



# Personal Care Products Expertise

At Blueberry, we deliver intelligent research for the personal care industry. From acne and anti-aging to luxury and regimens, we've collaborated with leading international companies as well as direct-to-consumer brands and market disruptors.



## Our Methods

- Central location testing
- Home use testing
- Product placement
- Ethnographies
- Shop-alongs
- Mobile diaries
- Online discussion boards

## Our Work

- Product Design
- Product Co-Creation
- Product Adoption
- Product Quality
- Product Function
- Claims Work
- Packaging



## Craft a Powerful Story

We understand the complexities of conducting personal care research, from balanced consumer recruiting for skin and hair types to constructing research that uncovers the nuances of the product experience.

And, we have an intimate understanding of consumer behavior in this category. Our insights transform “how I look” to “how I feel” so you can craft a powerful brand story for your product.

## Product Testing Booths

- 23 product testing booths
- Programmable HVAC system with individual booth exhaust
- Wide pass-through to lab
- Touchpad computer for fast data collection
- Located in our suburban New York City facility



## Sink Booths

- 12 sink booths with pressure, hardness & temp controlled water
- Programmable HVAC system with individual booth exhaust
- Wide pass-through to lab
- Touchpad computer for fast data collection
- Located in our suburban New York City facility



## Product Testing Rooms

- 7 spacious product evaluation rooms
- Hi-tech water temperature controls
- Three HVAC settings (by room or group)
- Each room equipped with electrical outlets, sink, mirror, counter, toilet and full size washer & dryer
- All washable surfaces, including ceiling, walls, fixtures and appliances
- Located in our suburban Milwaukee facility



## Home Use Tests

With 20 years' experience, our expert team has managed thousands of HUTs – from simple product placement to complex usage and product rotation schedules. And, our in-house recruiting team and flexible facility space enable us to support both local and national HUTs.



## Global Capabilities

Our network of trusted partners allow us the benefit of international excellence – we confidently go where we need to be to achieve research goals. Delivering insights from 20+ countries, our experience spans the globe.

