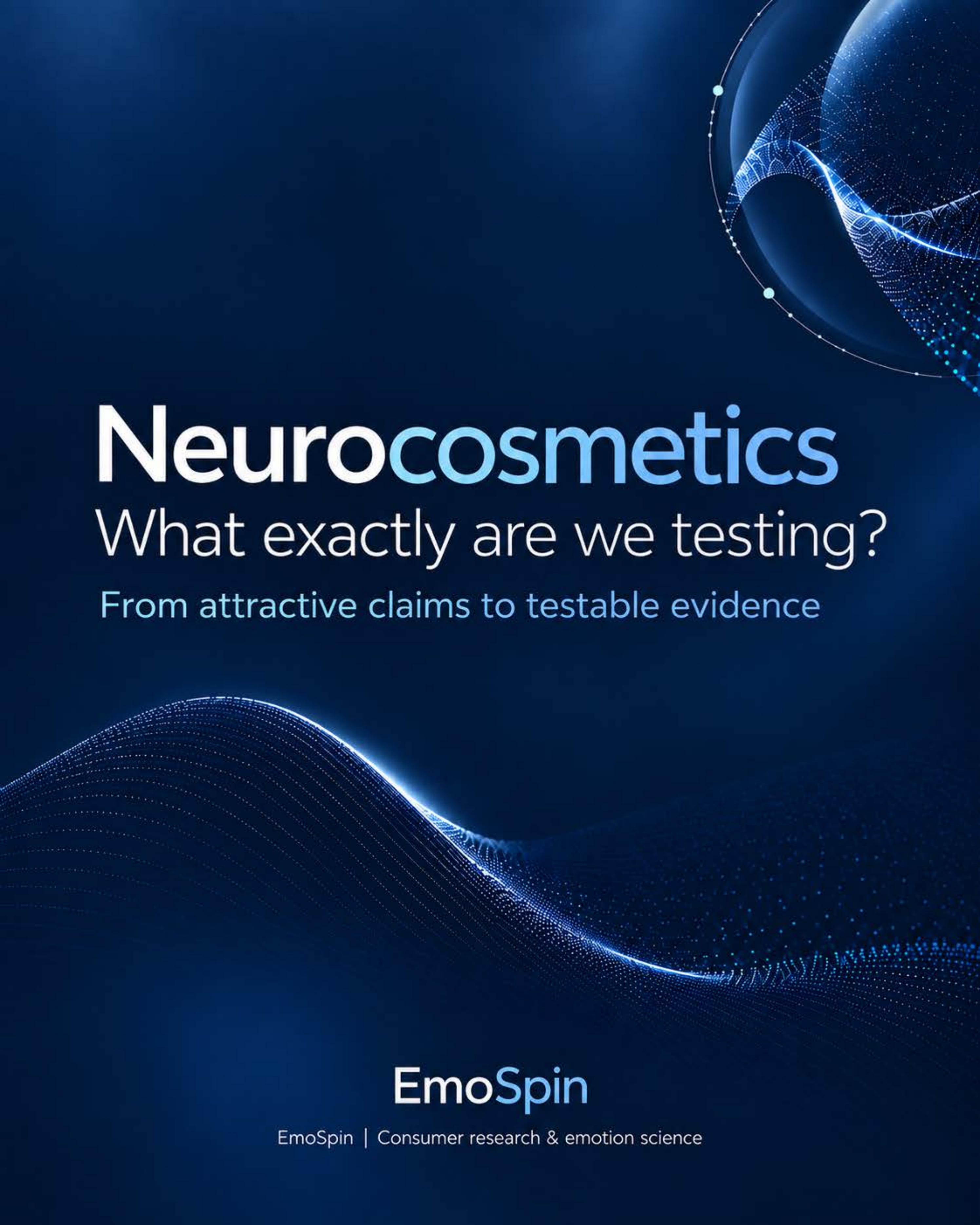




Neurocosmetics

What exactly are we testing?

From attractive claims to testable evidence

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Neurocosmetic research can address different levels of response



Cutaneous biology

Neurosensory, neuroimmune and neuroendocrine pathways



Product experience

Texture, temperature, fragrance, comfort



Emotional outcomes

Pleasure, comfort, activation, perceived stress, well-being

These levels can interact — and each provides a different part of the picture.

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From signals to emotional evidence



Psychological measures

Self-reported emotion, perception, appraisal



Behavioral & sensory measures

Experience, choice, attention, product interaction



Physiological measures

EDA, HRV, EEG, facial EMG, voice...

Takeaway:

Converging measures strengthen emotional interpretation.

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Match the evidence to the claim



Sensory experience



Consumer and sensory measures



Emotion / well-being



Psychological measures plus converging behavioral or physiological evidence



Cutaneous mechanism



Appropriate skin and biological endpoints



Integrated skin-emotion effects



A study design connecting product experience, emotional response and relevant biological measures



Start from the claim. Build the evidence around it.

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The EmoSpin approach

Question first. Method second.



Psychology



Sensory analysis



Behavior



Psychophysiology



Neuroscience

The strongest study is not the one with the most instruments. It is the one where **the evidence matches the claim.**

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