



Introduction

360° Testing Service was retained to perform comparative blind consumer odor and wetness tests to determine efficacy and comparative performance.

Three “Brand” products, and two competitor’s products, shown in order in the image to the right, were tested or compared by application to the axillae of 24 participants (one participant did not return at the end of the day to complete their testing).

1. Brand’s product #1
2. Brand’s product #2
3. Brand’s product #3
4. Competitor #1
5. Competitor #2



Participant Selection

Participants were screened and selected to deliver a broad demographic of ages, body shapes and sizes, as well as ethnic backgrounds.

Testing Process

Participants were assigned to one of four groups. Groups 1 through 4 had 5, 7, 5 and 6 participants complete testing, respectively. A Brand or competing product was then applied to each axilla of each participant during an early morning session (between 07:30 - 10:00 am), then participants proceeded on to their regular work day. At the end of the working day, participants returned to 360°’s facilities (between 04:30 - 08:00 pm) where they were asked to complete a questionnaire asking about their perception of the odor and wetness of each axilla during that day.

Application / Testing

Upon arrival at 360°’s facilities in the morning, participants were logged in and assigned to one of four groups. Each group’s participants received either of two antiperspirants under each axilla, as follows:

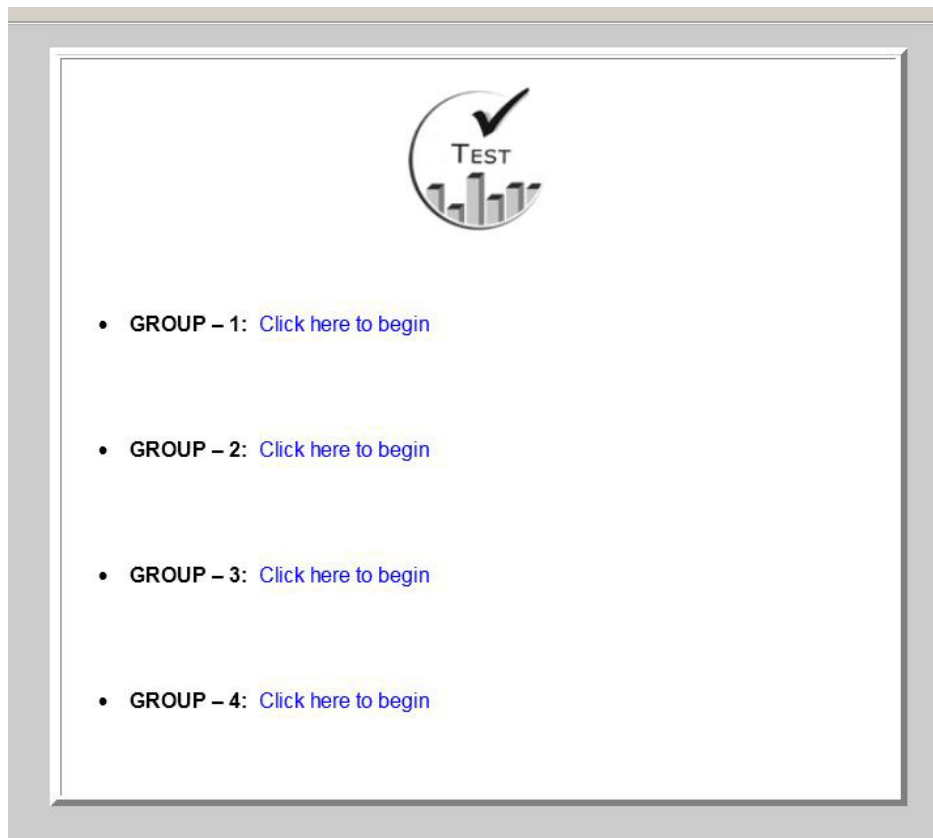
- Group 1:** Left axilla Brand#1 material, Right axilla Brand#2 material
- Group 2:** Left axilla Brand#3 material, Right axilla Brand#1 material
- Group 3:** Left axilla Competitor #2 antiperspirant stick, Right axilla Brand#1 material
- Group 4:** Left axilla Brand#1 material, Right axilla Competitor #1 roll-on deodorant

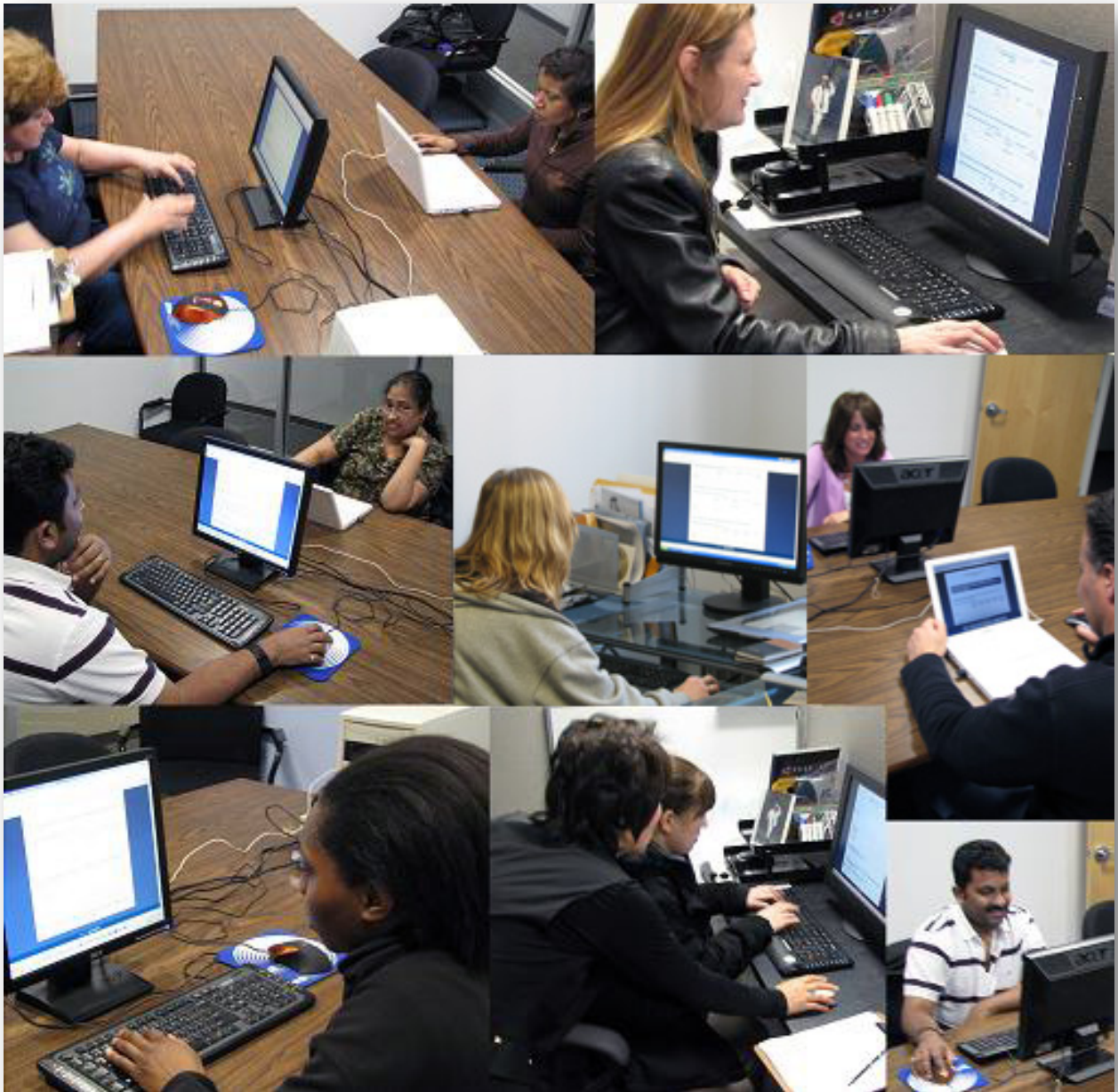
After application of the products to their axilla, participants then left our facilities for their regular workday. They wore the applied underarm materials throughout the day then returned to our facilities at the end of their day to fill out an online context sensitive debrief asking questions about the odor control and wetness control of each applied product. In addition to multiple-choice questions, participants could also write text comments, of which some 13 of 23 total participants made a total of 31 comments. The debrief questions, responses and analytics are presented in Appendixes A and B. What follows is our analysis of these survey form responses.

Other than statements by test administrators about the general safety of the products that were to be applied, participants were uninformed about all aspects of what had, or had not, been applied to their axilla, what entity had commissioned the testing, as well as any expectations as to what might occur during the testing beyond the below noted procedures.

End of Day Debrief

When participants returned to our facilities after their working day, they were asked to complete context sensitive debrief that queried about the odor control of the product, and the wetness of their axilla; see the following photo collage. Test administrators seated each participant as they arrived in front of a terminal, then brought up the online debrief.





Above: Participants taking the testing debrief. In the center bottom image, a test administrator can be seen calling up the debrief form for a participant.



Above: Participants evaluating the performance of the applied product on their axillae.

The following are 360° Testing Service's findings and analysis of participants' recorded responses.

Findings

Refer to the debrief questions in Appendix A, and Appendix B, which present the results and analytics of the participants self-reports. Debrief asked participants the following questions:

- Did you notice underarm odor in one arm or the other during the day? If so, under which arm?
- Around midday today, how would you rate the underarm odor for each arm?
- How would you now rate the underarm odor for each arm?
- How satisfied are you now with the odor-control for each arm?
- How would you rate the wetness under each arm during today?
- How satisfied are you now with the wetness-control for each arm?
- In the future, would you want to continue using the LEFT side underarm product?
- In the future, would you want to continue using the RIGHT side underarm product?
- Compare today's underarm odor to the odor typically experienced with your current antiperspirant/deodorant?
- Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...
- Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

Overview –

In the following, an overview of each individual product will be presented, then a comparison with the other product tested by each group will be made.

Brand's product #1

Material Brand#1 was tested on each participant of all four groups, for a total of 23 individuals.

- Odor Control

Of Groups 1 and 2, 3 and 1 participants reported "faint" odor both at midday and end-of-day; 1 in Group 3 reported "modest" odor at both times while 1 more reported "faint" at end of day, and only 1 of Group 4 reported "faint" odor; the other 5 of Group 4 reported "no odor. For odor-control satisfaction, 1, 2, 0 and 1 were dissatisfied with Brand#1's performance while 4, 5, 5 and 5 were either "very satisfied" or "satisfied" with Brand#1's odor-control performance. This is an overall percentage rate of **83% of Brand#1 users either reporting "faint" or no odor, and also reporting feeling "satisfied" or "very satisfied", with its odor-control.**

- Wetness Control

Two of Groups 1 and 2, and 1 each of Groups 3 and 4, reported they felt "somewhat wet" in the axilla to which was applied Brand#1. However, 3, 4, 4, and 3 of Groups 1 through 4 reported either feeling "dry" or "somewhat dry". Two of Group 4 also reported "neither wet nor dry". Thus, **61% of Brand#1 users reported feeling more dry than wet. 4, 5, 3 and 5 felt "satisfied" or "very satisfied" with the wetness control of Brand#1 material (an average of 74%)** while 1 each of Groups 1, 3 and 4, plus 2 of Group 2, or 22%, felt "dissatisfied" or "very dissatisfied" with the wetness control of Brand#1.

- Continue to Use

Two, 4, 1 and 3 participants of Groups 1 through 4 stated they would want to continued using product Brand#1, for an average of 43% while another 6 from all groups stated "maybe", or another 26%. Of all participants, only 5 of 23 stated "no" to this question, or 22%. In comments, 1 participant reported they would want to continue to use Brand#1 because "Yes, the left arm smelled very good"; yet, another stated "If it is scented", indicating there is a difference in how Brand#1 smells to different users.

When asked "...why would you not want to continue to use the product under your left (or right) arm?", one responded "There is more odor under the left than the right" while another said "Underarm was periodically tacky and I was aware of it several times during the day". 3 others responded "felt like it almost encouraged wetness", "Odor and stickiness", and "SEEMS LIKE THE PRODUCT WAS NOT STRONG ENOUGH".

- Comparison with Current Antiperspirant

Participants were asked to compare the odor with Brand#1 to that of their current antiperspirant, and whether they preferred the new product over their current product. 8 of all groups reported either "less odor with NEW product" or "much less odor with NEW product" for an overall average of 35% feeling that Brand#1 allowed less odor than their current product. However, another 10, or 43%, reported "no difference". 5, or 22%, felt there was either more odor or "much more odor with NEW product" than their current antiperspirant.

Eight of 23, or 35% expressed a preference or "somewhat preferred" for Brand#1 over their current antiperspirant. 8 of 23 also expressed "neither undesirable nor preferred". Five of 23, 22%, expressed "somewhat undesirable" or "undesirable" compared to their

current product. The remaining 2 uncounted participants expressed “other” to this question of preference.

In comments asking participants why they would not prefer Brand#1 to their current antiperspirant, 1 participant stated “Doesn't keep me as dry.” while another stated “SLIGHTLY WARM”. When asked “Why is the new product under your LEFT (or right) arm not preferable to your current antiperspirant/deodorant?”, 1 responded “Although I sweated less than the right arm, there was no scent to the left arm” while another stated “There is a chemical smell under my left arm”. Other comments were “product had an odor; caused odor and extreme wetness.”, “Odor and stickiness”, and “NOT ENOUGH STRENGTH”.

Conclusion of Brand#1

Brand#1 material appears to be a product that, for the vast majority of users, did work well to both control axilla odor and wetness. Over one third of Brand#1's users also preferred it over their current antiperspirant, while another third expressed no preference either way. Only about 22% of our participants expressed a desire not to use Brand#1.

Brand's product #2

Material Brand#2 was tested on the participants of only Group 1 for a total of 5 individuals.

- Odor Control

Three, or 60%, of participants reported no odor at midday while 1 each reported “faint” or “modest” order. However, by the end of the day, this had shifted to only 2 reporting no odor while 3 reported a faint odor. For odor-control satisfaction, 3, or **60% felt “very satisfied” or “satisfied”** while 1 each felt “neither” and “dissatisfied”.

- Wetness Control

Three, or **60%, reported feeling “dry” but 2, or 40%, reported feeling “somewhat wet” or “wet”**. Of these, 3 were “very satisfied”, 1 was neither, and 1 was “very dissatisfied” at the wetness control of Brand#2.

- Continue to Use

Two, or **40%, would want to continue using Brand#2** while 2 would not. One expressed “maybe”, however. In comments asking why the participant would not want to continue to use the product, one user said “the right arm was a little bit irritant and itchy. The smell was not so great.”

- Comparison with Current Antiperspirant

Participants were asked to compare the odor with Brand#2 to that of their current antiperspirant, and whether they preferred the new product over their current product. Only 1 reported “much less odor with NEW product” while 3 reported “no difference”. One felt there was “more odor with NEW product” than their current antiperspirant.

One expressed a preference for Brand#2 over their current antiperspirant while 2 expressed “neither undesirable nor preferred”. Two expressed “undesirable” compared to their current product. To the question asking “Why is the new product under your RIGHT arm not preferable to your current antiperspirant/deodorant?”, the same

participant that stated above “The smell was not so great” said “the odor is not great. it always make my underarm a little wet.”

Conclusion of Brand#2

Material Brand#2 appears to be almost as effective a product as Brand#1, although not preferred or liked nearly as often. It also had a higher percentage of participants considering it “undesirable” compared to their current antiperspirant.

However, since it was only tested on 5 participants, it is possible that with a larger participant base, it might prove more effective that it appeared during these tests.

Brand’s product #3

Material Brand#3 was tested on the participants of only Group 2 for a total of 7 individuals.

- Odor Control

Three, or 43%, of participants reported a faint odor at midday while 4, or 57%, reported “modest” order. By the end of the day, this had shifted to 4 reporting “faint” while only 3 reported a “modest” odor. **For odor-control satisfaction, 3, or 43% felt “very satisfied” or “satisfied”** while 1 felt “neither”, and 3 felt “dissatisfied”.

- Wetness Control

Five, or **71%, reported feeling “dry” or “somewhat dry”** but 2, or 29%, reported feeling “somewhat wet”. Of these, 4, or 57%, were “very satisfied” or “satisfied”, and 3 were “dissatisfied” at the wetness control of Brand#3.

- Continue to Use

Two, or **28%, would want to continue using Brand#3 while 3, or 43%, would not.** 1 expressed “maybe” and 1 expressed “Other”, however. In comments asking whether the participant would want to continue using Brand#3, 1 participant stated “on a mid to moderate day, not on a very hot or humid day”. When asked why the participant would not want to continue to use the product, 3 users said “LEFT ME WITH A SLIGHT ORDER”, “ITCHING”, and “Odor and stickiness”.

- Comparison with Current Antiperspirant

Participants were asked to compare the odor with Brand#3 to that of their current antiperspirant, and whether they preferred the new product over their current product. Only 1 reported “much less odor with NEW product” while 1 reported “no difference”. 5, or **71%, felt there was “more odor with NEW product” than their current antiperspirant.**

Two expressed some sort of preference for Brand#3 over their current antiperspirant, while 1 expressed “neither undesirable nor preferred”. 4, or **57%, expressed “somewhat undesirable” or “undesirable” compared to their current product.**

To the question asking “Why is the new product under your RIGHT (or left) arm not preferable to your current antiperspirant/deodorant?”, 4 participants said the following:

“IT LEAVES ME A BIT WET”

“Initially I did not care for the scent of the deodorant. Over the course of the day the left arm was slightly wet (warmer than the right arm) And now at the conclusion of the day the left arm has an additional odor that I don't care for. it is

not terribly unpleasant, but not something I want to sell if I purchased this product.”

“ITCHING AND IRRITATION”

“Odor and stickiness”

Conclusion of Brand#3

Material Brand#3 does not appear to have been a very effective or popular product, compared to Brand#1 and Brand#2. It also had a higher percentage of participants considering it “somewhat undesirable” or “undesirable” compared to their current antiperspirant. Its odor-control properties seemed lacking for most of our participants.

Brand’s product #1 vs. Competitor #2 Stick

Material Brand#1, in user’s RIGHT axilla, was compared to Competitor #2 in LEFT axilla by Group 3, with 5 participants. What follows are our findings and analysis.

- Odor Control

At midday, 4 of 5 participants reported no odor from Brand#1 with 1 reporting “modest” odor, while only 2 reported no odor with T1, and 3 reported faint odor with Competitor #1. By the end of the day, the same Competitor #1 results were reported while one “no odor” had shifted to “faint odor” with Brand#1. That is, by the end of the day, **40% were reporting “no odor” with Competitor #1 whereas 60% were reporting “no odor” with Brand#1** (but 1 was still reporting “modest” odor with Brand#1). In terms of **satisfaction with the odor control, 80% were “very satisfied” or “satisfied” with Competitor #1 while 100% were “very satisfied” or “satisfied” with Brand#1.** One participant felt “dissatisfied” with Competitor #1.

- Wetness Control

Material Brand#1 and Competitor #1 received the exact same ratings regarding wetness control: 40% felt dry, 40% felt “somewhat dry”, and 20% felt “somewhat wet”. In terms of satisfaction with the wetness control, both Brand#1 and Competitor #1 were rated “dissatisfied” or “neither satisfied nor dissatisfied” by 1 person per category, with 60% stating “satisfied” or “very satisfied” with wetness control.

- Continue to Use

One, or 20%, would want to continue using Brand#1 while 1 would not. However, **3 expressed “maybe”.** In comparison, 2 would want to continue using Competitor #1 with 1 no and 2 maybes. In comments asking why the participant would not want to continue to use the product, 1 Competitor #1 user said “Felt tight and slightly sticky. Did not stop wetness.” In response to the same question for Brand#1, 1 user said “SEEMS LIKE THE PRODUCT WAS NOT STRONG ENOUGH”.

- Comparison with Current Antiperspirant

Participants were asked to compare the odor with each product to that of their current antiperspirant, and whether they preferred the new product over their current product. One each for each product reported “much less odor with NEW product” while 1 reported “less odor with new product” for Brand#1. For T1, 3 reported “no difference” whereas 2

Brand#1 users reported “no difference”. One each for each product felt there was “more odor with NEW product” than their current antiperspirant.

Two expressed a “somewhat preferred” for Brand#1 over their current antiperspirant while for T1, 1 each stated “preferred” and “somewhat preferred”. For each product, 2 expressed “neither undesirable nor preferred”. 1 expressed “somewhat undesirable” for Brand#1 compared to their current product while 1 expressed “undesirable” for Competitor #1. To the question asking “Why is the new product under your RIGHT (or left) arm not preferable to your current antiperspirant/deodorant?”, the same Competitor #1 user that stated above “Felt tight and slightly sticky. Did not stop wetness.” repeated that answer. Similarly, the same respondent who stated said “SEEMS LIKE THE PRODUCT WAS NOT STRONG ENOUGH” also said “NOT ENOUGH STRENGTH”.

Conclusions: Brand’s product #1 vs. Competitor #2 Stick

Material Brand#1 appears to be have been slightly more effective, and slightly more preferred, compared to Competitor #2. However, all 5 users of either product were about equally divided into believing the new product was as good as what they currently use. It is possible that with a larger participant base, either product might garner more of a following than the other.

Comparison of Brand’s product #1 vs. Competitor #1 Roll-On

Group 4, comprising 6 participants, compared Brand#1 material in their LEFT axilla with Competitor #1 roll-on in their RIGHT axilla.

- Odor Control

At midday, none of the 6 participants reported odor from either product. By the end of the day, 5 participants still reported “no odor” while 1 each then reported “faint” odor. **In terms of satisfaction, 4 users of Brand#1 reported they were “very satisfied” with the odor control compared to only 3 users of Competitor #2. However, only 1 additional user of Brand#1 opined they felt “satisfied” whereas all 3 remaining users of Competitor #2 stated “satisfied”. Thus, 83% of users were either “very satisfied” or “satisfied” with the crème Brand#1’s odor control, compared to 100% for Competitor #2.** One user of Brand#1 opined “dissatisfied” with the odor control provided by Brand#1.

- Wetness Control

Two users of Brand#1 rated wetness as “dry” with 1 stating “somewhat dry”; Competitor #2 received 3 opinions of “dry”. Two users of each product felt neither wet nor dry, but 1 felt “somewhat wet”. **In terms of satisfaction with the product’s wetness control, both products received the same percentage of answers: 4 users were “very satisfied”, 1 felt “satisfied”, and 1 felt “dissatisfied”.**

- Continue to Use

Only 3 users wanted to continue to use Brand#1 compared to 5 users of Competitor #2. Two Brand#1 users stated they would NOT want to continue using the

product compared to only 1 for Competitor #2. One user of Brand#1 opined “maybe” they would want to continue using the product. In comments asking why the participant would not want to continue to use the product, 1 Competitor #2 user said, “I do not know if it is me, but the treatment has burned my armpit all day long, but it does not look or seem like an irritation. This product has made me want to take a shower to get it off from almost the beginning of having it applied.” In response to the same question for Brand#1, 1 user said “There is more odor under the left than the right”, and another stated “Underarm was periodically tacky and I was aware of it several times during the day”.

- Comparison with Current Antiperspirant

Participants were asked to compare the odor with each product to that of their current antiperspirant, and whether they preferred the new product over their current product. **Only 1 user expressed any preference for either new product, a “somewhat preferred” for Competitor #2. Three each expressed “no preference” for either product compared to their current antiperspirant.** Two users of each product stated “Other”.

To the question asking “Why is the new product under your RIGHT (or left) arm not preferable to your current antiperspirant/deodorant?”, a user of Brand#1 stated “There is a chemical smell under my left arm”. When asked to compare the new product with their current antiperspirant, users of Brand#1 said “Doesn’t keep me as dry” and “SLIGHTLY WARM”. Similarly, users of Competitor #2 said “Not much scent, but keeps me very dry” and “First underarmr (sic) product I really HATE!”

Conclusions, Brand’s product #1 vs. Competitor #1 Roll-On

Although both Brand#1 material and Competitor #2 roll-on appeared to control odor very effectively, Competitor #2 appears to be have been slightly more effective in wetness control. Five, or 83%, of users of Competitor #2 expressed a desire to continue using Competitor #2 compared to only half of Brand#1 users in this group. Only 1 user expressed a preference for Competitor #2 compared to their current product compared to none for Brand#1.

The Brand’s product #1 appeared to be competitive with Competitor #1 but not quite as highly-regarded.

Appendix A

Test Questions

Hello: The following questions relate to your experiences today with the products applied to your underarms this morning. Questions will pertain to odor, wetness control... Separate questions will be asked for each of these. Finally, we will ask similar questions about the performance of these underarm products as compared to your usual antiperspirant / deodorant. Please begin by clicking on the Continue button below.

Prefix:

1. Mr.
2. Ms.

Did you notice underarm odor in one arm or the other during the day? If so, under which arm? Please check the appropriate box or boxes.

1. Left
2. Right
3. Neither Underarm

Around midday today, how would you rate the underarm odor for each arm? Please check one box for each arm.

	None noticed	Faint	Modest	Strong	Very strong
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you now rate the underarm odor for each arm? Please check one box for each arm.

	None noticed	Faint	Modest	Strong	Very strong
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How satisfied are you now with the odor-control for each arm? Please check one box for each arm.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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How would you rate the wetness under each arm during today? Please check one box for each arm.

	Dry	Somewhat dry	Neither wet nor dry	Somewhat wet	Wet
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How satisfied are you now with the wetness-control for each arm? Please check one box for each arm.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the future, would you want to continue using the LEFT side underarm product?

1. Yes
2. No
3. Maybe
4. Other _____

In the future, why would you not want to continue to use the product under your left arm?

In the future, would you want to continue using the RIGHT side underarm product?

1. Yes
2. No
3. Maybe

4. Other _____

In the future, why would you not want to continue to use the product under your right arm?

The following questions ask you to compare your usual antiperspirant/deodorant with the products that were applied to each arm this morning.

Compare today's underarm odor to the odor typically experienced with your current antiperspirant/deodorant? Please check one box for each arm.

	Much less odor with NEW product	Less odor with NEW product	No odor difference noticed	More odor with NEW product	Much more odor with NEW product
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

1. Preferred
2. Somewhat preferred
3. Neither undesirable nor preferred
4. Somewhat undesirable
5. Undesirable
6. Other _____

Why is the new product under your LEFT arm not preferable to your current antiperspirant/deodorant?

Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

1. Preferred

2. Somewhat preferred
3. Neither undesirable nor preferred
4. Somewhat undesirable
5. Undesirable
6. Other _____

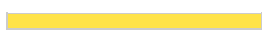

Why is the new product under your RIGHT arm not preferable to your current antiperspirant/deodorant?

Appendix B
Test Responses and Analytics

Group 1:

Viewed **10** Started **5** Completed **5** Completion Rate **100%** Drop Outs (After Starting) **0** Average Time to Complete Survey **5 minutes**

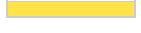


Prefix:

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Mr.	2	40.00%					
2. Ms.	3	60.00%					

Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : [**1.120** - Standard Deviation : **0.548** Standard Error : **0.245**
! **2.080**]



Did you notice underarm odor in one arm or the other during the day? If so, under which arm? *Please check the appropriate box or boxes.*

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Left	1	20.00%					
2. Right	0	0.00%					
3. Neither Underarm	4	80.00%					

Total 5 100%

Mean : **2.600** Confidence Interval @ 95% : [**1.816** - Standard Deviation : **0.894** Standard Error : **0.400**
! **3.384**]

Overall Matrix Scorecard : Around midday today, how would you rate the underarm odor for each arm? Please check one box for each arm.

Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1. Left	5	1.600					
2. Right	5	1.600					

Average	1.600
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Left
!

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	2	40.00%					
2.	Faint	3	60.00%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : **[1.120 - 2.080]** Standard Deviation : **0.548** Standard Error : **0.245**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	3	60.00%					
2.	Faint	1	20.00%					
3.	Modest	1	20.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 5 100%





Mean : **1.600** Confidence Interval @ 95% : **[0.816 - 2.384]** Standard Deviation : **0.894** Standard Error : **0.400**

Overall Matrix Scorecard : How would you now rate the underarm odor for each arm? Please check one box for each arm.

	Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1.	Left	5	1.600					
2.	Right	5	1.600					
Average			1.600					

Left
!






	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	2	40.00%					

2.	Faint	3	60.00%	
3.	Modest	0	0.00%	
4.	Strong	0	0.00%	
5.	Very strong	0	0.00%	

Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : [**1.120** - Standard Deviation Standard Error
! **2.080**] : **0.548** : **0.245**


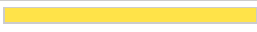
Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	2	40.00%					
2.	Faint	3	60.00%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					






Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : [**1.120** - Standard Deviation Standard Error
! **2.080**] : **0.548** : **0.245**

Overall Matrix Scorecard : How satisfied are you now with the odor-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	5	2.000					
2.	Right	5	2.200					
Average			2.100					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	2	40.00%					
2.	Satisfied	2	40.00%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	1	20.00%					
5.	Very dissatisfied	0	0.00%					

Total 5 100%
 Mean : **2.000** Confidence Interval @ 95% : [**0.926** - Standard Deviation Standard Error
 ! **3.074**] : **1.225** : **0.548**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	2	40.00%					
2.	Satisfied	1	20.00%					
3.	Neither satisfied no dissatisfied	1	20.00%					
4.	Dissatisfied	1	20.00%					
5.	Very dissatisfied	0	0.00%					

Total 5 100%
 Mean : **2.200** Confidence Interval @ 95% : [**1.057** - Standard Deviation Standard Error
 ! **3.343**] : **1.304** : **0.583**

Overall Matrix Scorecard : How would you rate the wetness under each arm during today? Please check one box for each arm.

	Question	Count	Score	Dry	Somewhat dry	Neither wet nor dry	Somewhat wet	Wet
1.	Left	5	2.200					
2.	Right	5	2.400					
		Average	2.300					






Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Dry	3	60.00%					
2.	Somewhat dry	0	0.00%					
3.	Neither wet nor dry	0	0.00%					
4.	Somewhat wet	2	40.00%					
5.	Wet	0	0.00%					

Total 5 100%
 Mean : **2.200** Confidence Interval @ 95% : [**0.760** - Standard Deviation Standard Error
 ! **3.640**] : **1.643** : **0.735**

Right


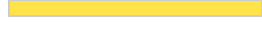
	Answer	Count	Percent	20%	40%	60%	80%	100%
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1.	Dry	3	60.00%	
2.	Somewhat dry	0	0.00%	
3.	Neither wet nor dry	0	0.00%	
4.	Somewhat wet	1	20.00%	
5.	Wet	1	20.00%	






Total 5 100%

Mean : **2.400** Confidence Interval @ 95% : **[0.691 - 4.109]** Standard Deviation : **1.949** Standard Error : **0.872**

Overall Matrix Scorecard : How satisfied are you now with the wetness-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	5	2.000					
2.	Right	5	2.200					
Average			2.100					





Left


	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	3	60.00%					
2.	Satisfied	1	20.00%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	0	0.00%					
5.	Very dissatisfied	1	20.00%					

Total 5 100%

Mean : **2.000** Confidence Interval @ 95% : **[0.482 - 3.518]** Standard Deviation : **1.732** Standard Error : **0.775**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	3	60.00%					
2.	Satisfied	0	0.00%					
3.	Neither satisfied no dissatisfied	1	20.00%					
4.	Dissatisfied	0	0.00%					

5.	Very dissatisfied	1	20.00%	
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Total



5 100%

Mean : **2.200** Confidence Interval @ 95% : **[0.632 - 3.768]** Standard Deviation : **1.789** Standard Error : **0.800**

Total 5 100%
 Mean : **2.400** Confidence Interval @ 95% : [**1.071** - **3.729**]
 ! Standard Deviation : **1.517** Standard Error : **0.678**

In the future, would you want to continue using the LEFT side underarm product?





	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	2	40.00%					
2.	No	0	0.00%					

3.	Maybe	1	20.00%	
4.	Other	2	40.00%	

Total 5 100%

Mean : **2.600** Confidence Interval @ 95% : [**1.271** - Standard Deviation Standard Error
! **3.929**] : **1.517** : **0.678**



In the future, would you want to continue using the RIGHT side underarm product?

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	2	40.00%					
2. No	2	40.00%					
3. Maybe	1	20.00%					
4. Other	0	0.00%					






Total 5 100%

Mean : **1.800** Confidence Interval @ 95% : [**1.067** - Standard Deviation Standard Error
! **2.533**] : **0.837** : **0.374**

Overall Matrix Scorecard : Compare today's underarm odor to the odor typically experienced with your current antiperspirant/deodorant? Please check one box for each arm.

Question	Count	Score	Much less odor with NEW product	Less odor with NEW product	No odor difference noticed	More odor with NEW product	Much more odor with NEW product
1. Left	5	3.000					
2. Right	5	2.800					
Average		2.900					

Left

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Much less odor with NEW product	1	20.00%					
2. Less odor with NEW product	0	0.00%					
3. No odor difference noticed	3	60.00%					
4. More odor with NEW product	0	0.00%					
5. Much more odor with NEW product	1	20.00%					

Total 5 100%
 Mean : **3.000** Confidence Interval @ 95% : [**1.760** - Standard Deviation Standard Error
 ! **4.240**] : **1.414** : **0.632**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Much less odor with NEW product	1	20.00%					
2.	Less odor with NEW product	0	0.00%					
3.	No odor difference noticed	3	60.00%					
4.	More odor with NEW product	1	20.00%					
5.	Much more odor with NEW product	0	0.00%					

Total 5 100%
 Mean : **2.800** Confidence Interval @ 95% : [**1.840** - Standard Deviation Standard Error
 ! **3.760**] : **1.095** : **0.490**




Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	2	40.00%					
2.	Somewhat preferred	0	0.00%					
3.	Neither undesirable nor preferred	2	40.00%					
4.	Somewhat undesirable	0	0.00%					
5.	Undesirable	1	20.00%					
6.	Other	0	0.00%					

Total 5 100%
 Mean : **2.600** Confidence Interval @ 95% : [**1.133** - Standard Deviation Standard Error
 ! **4.067**] : **1.673** : **0.748**

Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	1	20.00%					
2.	Somewhat preferred	0	0.00%					
3.	Neither undesirable nor	2	40.00%					

	preferred			
4.	Somewhat undesirable	0	0.00%	
5.	Undesirable	2	40.00%	
6.	Other	0	0.00%	

Total 5 100%

Mean : **3.400** Confidence Interval @ 95% : **[1.933 - 4.867]** Standard Deviation : **1.673** Standard Error : **0.748**

In the future, would you want to continue using the LEFT side underarm product?

04/07/2011	14106238	Yes, the left arm smelled very good.
04/07/2011	14106387	If it is scented.

In the future, why would you not want to continue to use the product under your left arm?

In the future, would you want to continue using the RIGHT side underarm product?

In the future, why would you not want to continue to use the product under your right arm?

04/07/2011	14106238	the right arm was a little bit irritant and itchy. The smell was not so great.
04/07/2011	14106387	It didn't prevent me from sweating

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

Why is the new product under your LEFT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106387	Although I sweated less than the right arm, there was no scent to the left arm.
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Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

Why is the new product under your RIGHT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106238	the odor is not great. it always make my underarm a little wet.
04/07/2011	14106387	The right arm smelled better than the left, but didn't help with the perspiration.

Group 2:

Viewed **10** Started **7** Completed **7** Completion Rate **100%** Drop Outs (After Starting) **0** Average Time to Complete Survey **6 minutes**

Prefix:

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Mr.	1	14.29%					
2. Ms.	6	85.71%					

Total 7 100%

Mean : **1.857** Confidence Interval @ 95% : [**1.577** - **2.137**] Standard Deviation : **0.378** Standard Error : **0.143**

Did you notice underarm odor in one arm or the other during the day? If so, under which arm? *Please check the appropriate box or boxes.*

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Left	4	44.44%					
2. Right	3	33.33%					
3. Neither Underarm	2	22.22%					

Total 9 100%

Mean : **1.778** Confidence Interval @ 95% : [**1.233** - **2.322**] Standard Deviation : **0.833** Standard Error : **0.278**

Overall Matrix Scorecard : Around midday today, how would you rate the underarm odor for each arm? Please check one box for each arm.

Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1. Left	7	2.571					
2. Right	7	2.000					

Average	2.286
----------------	--------------

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	0	0.00%					
2.	Faint	3	42.86%					
3.	Modest	4	57.14%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 7 100%

Mean : **2.571** Confidence Interval @ 95% : [**2.175** - Standard Deviation Standard Error
! **2.967**] : **0.535** : **0.202**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	3	42.86%					
2.	Faint	1	14.29%					
3.	Modest	3	42.86%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 7 100%

Mean : **2.000** Confidence Interval @ 95% : [**1.259** - Standard Deviation Standard Error
! **2.741**] : **1.000** : **0.378**

Overall Matrix Scorecard : How would you now rate the underarm odor for each arm? Please check one box for each arm.

	Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1.	Left	7	2.429					
2.	Right	7	2.000					
Average			2.214					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	0	0.00%					
2.	Faint	4	57.14%					

3.	Modest	3	42.86%	
4.	Strong	0	0.00%	
5.	Very strong	0	0.00%	

Total 7 100%

Mean : **2.429** Confidence Interval @ 95% : [**2.033** - Standard Deviation Standard Error
! **2.825**] : **0.535** : **0.202**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	3	42.86%					
2.	Faint	1	14.29%					
3.	Modest	3	42.86%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 7 100%

Mean : **2.000** Confidence Interval @ 95% : [**1.259** - Standard Deviation Standard Error
! **2.741**] : **1.000** : **0.378**

Overall Matrix Scorecard : How satisfied are you now with the odor-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	7	2.857					
2.	Right	7	2.286					
Average			2.571					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	1	14.29%					
2.	Satisfied	2	28.57%					
3.	Neither satisfied no dissatisfied	1	14.29%					
4.	Dissatisfied	3	42.86%					
5.	Very dissatisfied	0	0.00%					

Total 7 100%

Mean : **2.857** Confidence Interval @ 95% : [**1.957** - Standard Deviation Standard Error

! **3.757]** : **1.215** : **0.459**

Right

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very satisfied	2	28.57%					
2. Satisfied	3	42.86%					
3. Neither satisfied no dissatisfied	0	0.00%					
4. Dissatisfied	2	28.57%					
5. Very dissatisfied	0	0.00%					

Total 7 100%

Mean : **2.286** Confidence Interval @ 95% : [**1.357** - Standard Deviation Standard Error
! **3.214]** : **1.254** : **0.474**

Overall Matrix Scorecard : How would you rate the wetness under each arm during today? Please check one box for each arm.

Question	Count	Score	Dry	Somewhat dry	Neither wet nor dry	Somewhat wet	Wet
1. Left	7	2.429					
2. Right	7	2.714					
Average		2.571					

Left


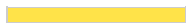

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Dry	1	14.29%					
2. Somewhat dry	4	57.14%					
3. Neither wet nor dry	0	0.00%					
4. Somewhat wet	2	28.57%					
5. Wet	0	0.00%					

Total 7 100%

Mean : **2.429** Confidence Interval @ 95% : [**1.589** - Standard Deviation Standard Error
! **3.269]** : **1.134** : **0.429**

Right



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Dry	2	28.57%					
2. Somewhat dry	2	28.57%					

3.	Neither wet nor dry	0	0.00%	
4.	Somewhat wet	2	28.57%	
5.	Wet	1	14.29%	


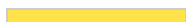



Total 7 100%

Mean : **2.714** Confidence Interval @ 95% : [**1.526** - Standard Deviation Standard Error
! **3.902**] : **1.604** : **0.606**

Overall Matrix Scorecard : How satisfied are you now with the wetness-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	7	2.571					
2.	Right	7	2.429					
Average			2.500					






Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	2	28.57%					
2.	Satisfied	2	28.57%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	3	42.86%					
5.	Very dissatisfied	0	0.00%					

Total 7 100%

Mean : **2.571** Confidence Interval @ 95% : [**1.536** - Standard Deviation Standard Error
! **3.607**] : **1.397** : **0.528**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	2	28.57%					
2.	Satisfied	3	42.86%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	1	14.29%					
5.	Very dissatisfied	1	14.29%					

Total 7 100%

Mean : **2.429** Confidence Interval @ 95% : [**1.309** -
! **3.549**] Standard Deviation : **1.512** Standard Error : **0.571**

In the future, would you want to continue using the LEFT side underarm product?

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	2	28.57%					
2.	No	3	42.86%					
3.	Maybe	1	14.29%					

4.	Other	1	14.29%	
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Total 7 100%

Mean : **2.143** Confidence Interval @ 95% : **[1.351 - 2.935]** Standard Deviation : **1.069** Standard Error : **0.404**

In the future, would you want to continue using the RIGHT side underarm product?

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	4	57.14%					
2. No	2	28.57%					
3. Maybe	1	14.29%					
4. Other	0	0.00%					

Total 7 100%

Mean : **1.571** Confidence Interval @ 95% : **[0.989 - 2.154]** Standard Deviation : **0.787** Standard Error : **0.297**

Overall Matrix Scorecard : Compare today's underarm odor to the odor typically experienced with your current antiperspirant/deodorant? Please check one box for each arm.



Question	Count	Score	Much less odor with NEW product	Less odor with NEW product	No odor difference noticed	More odor with NEW product	Much more odor with NEW product
1. Left	7	3.429					
2. Right	7	2.857					
Average		3.143					

Left

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Much less odor with NEW product	1	14.29%					
2. Less odor with NEW product	0	0.00%					
3. No odor difference noticed	1	14.29%					
4. More odor with NEW product	5	71.43%					
5. Much more odor with NEW product	0	0.00%					

Total 7 100%

Mean : **3.429** Confidence Interval @ 95% : **[2.589 - 4.269]** Standard Deviation : **0.857** Standard Error : **0.282**

5.	Undesirable	2	28.57%	
6.	Other	0	0.00%	
Total		7	100%	

Mean : **2.571** Confidence Interval @ 95% : [**1.229** - **3.914**]
 ! Standard Deviation : **1.813** Standard Error : **0.685**

In the future, would you want to continue using the LEFT side underarm product?

04/07/2011	14106604	on a mid to moderate day, not on a very hot or humid day
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In the future, why would you not want to continue to use the product under your left arm?

04/07/2011	14106420	LEFT ME WITH A SLIGHT ORDER
04/07/2011	14106823	ITCHING
04/07/2011	14107136	Odor and stickiness

In the future, would you want to continue using the RIGHT side underarm product?

In the future, why would you not want to continue to use the product under your right arm?

04/07/2011	14106826	felt like it almost encouraged wetness
04/07/2011	14107136	Odor and stickiness

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

Why is the new product under your LEFT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106420	IT LEAVES ME A BIT WET
04/07/2011	14106604	Initially I did not care for the scent of the deodorant. Over the course of the day the left arm was slightly wet (warmer than the right arm) And now at the conclusion of the day the left arm has an additional odor that I don't care for. it is not terribly unpleasant, but not something I want to sell if I purchased this product.
04/07/2011	14106823	ITCHING AND IRRITATION

04/07/2011	14107136	Odor and stickiness
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Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

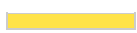

Why is the new product under your RIGHT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106826	product had an odor; caused odor and extreme wetness.
04/07/2011	14107136	Odor and stickiness

Group 3:

Viewed **11** Started **5** Completed **5** Completion Rate **100%** Drop Outs (After Starting) **0** Average Time to Complete Survey **7 minutes**



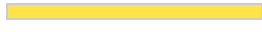
Prefix:

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Mr.	1	20.00%					
2. Ms.	4	80.00%					

Total 5 100%

Mean : **1.800** Confidence Interval @ 95% : [**1.408** - **2.192**] Standard Deviation : **0.447** Standard Error : **0.200**

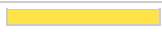
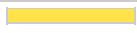
Did you notice underarm odor in one arm or the other during the day? If so, under which arm? *Please check the appropriate box or boxes.*

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Left	2	40.00%					
2. Right	1	20.00%					
3. Neither Underarm	2	40.00%					

Total 5 100%






Mean : **2.000** Confidence Interval @ 95% : [**1.123** - **2.877**] Standard Deviation : **1.000** Standard Error : **0.447**

Overall Matrix Scorecard : Around midday today, how would you rate the underarm odor for each arm? Please check one box for each arm.

Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1. Left	5	1.600					
2. Right	5	1.400					

Average	1.500
----------------	--------------






Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	2	40.00%					
2.	Faint	3	60.00%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : [**1.120** - Standard Deviation Standard Error
! **2.080**] : **0.548** : **0.245**


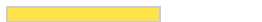
Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	4	80.00%					
2.	Faint	0	0.00%					
3.	Modest	1	20.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					



Total 5 100%




Mean : **1.400** Confidence Interval @ 95% : [**0.616** - Standard Deviation Standard Error
! **2.184**] : **0.894** : **0.400**

Overall Matrix Scorecard : How would you now rate the underarm odor for each arm? Please check one box for each arm.

	Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1.	Left	5	1.600					
2.	Right	5	1.600					
Average			1.600					

Left

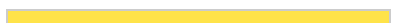




	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	2	40.00%					
2.	Faint	3	60.00%					

3.	Modest	0	0.00%	
4.	Strong	0	0.00%	
5.	Very strong	0	0.00%	

Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : **[1.120 - 2.080]** Standard Deviation : **0.548** Standard Error : **0.245**



Right

Answer	Count	Percent	20%	40%	60%	80%	100%
1. None noticed	3	60.00%					
2. Faint	1	20.00%					
3. Modest	1	20.00%					
4. Strong	0	0.00%					
5. Very strong	0	0.00%					






Total 5 100%

Mean : **1.600** Confidence Interval @ 95% : **[0.816 - 2.384]** Standard Deviation : **0.894** Standard Error : **0.400**

Overall Matrix Scorecard : How satisfied are you now with the odor-control for each arm? Please check one box for each arm.




Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1. Left	5	1.800					
2. Right	5	1.800					
Average		1.800					

Left

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very satisfied	3	60.00%					
2. Satisfied	1	20.00%					
3. Neither satisfied no dissatisfied	0	0.00%					
4. Dissatisfied	1	20.00%					
5. Very dissatisfied	0	0.00%					

Total 5 100%

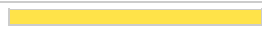

Mean : **1.800** Confidence Interval @ 95% : **[0.657 -** Standard Deviation Standard Error

3.	Neither wet nor dry	0	0.00%	
4.	Somewhat wet	1	20.00%	
5.	Wet	0	0.00%	



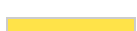


Total 5 100%

Mean : **2.000** Confidence Interval @ 95% : [**0.926** - Standard Deviation Standard Error
! **3.074**] : **1.225** : **0.548**

Overall Matrix Scorecard : How satisfied are you now with the wetness-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	5	2.200					
2.	Right	5	2.400					
		Average	2.300					

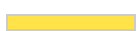




Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	2	40.00%					
2.	Satisfied	1	20.00%					
3.	Neither satisfied no dissatisfied	1	20.00%					
4.	Dissatisfied	1	20.00%					
5.	Very dissatisfied	0	0.00%					

Total 5 100%

Mean : **2.200** Confidence Interval @ 95% : [**1.057** - Standard Deviation Standard Error
! **3.343**] : **1.304** : **0.583**




Right


	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	1	20.00%					
2.	Satisfied	2	40.00%					
3.	Neither satisfied no dissatisfied	1	20.00%					
4.	Dissatisfied	1	20.00%					
5.	Very dissatisfied	0	0.00%					

Total 5 100%

Mean : **2.400** Confidence Interval @ 95% : [**1.401** - **3.399**] Standard Deviation : **1.140** Standard Error : **0.510**

In the future, would you want to continue using the LEFT side underarm product?





	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	2	40.00%					
2.	No	1	20.00%					
3.	Maybe	2	40.00%					

4.	Other	0	0.00%	
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Total 5 100%

Mean : **2.000** Confidence Interval @ 95% : [**1.123 -** Standard Deviation Standard Error
2.877] : **1.000** : **0.447**


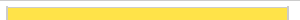
In the future, would you want to continue using the RIGHT side underarm product?

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	1	20.00%					
2.	No	1	20.00%					
3.	Maybe	3	60.00%					
4.	Other	0	0.00%					






Total 5 100%

Mean : **2.400** Confidence Interval @ 95% : [**1.616 -** Standard Deviation Standard Error
3.184] : **0.894** : **0.400**

Overall Matrix Scorecard : Compare todays underarm odor to the odor typically experienced with your current antiperspirant/deodorant? Please check one box for each arm.

	Question	Count	Score	Much less odor with NEW product	Less odor with NEW product	No odor difference noticed	More odor with NEW product	Much more odor with NEW product
1.	Left	5	2.800					
2.	Right	5	2.600					
		Average	2.700					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Much less odor with NEW product	1	20.00%					
2.	Less odor with NEW product	0	0.00%					
3.	No odor difference noticed	3	60.00%					
4.	More odor with NEW product	1	20.00%					
5.	Much more odor with NEW product	0	0.00%					

Total 5 100%

Mean : **2.800** Confidence Interval @ 95% : [**1.840** - Standard Deviation Standard Error
 ! **3.760**] : **1.095** : **0.490**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Much less odor with NEW product	1	20.00%					
2.	Less odor with NEW product	1	20.00%					
3.	No odor difference noticed	2	40.00%					
4.	More odor with NEW product	1	20.00%					
5.	Much more odor with NEW product	0	0.00%					
Total		5	100%					

Mean : **2.600** Confidence Interval @ 95% : [**1.601** - Standard Deviation Standard Error
 ! **3.599**] : **1.140** : **0.510**

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	1	20.00%					
2.	Somewhat preferred	1	20.00%					
3.	Neither undesirable nor preferred	2	40.00%					
4.	Somewhat undesirable	0	0.00%					
5.	Undesirable	1	20.00%					
6.	Other	0	0.00%					
Total		5	100%					

Mean : **2.800** Confidence Interval @ 95% : [**1.500** - Standard Deviation Standard Error
 ! **4.100**] : **1.483** : **0.663**

Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	0	0.00%					
2.	Somewhat preferred	2	40.00%					
3.	Neither undesirable nor preferred	2	40.00%					

4.	Somewhat undesirable	1	20.00%	
5.	Undesirable	0	0.00%	
6.	Other	0	0.00%	

Total 5 100%

Mean : **2.800** Confidence Interval @ 95% : **[2.067 - 3.533]** Standard Deviation : **0.837** Standard Error : **0.374**

In the future, would you want to continue using the LEFT side underarm product?

In the future, why would you not want to continue to use the product under your left arm?

04/07/2011	14106299	Felt tight and slightly sticky. Did not stop wetness.
------------	----------	---

In the future, would you want to continue using the RIGHT side underarm product?

In the future, why would you not want to continue to use the product under your right arm?

04/07/2011	14106558	SEEMS LIKE THE PRODUCT WAS NOT STRONG ENOUGH
------------	----------	--

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

Why is the new product under your LEFT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106299	Felt tight and slightly sticky. Did not stop wetness.
------------	----------	---

Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...



Why is the new product under your RIGHT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106558	NOT ENOUGH STRENGTH
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Group 4:




Viewed 8 Started 6 Completed 6 Completion Rate 100% Drop Outs (After Starting) 0 Average Time to Complete Survey 6 minutes

Prefix:

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Mr.	3	50.00%					
2. Ms.	3	50.00%					
Total	6	100%					



Mean : 1.500 Confidence Interval @ 95% : [1.062 - 1.938] Standard Deviation : 0.548 Standard Error : 0.224

Did you notice underarm odor in one arm or the other during the day? If so, under which arm? Please check the appropriate box or boxes.

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Left	0	0.00%					
2. Right	0	0.00%					
3. Neither Underarm	6	100.00%					
Total	6	100%					






Mean : 3.000 Confidence Interval @ 95% : [3.000 - 3.000] Standard Deviation : 0.000 Standard Error : 0.000

Overall Matrix Scorecard : Around midday today, how would you rate the underarm odor for each arm? Please check one box for each arm.

Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1. Left	6	1.000					
2. Right	6	1.000					

Average	1.000
----------------	--------------






Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	6	100.00%					
2.	Faint	0	0.00%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					

Total 6 100%

Mean : **1.000** Confidence Interval @ 95% : [**1.000** - Standard Deviation Standard Error
! **1.000**] : **0.000** : **0.000**



Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	6	100.00%					
2.	Faint	0	0.00%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					



Total 6 100%




Mean : **1.000** Confidence Interval @ 95% : [**1.000** - Standard Deviation Standard Error
! **1.000**] : **0.000** : **0.000**

Overall Matrix Scorecard : How would you now rate the underarm odor for each arm? Please check one box for each arm.

	Question	Count	Score	None noticed	Faint	Modest	Strong	Very strong
1.	Left	6	1.167					
2.	Right	6	1.167					
Average			1.167					

Left

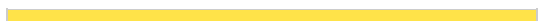




	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	5	83.33%					
2.	Faint	1	16.67%					

3.	Modest	0	0.00%	
4.	Strong	0	0.00%	
5.	Very strong	0	0.00%	

Total 6 100%

Mean : **1.167** Confidence Interval @ 95% : **[0.840 - 1.493]** Standard Deviation : **0.408** Standard Error : **0.167**

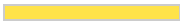

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	None noticed	5	83.33%					
2.	Faint	1	16.67%					
3.	Modest	0	0.00%					
4.	Strong	0	0.00%					
5.	Very strong	0	0.00%					






Total 6 100%

Mean : **1.167** Confidence Interval @ 95% : **[0.840 - 1.493]** Standard Deviation : **0.408** Standard Error : **0.167**

Overall Matrix Scorecard : How satisfied are you now with the odor-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	6	1.667					
2.	Right	6	1.500					
Average			1.583					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	4	66.67%					
2.	Satisfied	1	16.67%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	1	16.67%					
5.	Very dissatisfied	0	0.00%					

Total 6 100%

Mean : **1.667** Confidence Interval @ 95% : **[0.698 - 2.636]** Standard Deviation : **0.408** Standard Error : **0.167**

! 2.636]

: 1.211

: 0.494

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	3	50.00%					
2.	Satisfied	3	50.00%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	0	0.00%					
5.	Very dissatisfied	0	0.00%					

Total 6 100%

Mean : **1.500** Confidence Interval @ 95% : [**1.062** - Standard Deviation Standard Error
! **1.938**] : **0.548** : **0.224**

Overall Matrix Scorecard : How would you rate the wetness under each arm during today? Please check one box for each arm.

	Question	Count	Score	Dry	Somewhat dry	Neither wet nor dry	Somewhat wet	Wet
1.	Left	6	2.333					
2.	Right	6	2.167					
Average			2.250					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Dry	2	33.33%					
2.	Somewhat dry	1	16.67%					
3.	Neither wet nor dry	2	33.33%					
4.	Somewhat wet	1	16.67%					
5.	Wet	0	0.00%					

Total 6 100%

Mean : **2.333** Confidence Interval @ 95% : [**1.364** - Standard Deviation Standard Error
! **3.302**] : **1.211** : **0.494**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Dry	3	50.00%					
2.	Somewhat dry	0	0.00%					

3.	Neither wet nor dry	2	33.33%	
4.	Somewhat wet	1	16.67%	
5.	Wet	0	0.00%	

Total 6 100%

Mean : **2.167** Confidence Interval @ 95% : [**1.103** - Standard Deviation Standard Error
! **3.230**] : **1.329** : **0.543**

Overall Matrix Scorecard : How satisfied are you now with the wetness-control for each arm? Please check one box for each arm.

	Question	Count	Score	Very satisfied	Satisfied	Neither satisfied no dissatisfied	Dissatisfied	Very dissatisfied
1.	Left	6	1.667					
2.	Right	6	1.667					
			Average	1.667				

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	4	66.67%					
2.	Satisfied	1	16.67%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	1	16.67%					
5.	Very dissatisfied	0	0.00%					

Total 6 100%

Mean : **1.667** Confidence Interval @ 95% : [**0.698** - Standard Deviation Standard Error
! **2.636**] : **1.211** : **0.494**

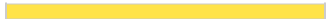
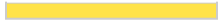
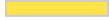
Right


	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very satisfied	4	66.67%					
2.	Satisfied	1	16.67%					
3.	Neither satisfied no dissatisfied	0	0.00%					
4.	Dissatisfied	1	16.67%					
5.	Very dissatisfied	0	0.00%					

Total 6 100%

Mean : **1.667** Confidence Interval @ 95% : [**0.698** - Standard Deviation Standard Error
! **2.636**] : **1.211** : **0.494**

In the future, would you want to continue using the LEFT side underarm product?

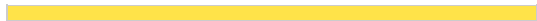



	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	3	50.00%					
2.	No	2	33.33%					
3.	Maybe	1	16.67%					

4.	Other	0	0.00%	
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Total 6 100%

Mean : **1.667** Confidence Interval @ 95% : **[1.013 - 2.320]** Standard Deviation : **0.816** Standard Error : **0.333**



In the future, would you want to continue using the RIGHT side underarm product?

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Yes	5	83.33%					
2.	No	1	16.67%					
3.	Maybe	0	0.00%					
4.	Other	0	0.00%					



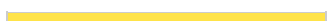


Total 6 100%

Mean : **1.167** Confidence Interval @ 95% : **[0.840 - 1.493]** Standard Deviation : **0.408** Standard Error : **0.167**

Overall Matrix Scorecard : Compare today's underarm odor to the odor typically experienced with your current antiperspirant/deodorant? Please check one box for each arm.

	Question	Count	Score	Much less odor with NEW product	Less odor with NEW product	No odor difference noticed	More odor with NEW product	Much more odor with NEW product
1.	Left	6	2.833					
2.	Right	6	2.667					
		Average	2.750					

Left

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Much less odor with NEW product	0	0.00%					
2.	Less odor with NEW product	2	33.33%					
3.	No odor difference noticed	3	50.00%					
4.	More odor with NEW product	1	16.67%					
5.	Much more odor with NEW product	0	0.00%					

Total 6 100%

Mean : **2.833** Confidence Interval @ 95% : [**2.231** - Standard Deviation Standard Error
 ! **3.436**] : **0.753** : **0.307**

Right

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Much less odor with NEW product	1	16.67%					
2.	Less odor with NEW product	0	0.00%					
3.	No odor difference noticed	5	83.33%					
4.	More odor with NEW product	0	0.00%					
5.	Much more odor with NEW product	0	0.00%					

Total 6 100%

Mean : **2.667** Confidence Interval @ 95% : [**2.013** - Standard Deviation Standard Error
 ! **3.320**] : **0.816** : **0.333**

Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	0	0.00%					
2.	Somewhat preferred	0	0.00%					
3.	Neither undesirable nor preferred	3	50.00%					
4.	Somewhat undesirable	1	16.67%					
5.	Undesirable	0	0.00%					
6.	Other	2	33.33%					

Total 6 100%

Mean : **4.167** Confidence Interval @ 95% : [**2.989** - Standard Deviation Standard Error
 ! **5.344**] : **1.472** : **0.601**

Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Preferred	0	0.00%					
2.	Somewhat preferred	1	16.67%					
3.	Neither undesirable nor preferred	3	50.00%					

4.	Somewhat undesirable	0	0.00%	
5.	Undesirable	0	0.00%	
6.	Other	2	33.33%	

Total 6 100%

Mean : **3.833** Confidence Interval @ 95% : **[2.455 - 5.212]** Standard Deviation : **1.722** Standard Error : **0.703**

In the future, would you want to continue using the LEFT side underarm product?

In the future, why would you not want to continue to use the product under your left arm?

04/07/2011	14106220	There is more odor under the left than the right
04/07/2011	14107080	Underarm was periodically tacky and I was aware of it several times during the day

In the future, would you want to continue using the RIGHT side underarm product?

In the future, why would you not want to continue to use the product under your right arm?

04/07/2011	14107080	I do not know if it is me, but the treatment has burned my armpit all day long, but it does not look or seem like an irritation. This product has made me want to take a shower to get it off from almost the beginning of having it applied.
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Compared to your current antiperspirant/deodorant, today's LEFT side underarm product is...

04/07/2011	14106195	Doesn't keep me as dry.
04/07/2011	14106355	SLIGHTLY WARM

Why is the new product under your LEFT arm not preferable to your current antiperspirant/deodorant?

04/07/2011	14106220	There is a chemical smell under my left arm
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Compared to your current antiperspirant/deodorant, today's RIGHT side underarm product is...

04/07/2011	14106195	Not much scent, but keeps me very dry.
04/07/2011	14107080	First underarmr product I really HATE!