



Spooky

RESEARCH
FACTS



The Scary, Slimy, & Shocking World of Sensory Research!

Double Trouble with Vomit Evaluations – All in the name of Science!

On one eerie day in September, we conducted...

2 TWO VOMIT PRODUCT EVALUATIONS in a single day! Yes, TWO!

Did You Know?

Sensory research helps companies create products that eliminate odors, improve taste, and perfect all the things you experience with your senses.

Even if it means spending a day evaluating vomit!



The Shocking World of Electrogustometry

Ever wondered what electricity tastes like?



"Back in 2006, I found out firsthand when I joined my first sensory science experiment: electrodes, batteries, and shocking taste buds to better understand perception!

-Michael Nestrud, PhD-



It all started with Luigi Galvani in the 18th century zapping frog legs—he'd probably faint at what we do now!

Vials of Vile Odors!

Imagine a perfume library...but instead of summer breezes, We've got bottles of eau de poop, vomit, and even cat pee!

These "malodor bombs" help us create products that eliminate the worst smells.

Somewhere in our lab, there's a vial labeled "Cat Pee - Harvested" and it's all sniffed in the name of science!



An Armpit Lexicon: The Fine Art of Body Odor

Move over wine tasters, we've got a body odor lexicon!

Just like a sommelier describes wine, we define the greasy, fatty, and oily nuances of body sweat.

Brave researchers sniffed hundreds of armpits to make sure your deodorant works!

"Greasy" is now scientifically defined as "dirty scalp and hair aromas!"

A Spooky Science Indeed!

From shocking tongues to sniffing armpits, sensory scientists are out here doing the dirty work so your everyday products pass the test.



Next time you buy deodorant or an air freshener, thank science for keeping those gross odors under control!

HAPPY HAUNTING!

May your malodor be scientifically controlled and your senses stay sharp!



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Consumer Insights. Delivered.

