

PANGAEA LABORATORIES

PRODUCT TESTING RESEARCH

Pangaea Laboratories manufacture high-end personal care products. They produce a variety of products for men and women designed to reduce the signs of ageing and provide smoother and younger looking skin. Specifically their product range includes cleansers, moisturisers and serums. These products are regarded as high-end and used by skin care professionals when dealing with clients.

One particular product they have developed and marketed is the Medik8 Anti-Ageing Serum, designed to be used alongside a daily moisturiser to reveal younger looking skin. Pangaea were keen to obtain the views and opinions of women who were using this product over a period of time, so wished to commission a piece of product perception research.

“MEDIK8 ANTI AGEING SERUM HAS REALLY IMPROVED MY SKIN. IT BLENDS IN REALLY EASILY AND IS SO LIGHT AND DOESN'T LEAVE ANY RESIDUE OR GREASE - IT'S THE LIGHTEST THING I HAVE HAD ON MY FACE/SKIN - AMAZING RESULTS”

Using the TLF Panel, 200 women aged between 35 and 50, who were concerned about skin ageing, were recruited to use the product over a period of time and provide

feedback on an on-going basis. The 200 recruits were mailed the product along with usage protocol and a schedule for the programme.

After 2 weeks of using the product, respondents were asked to complete an online survey, providing their views and opinions. In addition to answering closed and open questions, some respondents were also asked to provide a video of their views. This data collection process occurred again after 4 and 6 weeks of product usage.

After each fortnightly round of data collection (survey responses plus video opinions) results were reported back to Pangaea. Panellists were delighted to be involved in the project, receiving a high-end beauty product, worth £70, and being asked for their opinions on it. Also 30% of respondents were willing to record and upload a video diary of their views.

The results of the study were very interesting, with most respondents rating the product very highly. Over two-thirds would

use the product again and the vast majority of respondents would recommend the product to others.

The results of the study are to be used in Pangaea's marketing and PR materials, as well as providing some vital insight to help with future product development.

Video diaries really helped bring the research to life, showing real women's opinions and thoughts of the product on an ongoing basis. This was particularly interesting as the videos showed opinions after a usage period and also after 6 weeks of use.

“It's fantastic - my husband (who was unaware I was using the product) asked if I'd had Botox!!”

“My teenage daughter has actually complimented me on how young my skin looks! She said all other mums look older”

“Two people have made comments about my skin and lack of wrinkles and this has really boosted my confidence.”