

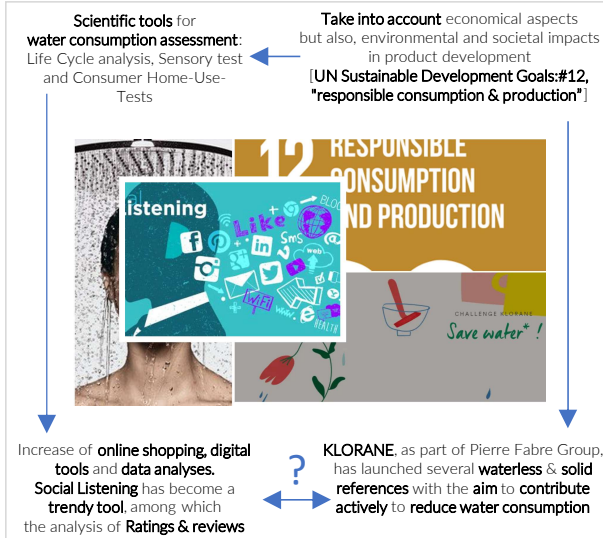
How digital tools such as Social Listening contribute to promote more sustainable solutions?

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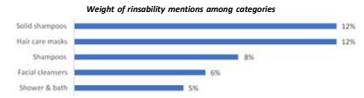
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Introduction:



Results & Discussion:

Even if it is not the main conversation topic, in 2021, **rinsability** constitutes a clear subject of interest, on all the categories and particularly on solid shampoos.



KLORANE Aquatic Mint Purifying stick mask	KLORANE Mango Shampoo bar
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Perception tests

- **"Easy to rinse off"**: spontaneously commented by **21%** of consumers
- **"Easy to remove"**: **97%** of consumers
- **19sec.** for 1/2 of the head: one of the lowest time needed to rinse the head [internal database]
- **"Less water than with regular shampoo"** [i.e. 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.

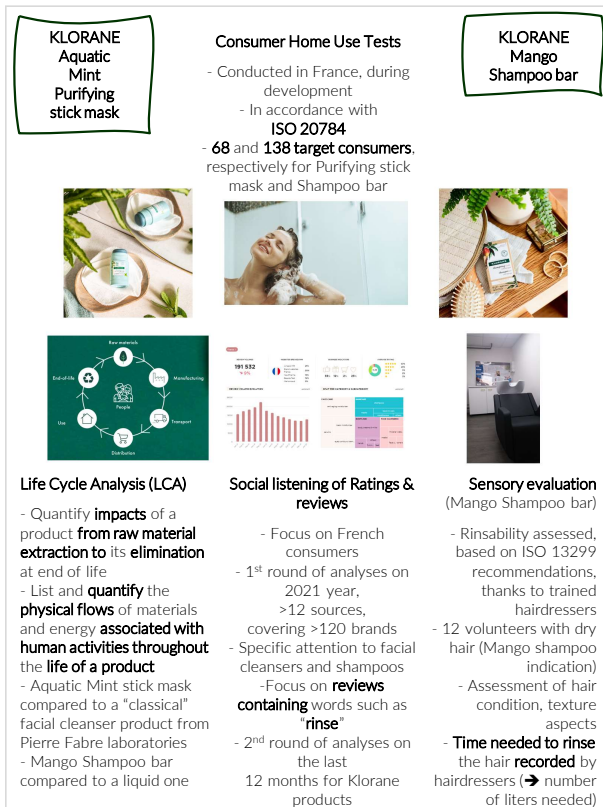
Post-launch analyses with Social listening

- 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% and 38%).

- 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 sub-category)
- Rinsability strongly associated with positive comments: **"Easy to rinse"** in **71%** of the reviews discussing rinsing

Materials & Methods:

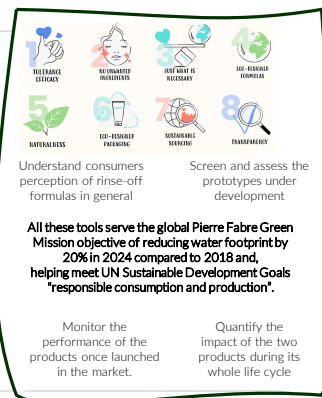


Conclusions:

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.



Acknowledgements:

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References:

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