

# ABSTRACT

**PRESENTER:** Dr. Jasmine Leong

**COMPANY:** Croda (Singapore) Pte Ltd

**JOB TITLE:** Technology Development Manager

**Podium Title:** *Applying ideal profiling methodology to understand drivers of liking of sunscreens by Asian consumers*

## Abstract

The Ideal Profiling Methodology (IPM) is an analytical method using a consumer panel in place of the conventional trained panel in descriptive analysis methods for sensory evaluation. This study aimed to apply IPM to determine the sensory space and identify the ideal sensory profile for sunscreen products (a mixture of commercial benchmarks and developing prototypes) designed for the Asian market. Perceived and ideal intensities of the attributes of the products were collected from the consumer panel. Ideal Profiling Analysis (IPA) was then applied on these collected data to give deeper insights about the consistency of the data; and provide a guide to optimize the prototypes.

Based on the finding of the study, the ideal sensory profile for sunscreen products for Asian consumers is one having attributes of good absorbency, wetness and spreadability with low oiliness and slipperiness.



Dr. Jasmine Leong has more than 20 years of experience in sensory evaluation in food and nonfood area. She is currently the Technology Development Manager (Beauty Formulation) at the Centre of Innovation of Sensory Science, Croda Singapore. Prior to Croda, she was the Sensory and Consumer Insight Research Manager at Symrise (Asia Pacific) - Flavor Division. Her research mainly involves Consumer Sensory Neuroscience research. Previously she was the Regional Sensory Manager (Fragrances) with IFF where she set up the Fragrance sensory facilities and

implemented the sensory protocols for assessing the performance of fragrance in personal wash, beauty care and homecare categories.

She was also a passionate and dedicated educator with specialization in product development, consumer perception, sensory evaluation, cross culture work, trained panel evaluation for SME and MNC food companies.