



[www.princetonconsumer.com](http://www.princetonconsumer.com)



### *Our Mission:*

*To provide you with a high quality product testing and advice service to help you:*

- *Minimize your costs*
- *Get your products to market!*

*Welcome to Princeton Consumer Research  
– Global Product Testing Specialists!*



## About Us

Princeton Consumer Research is a global leader in the consumer product testing industry specializing in safety, efficacy and acceptability studies. Our core team are extensively-published experts in this field and continue to oversee clinical trials for the cosmetic, beauty, toiletry, personal care and baby care industries.

Princeton Consumer Research are industry experts in claim substantiation studies and we pride ourselves on our ability to provide the relevant procedures necessary to substantiate each specific claim in-keeping with the current regulations. We continue to conduct our studies for the leading retailers and supermarkets, high-end luxury skin care brands, independent start-up brands and the major cosmetic manufacturers around the world. Whatever your testing needs, Princeton Consumer Research can help you from the initial conception of product development to seeing tangible goods on the shelves by delivering up-to-date, efficient, and correct processes, for you throughout our business relationship.

We look forward to working with you – your testing needs are in safe hands!

## The Team.

Princeton Consumer Research



## Clinical Product Testing

Princeton Consumer Research is a leading testing house specializing in safety and efficacy testing for:

**Cosmetics**  
**Personal Care**  
**Beauty**  
**Over-the-Counter**

From the smallest boutique to the largest global brands, we provide quality, worldwide services for:

**Skin Care**  
**Hair Care**  
**Eye Care**  
**Oral Care**  
**Supermarket Chains**  
**Brands & Manufacturers**

State-of-the-art facilities including:

**Hot Room**  
**Hair Salon**  
**Bioinstrumentation**  
**Dentistry Facilities**

## Testing: Safety

Clinical Safety Trials are a set of procedures in product research and development that are conducted to investigate the potential for adverse reaction of a product in-situ on the intended human site.

Various tests will substantiate the claims:

**Dermatologically Tested, Hypoallergenic, Suitable for Sensitive Skin, Clinically Tested, Safe for Skin, Kind to Skin, Non-Comedogenic.**

Our tests include:

**Primary Irritation Patch Testing – 96-Hour Patch Test  
Secondary Irritation Patch Testing – HRIPT  
Open Application Testing  
Human Eye Direct Instillation & Non-Instillation Tests  
Comedogenicity Testing  
Phototoxicity/Photosensitisation Testing**

## Testing: Efficacy

Clinical Efficacy Trials are a set of procedures in product research and development that are conducted to test the product's intended purpose in order to substantiate any marketing or advertising claims.

*We can design a study for your product or claim*

Our Efficacy Tests include:

**SPF  
Moisturization  
Skin Barrier Function (TEWL)  
Anti-Wrinkle  
Skin Lightening & Hyperpigmentation  
Deodorancy/Anti-perspirancy  
Hair: Anti-dandruff, Depilatory, Condition  
(subjective and objective)**

## Why use Princeton Consumer Research?

- Quality – ISO 9001 Certified
- Reliability
- State-of-the-Art Facilities
- Experience

To ensure up-to-date, efficient and the correct processes for you, we work closely with and satisfy the regulations of all areas of the cosmetic, beauty and personal care industry:

- CTPA (COLIPA)
- SCS
- CLEARCAST
- CAP/BCAP
- FDA

Our Investigator network includes:

- Dermatologists
- Ophthalmologists
- Gynecologists
- Pediatricians



## Our Volunteers

We pride ourselves on providing an extensive volunteer database that allows subject recruitment and enrolment to suit your target market preferences including:

- Age
- Gender
- Ethnicity
- Hair Type
- Skin Type
- Buying Habits
- Income Brackets



## Contact

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