



# user

## *add value to your product or service...*

Having established a reputation as the UK's leading provider of clinical safety and efficacy testing in the personal care industry, Alba Science has now developed a high end Consumer Research and User Trial Service.

Our Consumer Research Service offers tailored project work for a wide range of businesses wanting to find out what the public really think of their product or service. We can design a survey to deliver consumer perception of product performance, product packaging and many other aspects of consumer experience. Alba Science has the experience and expertise to offer the very best in service consultancy, turnaround times, and reporting.

At Alba Science, we pride ourselves on our ability to help customers get their product or service to market with speed and efficiency. Consumer Research Studies have applications for Research and Development, Marketing, Brand Management and Regulatory Assessment teams.

Alba Science's Consumer Research Service offers excellence in the following areas:

-  Access to a panel of over 10,000 volunteers, covering diverse socio-demographic types
-  Tailored survey design and consultancy
-  Targeted recruitment of specialist panels
-  An assigned Project Manager
-  Data Collection and Reporting
-  High end statistical reporting and modelling
-  Timely and customer oriented service
-  Managed Web Security Service

### **PERFORMANCE AND PRODUCT OPTIMISATION TESTING**

*Ensure increased sales and decreased returns by measuring subjective consumer appeal*

*Benchmark your product against other brands to assess competition via a paired product comparison study*

*Measure product efficacy*

### **MARKETING SERVICES**

*Identify your target market*

*Devise and substantiate product claims*

*Identify product or brand position within the marketplace*

*Gain consumer or group public opinions on a specific product or service*

### **RESEARCH SERVICES**

*Public Opinion research poll*

*Consumer satisfaction survey*

To discuss your specific requirements or for more information please contact us.



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## research you can trust...

Alba Science is a leading UK Contract Research Organisation specialising in the design and delivery of specialist product testing studies for consumer markets worldwide. With a background in safety and efficacy testing in the personal care industry, we have extensive experience in study design, execution and analysis.

We have recently extended our services to include a Consumer Research and User Trial Service, allowing businesses to gain valuable consumer insight to their brand or product before it goes to market.

With a global reputation for quality, unparalleled level of service and customer satisfaction, Alba Science is fast becoming the acknowledged leader in its field. We are ISO 9001:2008 (Quality Management) OHSAS 18001:2007 (HSE) and 14001:2004 (Environmental) certified. Alba Science Ltd follow GCP Guidelines and adopt the highest quality procedures. Our business framework is ethical, respecting environmental policies.

Why choose Alba Science?

-  **Highly adaptive study design**
-  **Bespoke survey design and custom approaches**
-  **Personalised, committed levels of customer service**
-  **High end statistical reporting to provide actionable insights**
-  **Professional, industry expertise**
-  **Reliable data and report delivery, on time every time**
-  **Access to large volunteer communities**
-  **Highest level quality standards**
-  **Competitive pricing**

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## safety

PATCH TESTING  
HRIPT  
CONTROLLED USER STUDIES  
CLAIM SUBSTANTIATION  
STINGING STUDIES  
ARM/HAND IMMERSION STUDIES  
EYE INSTILLATION STUDIES

## efficacy

CLAIM SUBSTANTIATION  
HAIR STUDIES  
SPECIFIC PANEL STUDIES  
NAIL STUDIES

## sun

UVA STAR RATING BOOTS 2008  
(REVISED) METHOD  
EU GUIDELINE METHOD FOR UVA  
IN VITRO DETERMINATION

## specialist

CONSUMER RESEARCH AND  
USER TRIAL SERVICE  
CONSULTANCY EXPERTS  
STATISTICAL ANALYSIS  
FOOD STUDIES  
HAIR STUDIES  
CONSUMER ACCEPTABILITY  
MARKETING SERVICES

