

How digital tools such as Social Listening contribute to promote more sustainable solutions?





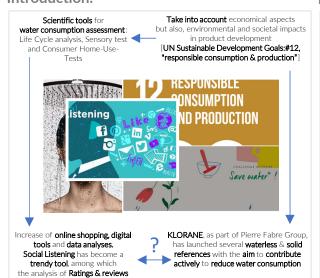


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Introduction:



Materials & Methods:

KLORANE Aquatic Mint Purifying stick mask

Consumer Home Use Tests

- Conducted in France, during development - In accordance with

ISO 20784 68 and 138 target consumers. respectively for Purifying stick mask and Shampoo bar







Life Cycle Analysis (LCA)

- Quantify **impacts** of a product **from raw material extraction to** its **elimination** at end of life
- List and quantify the physical flows of materials and energy associated with human activities throughout the life of a product
- Aquatic Mint stick mask compared to a "classical" facial cleanser product from Pierre Fabre laboratories - Mango Shampoo bar compared to a liquid one

Social listening of Ratings & reviews

- Focus on French consumers - 1st round of analyses on 2021 year
- 2021 year, >12 sources, covering >120 brands
- Specific attention to facial cleansers and shampoos -Focus on **reviews containing** words such as "**rinse**"
- "**rinse**" - 2nd round of analyses on the last
- the last 12 months for Klorane products

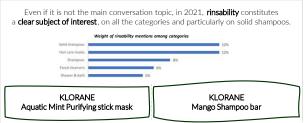
KLORANE Mango Shampoo bar



Sensory evaluation (Mango Shampoo bar)

- Rinsability assessed, based on ISO 13299 recommendations, thanks to trained
- hairdressers
 12 volunteers with dry
 hair (Mango shampoo
 - indication)
 Assessment of hair condition, texture
- Time needed to rinse the hair recorded by hairdressers (→ number of liters needed)

Results & Discussion:



Perception tests

- "Easy to rinse off": spontaneously commented by 21% of consumers "Easy to remove": 97% of consumers
- 19sec, for ½ of the head: one of the lowest time needed to rinse the head [internal database]
 "Less water than with regular shampoo"
 - [ie. liquid]: 39% of consumers
 "Easy to rinse": 94% of consumers

Life Cycle Analyses

During manufacturing, **83% of water** and 25% of CO2 were **saved** compared to the liquid facial cleanser taken as reference.

1 bar allows to save 9.21L of water/use compared to a liquid one, allowing to save 235L of water for the total use for each sold unit.

Post-launch analyses with Social listening

- The two **most reviewed products** in general (among a scope of 122 brands)
 The **most reviewed when** the subject "*rinse*" is **mentioned**.
- Among "rinsability" reviews, they are the best and the third best reviewed products in terms of ratings
- → A clear advantage for web-users who are concerned by rinsability.
- For **web-users** who write about **rinsability**, **outperformance** *vs*.
- competition (4.79 vs. 4.62 for the subcategory) Rinsability always associated with positive comments; **«** Easy to rinse **»**
- in 62% of the reviews mentioning rinsing
 Recommendation rate (96%) and
 emotional rate (43%) are higher among
 people who commented rinsability than
 among the total of reviews (respectively 92%
- Among web-users who write about rinsability, it performs better than the average of all other shampoos combined (4.63 vs. 4.44 for the shampoo
- Rinsability strongly associated with positive comments: « Easy to rinse » in 71% of the reviews discussing rinsing

Conclusions:

The Social Listening analysis confirms that it is worth to consider rinsability because a number of consumers pay attention to this aspect of the formulas

During development. studies enable researchers to select prototypes which combine good tolerance, sensory and efficacy as well as a good rinsability performance.

The rating & reviews analyses, allowed to check what consumers talk about and perceive from the two products: consumers spontaneously commented their good performance in terms of rinsability, which is clearly identified as a strength, among others.



Understand consumers perception of rinse-off formulas in general Screen and assess the prototypes under

All these tools serve the global Pierre Fabre Green Mission objective of reducing water footprint by 20% in 2024 compared to 2018 and, helping meet UN Sustainable Development Goals "responsible consumption and production".

Monitor the performance of the products once launched in the market.

Quantify the impact of the two products during its whole life cycle

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WHERE BEAUTY, SCIENCE AND INNOV

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