiness, fulfillment and satisfaction with one's life. This ultimately contributes to physical and emotional well-being. The cosmetic product, by its actions, participates actively in the three components of Wellness (physical, mental and social well-being). Therefore, in addition to its biological effectiveness, it seemed important to us to study objectively the effects of the cosmetic product on psychological well-being.

- Objectives:**
1. to set up simple and fast methods to quantify the emotions and feelings of consumers in relation to the use of cosmetic products. Use of a non-verbal cognitive approach through the presentation of images specifically selected for their emotional charge.
 2. to validate the interest of the new questionnaires in clinical studies.

Materials & Methods:

"Moodpict" questionnaire: illustrates the state of mind of the subject. 10 emotional states with distinct (valence/arousal/dominance) levels: joy, energy, affection, relaxation, confidence, sadness, tiredness, anger, stress, vulnerability. Global score ranges from 0 to 40.



"Feelpict" questionnaire: illustrates the subject's feelings about its skin. 7 skin states: [burning vs mild], [dry vs moisturized], [tingling vs soothed], [oily vs nourished], [polluted vs healthy], [loose vs firm], [wrinkled vs smooth]. Global score ranges from 7 to 70.

Example 1: facial cosmetic care (short-term study)

16 women [26-54 years; mean age=39 years]. Realization of a 30-minute facial for each subject by using a sequence of 7 products: a cleansing milk, a scrub, a floral water, a hydrating mask, an enriched serum, a moisturizing day cream and an eye cream. The care was performed in a cozy area with relaxing music and a scented candle. For research purposes, subjects were not informed that the final objective of the study was to test whether the sequence of products used could lead to changes in emotional state. The subjects completed the two questionnaires "Moodpict" and "Feelpict" before and immediately after the facial treatment.

Example 2: healthy glow routine (long-term study)

18 women [28-45 years; mean age=41 years] not used to wearing too much makeup; with signs of fatigue, spots, or redness on the face. 28-day use of a "radiance cleanser" in morning and evening & a "healthy glow" moisturizing cream, slightly tinted, in the morning, as a replacement of usual products. The subjects completed the two questionnaires "Moodpict" and "Feelpict" on D0 and D28, as well as Self Assessment Manikin (SAM)¹, Bradley Well-Being questionnaire (WBQ)² and Well-Being Manifestation Measure Scale (WBMMs)³.

Statistical analysis

Use of SAS (macro v0.3.3) / Shapiro-Wilk test to determine the normality of data / Paired t-test and/or Wilcoxon test were performed.

References:

1. Bradley MM, Lang PJ. Measuring emotion: The self-assessment manikin and the semantic differential. *J. Behav. Ther. Exp. Psychiat.* 1994; 25(1): 49-59.
2. Bradley C., Lewis KS. Measure of psychological well-being and treatment satisfaction developed from the responses of people with tablet-treated diabetes. *Diabetic Med.* 1990; 7:445-45.
3. Masse R, Poulain C, Dasse C et al. Elaboration et validation d'un outil de mesure du bien-être psychologique : l'EMMBEP. *Revue Canadienne de Santé Publique.* 1998; Sept-Oct.

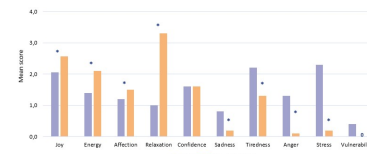
Conclusions:

- ▶ Cosmetic products participate in the physiological, psychological and social well-being; they participate to the Quality of Life.
- ▶ Compared to verbal approaches to expressing emotions, «Moodpict» and «Feelpict» questionnaires require a lower mental load. Processing of images at the brain level is faster than for words.
- ▶ «Moodpict» and «Feelpict» questionnaires allow a direct access to emotions, while being objective, fast and easy to implement.

Results & Discussion:

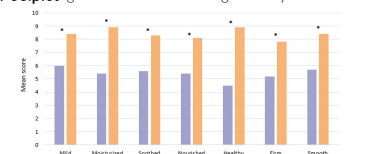
Example 1: facial cosmetic care

Moodpict: global score increases significantly from 22 to 31 (+38%; p<0.05).



States strongly impacted by treatment:
 ↑ relaxation (+230%)
 ↓ anger (-92%); stress (-91%); sadness (-77%)

Feelpict: global score increases significantly from 38 to 59 (+56%; p<0.05).

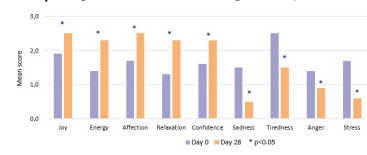


2 feelings strongly increased by treatment:
 healthiness (+97%) and moisturization (+66%)

- ▶ Without words, 100% of the subjects felt relaxation and perceived the moisturizing and healthier skin benefits.
- ▶ Both questionnaires were considered as easy to complete and fun to use.

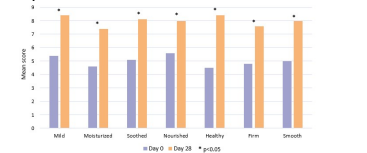
Example 2: healthy glow routine

Moodpict: global score increases significantly from 19 to 28 (+44%; p<0.05).



States strongly impacted by the routine:
 ↑ relaxation (+77%); energy (+63%)
 ↓ sadness (-68%); stress (-66%)
 ↓ vulnerability (-75%)

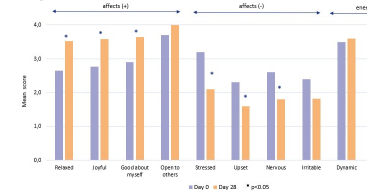
Feelpict: global score increases significantly from 35 to 56 (+60%; p<0.05).



Healthy skin feeling was strongly increased by the routine (+88%)

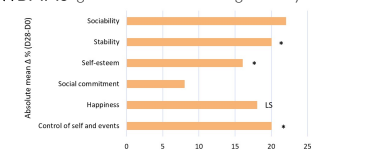
SAM: ↑ valence (+42%; p<0.05) ↑ dominance (+22%; p<0.05) ↓ arousal (-19%; p<0.05)

WBQ: global score increases significantly from 32 to 38 (+20%; p<0.05), reflecting an increase in well-being.



	Emotion (+)	Emotion (-)
D0	53%	47%
D28	64%	36%

WBMMs: global score decreases significantly from 42 to 34.5 (-18%; p<0.05), reflecting an increase in well-being.



- ▶ Results of the Moodpict and Feelpict questionnaires were in accordance with SAM, WBQ and WBMMs.
- ▶ After 28-day use of the healthy glow routine, subjects felt that their complexion improved. Products procured better self-esteem and stability. Negative affects were reduced.