

Body lotion tester survey

Answer about the lotion with the code below, after you have used it. No name needed.

Lotion code

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 How often did you use this lotion in the past week?

☐ Twice a day or more ☐ Once a day ☐ Every other day ☐ Once or twice ☐ Not at all

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
2 It spreads easily over my skin.	1	2	3	4	5					
3 It sinks in quickly.	1	2	3	4	5					
4 I can get dressed straight after putting it on.	1	2	3	4	5					
5 My skin feels smooth once the lotion has soaked in.	1	2	3	4	5					
6 My skin still feels moisturized hours after I put it on.	1	2	3	4	5					
7 My skin looks less dry than it did before the test.	1	2	3	4	5					
8 I like how it smells.	1	2	3	4	5					

9 The thickness of this lotion is:

☐ Much too thin ☐ A little thin ☐ Just right ☐ A little thick ☐ Much too thick

10 Did your skin react to the lotion?

☐ No reaction ☐ A mild tingle that faded ☐ Some redness or itching ☐ A rash or bumps
☐ I stopped because of a reaction

11 If you saw this lotion in a store, would you buy it?

☐ Definitely would ☐ Probably would ☐ Not sure ☐ Probably not ☐ Definitely not

12 What is the one thing you would change about this lotion?

Thank you. Your answers are anonymous.

poll-maker.com/cp-body-lotion

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

First application (answer within ten minutes)

13 Which words describe it while you rub it in? (tick all that apply)

- ☐ Easy to spread ☐ Hard to spread ☐ Smooth ☐ Sticky ☐ Greasy ☐ Oily ☐ Waxy
☐ Leaves a white film ☐ Cool and fresh

14 Five minutes later, which words fit how your skin feels? (tick all that apply)

- ☐ Soft ☐ Smooth ☐ Moisturized ☐ Nothing on it ☐ Tight ☐ Sticky ☐ Greasy ☐ Still wet

15 How long did it take to sink in?

- ☐ Under a minute ☐ 1 to 2 minutes ☐ 3 to 5 minutes ☐ More than 5 minutes ☐ It never fully sank in

16 The scent strength is:

- ☐ Much too faint ☐ A little faint ☐ Just right ☐ A little strong ☐ Much too strong

17 Compared with the lotion you usually use, how much did you need?

- ☐ Much less ☐ A little less ☐ About the same ☐ A little more ☐ Much more
☐ I do not usually use lotion

Scent and packaging

18 Which scent would you pick for this lotion?

- ☐ Unscented ☐ Floral ☐ Citrus ☐ Vanilla or sweet ☐ Fresh and clean

19 Which container do you prefer for body lotion?

- ☐ Pump bottle ☐ Squeeze tube ☐ Flip-cap bottle ☐ Jar ☐ No preference

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
20 The bottle gives me the right amount without mess.	1	2	3	4	5
21 The label tells me clearly what is in the lotion.	1	2	3	4	5

Thank you. Your answers are anonymous.

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Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

After a week of use

22 Where did you put it on? (tick all that apply)

- ☐ Hands ☐ Arms ☐ Legs ☐ Feet ☐ Elbows and knees ☐ Face

23 When did you usually use it? (tick all that apply)

- ☐ Right after a shower or bath ☐ In the morning ☐ Before bed ☐ Whenever my skin felt dry

24 Compared with the lotion you used before the test, this one is:

- ☐ Much better ☐ A little better ☐ About the same ☐ A little worse ☐ Much worse

25 Did you notice any change in the lotion itself during the week? (tick all that apply)

- ☐ No change ☐ It separated ☐ The smell changed ☐ The color changed ☐ It got thicker or runnier

Two coded lotions side by side

26 Which lotion did you prefer overall?

- ☐ Lotion 318 ☐ Lotion 752 ☐ No preference

27 Which one sank in faster?

- ☐ Lotion 318 ☐ Lotion 752 ☐ No difference

28 After which one did your skin feel softer?

- ☐ Lotion 318 ☐ Lotion 752 ☐ No difference

29 What made your favorite better?

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

How you buy body lotion

30 How often do you use body lotion?

- ☐ Every day ☐ A few times a week ☐ About once a week ☐ Only in dry or cold weather
☐ Rarely or never

31 What matters most when you choose a body lotion? Pick up to three. (tick all that apply)

- ☐ Moisture that lasts ☐ Sinks in fast ☐ Scent ☐ Price ☐ Ingredients I recognize
☐ Gentle on sensitive skin ☐ A brand I trust

32 Where do you usually buy body lotion?

- ☐ Supermarket ☐ Drugstore or pharmacy ☐ Beauty store ☐ Online ☐ From a small maker or market

33 How much do you usually pay for a regular bottle?

- ☐ Under \$5 ☐ \$5 to \$9.99 ☐ \$10 to \$19.99 ☐ \$20 to \$39.99 ☐ \$40 or more

34 When a body lotion says "natural" on the label, what do you expect?

- ☐ Mostly plant ingredients ☐ No synthetic fragrance ☐ No preservatives ☐ Organic ingredients
☐ Nothing in particular

About your skin (optional)

35 How would you describe the skin on your body?

- ☐ Very dry ☐ Dry in places ☐ Normal ☐ Oily

36 How often do new skin products bother your skin?

- ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

37 How old are you?

- ☐ Under 25 ☐ 25 to 39 ☐ 40 to 54 ☐ 55 or older ☐ Prefer not to say