



Welcome Panelist name!

Click the *next* button to begin

1. I agree to participate as a panelist in research conducted by The Sensory and Consumer Research Center.
2. I understand that the purpose of this project is to understand my attitudes towards beauty care products.
3. I will receive participation payment after completing the survey.
4. I understand my performance as an individual will be treated as research data and will in no way be associated with me for anything other than identification purposes, thereby assuring confidentiality of performance and responses.
5. I understand that I do not have to participate in this research and may choose not to participate without penalty.
6. I understand that I may withdraw at any time.
7. If I have any questions concerning this study, I understand that I may contact Marianne Swaney-Stueve at 913-307-7354 at the KSU Olathe Campus Room 162.
8. If I have any questions about my rights as a consumer or about the manner in which this research was conducted, I may contact Dr. Rick Scheidt, Chair, Committee on Research Involving Human Subjects, 1 Fairchild Hall (532-2334), Manhattan, KS, 66506.

By typing my name in the space below, I am providing my electronic signature and acknowledging that I understand the above statements.

The purpose of this survey is to understand your attitudes towards FOUR beauty product concepts.

It will take about 15 minutes of your time to complete the survey. There are no wrong answers. Your honest opinion matters to this study.

Please click "Next" to start the survey.

Please read the product concept below carefully and click "Next" to answer the following questions.

Avocado Retinol Sleeping Face Mask



Description: A sleeping face mask with a fruity scent in a creamy texture. Suitable for all types of skin.

Function: Smoothing, hydrating, and firming your skin.

Key ingredients:

- Avocado (reducing the appearance of wrinkles and environmental



- aggressors)
- Encapsulated retinol (firming the skin)
 - PHA (providing a gentle exfoliation)
 - Matcha (containing antioxidant that helps support skin barrier health)

How to use: Scoop one dime-size amount onto skin as the final step of evening routine. Gently pat into skin for optimal absorption. Wash thoroughly in the morning.

Hide

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How much do you like or dislike this product concept?

Click "**Show**" to review the product concept.

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
☐	☐	☐	☐	☐	☐	☐	☐	☐

Thinking about your feelings/emotions if you were using this product, how would this product make you feel?

There is a list of emotion terms on the next **three pages**.

Please check all the terms from the list that describe your **feelings/emotions** related to this product.

Click "Next" to continue.

"The **Avocado Retinol Sleeping Face Mask** would make me feel _____. (Check all that apply)
Click "**Show**" to review the product concept.

Hide

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☐ Accomplished ???	☐ Bland/Dull ???	☐ Calm/Soothed ???	☐ Comfortable ???
☐ Confident ???	☐ Disappointed ???	☐ Dissatisfied ???	☐ Fresh ???
☐ Frumpy ???	☐ Fun ???	☐ Glamorous ???	☐ Happy ???
☐ Incomplete ???	☐ Luxurious ???	☐ Nourished ???	☐ Old ???
☐ Refreshed/Rejuvenated/Energized ???	☐ Regret ???	☐ Ridiculous ???	☐ Sophisticated ???
☐ Frustrated ???	☐ None of the above		

"The **Avocado Retinol Sleeping Face Mask** would make me feel _____. (Check all that apply)

Click "**Show**" to review the product concept.

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☐ Adult/Professional ???	☐ Awake ???	☐ Flawed ???	☐ Disgusted ???
☐ Healthy ???	☐ Insecure/Unconfident ???	☐ Motivated ???	☐ Neat ???
☐ Perfect/Flawless ???	☐ Pleasant ???	☐ Pretty/Beautiful/Attractive ???	☐ Proud ???
☐ Put-together/Polished ???	☐ Ready ???	☐ Relieved ???	☐ Sexy ???
☐ Unhappy ???	☐ Unimpressed ???	☐ Unnatural ???	☐ Youthful ???
☐ None of the above			

"The **Avocado Retinol Sleeping Face Mask** would make me feel _____." (Check all that apply)
Click "**Show**" to review the product concept.

Hide

Avocado Retinol Sleeping Face Mask

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☐ Annoyed/Irritated ???	☐ Approachable ???	☐ Awesome/Wonderful ???	☐ Bad/Unpleasant ???
☐ Balanced ???	☐ Carefree ???	☐ Clean ???	☐ Duped/Deceived ???
☐ Glowing ???	☐ Natural ???	☐ Pampered ???	☐ Pleased/Satisfied ???
☐ Relaxed ???	☐ Self-conscious/Uncomfortable ???	☐ Sloppy/Messy/Unkempt ???	☐ Special ???
☐ Ugly ???	☐ Unhealthy ???	☐ Upset ???	☐ Vibrant ???
☐ None of the above			

Below are the terms that you selected to describe your feelings/emotions related to the **Avocado Retinol Sleeping Face Mask**.

We want to know how much you feel each of the following terms from the product.

"The **Avocado Retinol Sleeping Face Mask** would make me feel _____."

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Accomplished

Low

Medium

High

Bland/Dull

Low

Medium

High

Calm/Soothed

Low

Medium

High

Comfortable

Low

Medium

High

Confident

Low

Medium

High

Disappointed

Low

Medium

High

Dissatisfied

	Low	Medium	High
Fresh			
Frumpy			
Fun			
Glamorous			
Happy			
Incomplete			
Luxurious			
Nourished			
Old			

	Low	Medium	High
Refreshed/Rejuvenated/Energized			
Regret			
Ridiculous			
Sophisticated			
Frustrated			
Adult/Professional			
Awake			
Flawed			
Disgusted			

	Low	Medium	High
Healthy			
Insecure/Unconfident			
Motivated			
Neat			
Perfect/Flawless			
Pleasant			
Pretty/BeautifulAttractive			
Proud			
Put-together/Polished			

	Low	Medium	High
Ready			
Relieved			
Sexy			
Unhappy			
Unimpressed			
Unnatural			
Youthful			
Annoyed/Irritated			
Approachable			

	Low	Medium	High
Awesome/Wonderful			
Bad/Unpleasant			
Balanced			
Carefree			
Clean			
Duped/Deceived			
Glowing			
Natural			
Pampered			

	Low	Medium	High
Pleased/Satisfied			
Relaxed			
Self-conscious/Uncomfortable			
Sloppy/Messy/Unkempt			
Special			
Ugly			
Unhealthy			
Upset			
Vibrant			

Low

Medium

High

Have you ever used any product that is similar as the **Avocado Retinol Sleeping Face Mask**?

☒ Hide

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☐ Yes

☐ No

How interested or uninterested are you in trying this product ?

Very uninterested

Uninterested

Neither interested nor
uninterested

Interested

Very interested

How likely would you be to purchase this product if it was available where you normally shop at a reasonable price?

Definitely will not buy

Probably will not buy

Might or might not buy

Probably will buy

Definitely will buy

Please read the product concept below carefully and click "Next" to answer the following questions.

Dry Shampoo with Oat Milk



Description: A dry shampoo with plant-based ingredients. Suitable for all types of hair. Quick and easy to use.

Function: Eliminating oil, dirt and odors from hair, while adding volume and texture.

Key ingredients:

- Organic oat milk (protecting hair and scalp)
- Corn and rice starch (cleansing)
- Natural absorbent microspheres and silica (ridding hair of excess dirt, oil and odor)

How to use: Shake well before use and spray evenly, 10-inches away from hair, focusing at the roots. Leave on for 2 minutes and then thoroughly remove powder by brushing, either by hand or with a blow-dryer. Do not inhale. Use in well ventilated areas.

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How much do you like or dislike this product concept?

Click "**Show**" to review the product concept.

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely

Thinking about your feelings/emotions if you were using this product, how would this product make you feel?

There is a list of emotion terms on the next **three pages**.

Please check all the terms from the list that describe your **feelings/emotions** related to this product.

Click "Next" to continue.

"The **Dry Shampoo with Oat Milk** would make me feel _____." (Check all that apply)

Click "**Show**" to review the product concept.

Hide

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☐ Accomplished ???	☐ Bland/Dull ???	☐ Calm/Soothed ???	☐ Comfortable ???
☐ Confident ???	☐ Disappointed ???	☐ Dissatisfied ???	☐ Fresh ???
☐ Frumpy ???	☐ Fun ???	☐ Glamorous ???	☐ Happy ???
☐ Incomplete ???	☐ Luxurious ???	☐ Nourished ???	☐ Old ???
☐ Refreshed/Rejuvenated/Energized ???	☐ Regret ???	☐ Ridiculous ???	☐ Sophisticated ???
☐ Frustrated ???	☐ None of the above		

"The Dry Shampoo with Oat Milk would make me feel _____." (Check all that apply)
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☐ Adult/Professional ???	☐ Awake ???	☐ Flawed ???	☐ Disgusted ???
☐ Healthy ???	☐ Insecure/Unconfident ???	☐ Motivated ???	☐ Neat ???
☐ Perfect/Flawless ???	☐ Pleasant ???	☐ Pretty/Beautiful/Attractive ???	☐ Proud ???
☐ Put-together/Polished ???	☐ Ready ???	☐ Relieved ???	☐ Sexy ???
☐ Unhappy ???	☐ Unimpressed ???	☐ Unnatural ???	☐ Youthful ???
☐ None of the above			

"The **Dry Shampoo with Oat Milk** would make me feel _____." (Check all that apply)
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☐ Annoyed/Irritated ???	☐ Approachable ???	☐ Awesome/Wonderful ???	☐ Bad/Unpleasant ???
☐ Balanced ???	☐ Carefree ???	☐ Clean ???	☐ Duped/Deceived ???
☐ Glowing ???	☐ Natural ???	☐ Pampered ???	☐ Pleased/Satisfied ???
☐ Relaxed ???	☐ Self-conscious/Uncomfortable ???	☐ Sloppy/Messy/Unkempt ???	☐ Special ???
☐ Ugly ???	☐ Unhealthy ???	☐ Upset ???	☐ Vibrant ???
☐ None of the above			

Below are the terms that you selected to describe your feelings/emotions related to the **Dry Shampoo with Oat Milk**. We want to know how much you feel each of the following terms from the product.

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Accomplished

	Low	Medium	High
Bland/Dull			
Calm/Soothed			
Comfortable			
Confident			
Disappointed			
Dissatisfied			
Fresh			
Frumpy			
Fun			

	Low	Medium	High
Glamorous			
	Low	Medium	High
Happy			
	Low	Medium	High
Incomplete			
	Low	Medium	High
Luxurious			
	Low	Medium	High
Nourished			
	Low	Medium	High
Old			
	Low	Medium	High
Refreshed/Rejuvenated/Energized			
	Low	Medium	High
Regret			
	Low	Medium	High
Ridiculous			

	Low	Medium	High
Sophisticated			
Frustrated			
Adult/Professional			
Awake			
Flawed			
Disgusted			
Healthy			
Insecure/Unconfident			
Motivated			

	Low	Medium	High
Neat			
Perfect/Flawless			
Pleasant			
Pretty/BeautifulAttractive			
Proud			
Put-together/Polished			
Ready			
Relieved			
Sexy			

	Low	Medium	High
Unhappy			
Unimpressed			
Unnatural			
Youthful			
Annoyed/Irritated			
Approachable			
Awesome/Wonderful			
Bad/Unpleasant			
Balanced			

	Low	Medium	High
Carefree			
Clean			
Duped/Deceived			
Glowing			
Natural			
Pampered			
Pleased/Satisfied			
Relaxed			
Self-conscious/Uncomfortable			

	Low	Medium	High
Sloppy/Messy/Unkempt			
	Low	Medium	High
Special			
	Low	Medium	High
Ugly			
	Low	Medium	High
Unhealthy			
	Low	Medium	High
Upset			
	Low	Medium	High
Vibrant			
	Low	Medium	High

Have you ever used any product that is similar as the **Dry Shampoo with Oat Milk**?

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How to use: Shake well before use and spray evenly, 10-inches away from hair, focusing at the roots. Leave on for 2 minutes and then thoroughly remove powder by brushing, either by hand or with a blow-dryer. Do not inhale. Use in well ventilated areas.

☐ Yes

☐ No

How interested or uninterested are you in trying this product ?

Very uninterested	Uninterested	Neither interested nor uninterested	Interested	Very interested

How likely would you be to purchase this product if it was available where you normally shop at a reasonable price?

Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy

Please read the product concept below carefully and click "Next" to answer the following questions.

Fruit Pigmented Lengthening Mascara



Description: A water-resistant mascara made with natural fruit and plant pigments. Available in four colors.

Function: Lengthening and separating lashes without clumping, smudging, or flaking.

Key ingredients:

- Tea (stimulating lash growth)
- Seaweed (thickening lashes)
- Blackberry (adding vibrancy and shine to lashes)
- Pro Vitamin B5 (strengthening and volumizing lashes)

How to use: Holding the mascara wand flat against the roots of your lashes, wiggle upwards to the tips. After a few moments, apply second coat. Continue to apply coats until desired length is achieved. For added length, curl lashes before applying.

☒ Hide

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How much do you like or dislike this product concept?

Click "**Show**" to review the product concept.

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
☐	☐	☐	☐	☐	☐	☐	☐	☐

Thinking about your feelings/emotions if you were using this product, how would this product make you feel?

There is a list of emotion terms on the next **three pages**.

Please check all the terms from the list that describe your **feelings/emotions** related to this product.

Click "Next" to continue.

"The **Fruit Pigmented Lengthening Mascara** would make me feel _____." (Check all that apply)

Click "**Show**" to review the product concept.

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☐ Accomplished ???	☐ Bland/Dull ???	☐ Calm/Soothed ???	☐ Comfortable ???
☐ Confident ???	☐ Disappointed ???	☐ Dissatisfied ???	☐ Fresh ???
☐ Frumpy ???	☐ Fun ???	☐ Glamorous ???	☐ Happy ???
☐ Incomplete ???	☐ Luxurious ???	☐ Nourished ???	☐ Old ???
☐ Refreshed/Rejuvenated/Energized ???	☐ Regret ???	☐ Ridiculous ???	☐ Sophisticated ???
☐ Frustrated ???	☐ None of the above		

"The **Fruit Pigmented Lengthening Mascara** would make me feel _____. (Check all that apply)
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☒ Hide

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☐ Adult/Professional ???	☐ Awake ???	☐ Flawed ???	☐ Disgusted ???
☐ Healthy ???	☐ Insecure/Unconfident ???	☐ Motivated ???	☐ Neat ???
☐ Perfect/Flawless ???	☐ Pleasant ???	☐ Pretty/Beautiful/Attractive ???	☐ Proud ???
☐ Put-together/Polished ???	☐ Ready ???	☐ Relieved ???	☐ Sexy ???
☐ Unhappy ???	☐ Unimpressed ???	☐ Unnatural ???	☐ Youthful ???
☐ None of the above			

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☐ Annoyed/Irritated ???	☐ Approachable ???	☐ Awesome/Wonderful ???	☐ Bad/Unpleasant ???
☐ Balanced ???	☐ Carefree ???	☐ Clean ???	☐ Duped/Deceived ???
☐ Glowing ???	☐ Natural ???	☐ Pampered ???	☐ Pleased/Satisfied ???
☐ Relaxed ???	☐ Self-conscious/Uncomfortable ???	☐ Sloppy/Messy/Unkempt ???	☐ Special ???
☐ Ugly ???	☐ Unhealthy ???	☐ Upset ???	☐ Vibrant ???
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We want to know how much you feel each of the following terms from the product.

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Accomplished

Low

Medium

High

Bland/Dull

Low

Medium

High

Calm/Soothed

Low

Medium

High

Comfortable

Low

Medium

High

Confident

Low

Medium

High

Disappointed

Low

Medium

High

Dissatisfied

Low

Medium

High

Fresh

Low

Medium

High

Frumpy

Low

Medium

High

Fun

Low

Medium

High

Glamorous

Low

Medium

High

Happy

Low

Medium

High

Incomplete

Low

Medium

High

Luxurious

Low

Medium

High

Nourished

Low

Medium

High

Old

Low

Medium

High

Refreshed/Rejuvenated/Energized

Low

Medium

High

Regret

Low

Medium

High

Ridiculous

	Low	Medium	High
Sophisticated			
Frustrated			
Adult/Professional			
Awake			
Flawed			
Disgusted			
Healthy			
Insecure/Unconfident			
Motivated			

	Low	Medium	High
Neat			
Perfect/Flawless			
Pleasant			
Pretty/BeautifulAttractive			
Proud			
Put-together/Polished			
Ready			
Relieved			
Sexy			

	Low	Medium	High
Unhappy			
Unimpressed			
Unnatural			
Youthful			
Annoyed/Irritated			
Approachable			
Awesome/Wonderful			
Bad/Unpleasant			
Balanced			

	Low	Medium	High
Carefree			
Clean			
Duped/Deceived			
Glowing			
Natural			
Pampered			
Pleased/Satisfied			
Relaxed			
Self-conscious/Uncomfortable			



- Tea (stimulating lash growth)
- Seaweed (thickening lashes)
- Blackberry (adding vibrancy and shine to lashes)
- Pro Vitamin B5 (strengthening and volumizing lashes)

How to use: Holding the mascara wand flat against the roots of your lashes, wiggle upwards to the tips. After a few moments, apply second coat. Continue to apply coats until desired length is achieved. For added length, curl lashes before applying.

☐ Yes

☐ No

How interested or uninterested are you in trying this product ?

Very uninterested	Uninterested	Neither interested nor uninterested	Interested	Very interested

How likely would you be to purchase this product if it was available where you normally shop at a reasonable price?

Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy

Please read the product concept below carefully and click "Next" to answer the following questions.

Vacay Shine Lip Balm Oil



Description: A lip oil that gives lips a sheer with just a hint of shimmer.

Function: Hydrating and delivering a high shine to your lip.

Key ingredients:

- Dragon Fruit Extract (providing antioxidant benefits)
- Macadamia Oil (moisturizing)

How to use: Smooth on lip oil with the doe-foot applicator.

☒ Hide

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How much do you like or dislike this product concept?

Click "**Show**" to review the product concept.

Dislike Extremely	Dislike Very Much	Dislike Moderately	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Moderately	Like Very Much	Like Extremely
☐	☐	☐	☐	☐	☐	☐	☐	☐

Thinking about your feelings/emotions if you were using this product, how would this product make you feel?

There is a list of emotion terms on the next three pages.

Please check all the terms from the list that describe your feelings/emotions related to this product.

Click "Next" to continue.

"The **Vacay Shine Lip Balm Oil** would make me feel_____." (Check all that apply)

Click "**Show**" to review the product concept.

☒ Hide

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☐ Accomplished ???	☐ Bland/Dull ???	☐ Calm/Soothed ???	☐ Comfortable ???
☐ Confident ???	☐ Disappointed ???	☐ Dissatisfied ???	☐ Fresh ???
☐ Frumpy ???	☐ Fun ???	☐ Glamorous ???	☐ Happy ???
☐ Incomplete ???	☐ Luxurious ???	☐ Nourished ???	☐ Old ???
☐ Refreshed/Rejuvenated/Energized ???	☐ Regret ???	☐ Ridiculous ???	☐ Sophisticated ???
☐ Frustrated ???	☐ None of the above		

"The **Vacay Shine Lip Balm Oil** would make me feel _____." (Check all that apply)
Click "**Show**" to review the product concept.

☒ Hide

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How to use: Smooth on lip oil with the doe-foot applicator.

☐ Adult/Professional ???	☐ Awake ???	☐ Flawed ???	☐ Disgusted ???
☐ Healthy ???	☐ Insecure/Unconfident ???	☐ Motivated ???	☐ Neat ???
☐ Perfect/Flawless ???	☐ Pleasant ???	☐ Pretty/Beautiful/Attractive ???	☐ Proud ???
☐ Put-together/Polished ???	☐ Ready ???	☐ Relieved ???	☐ Sexy ???
☐ Unhappy ???	☐ Unimpressed ???	☐ Unnatural ???	☐ Youthful ???
☐ None of the above			

"The **Vacay Shine Lip Balm Oil** would make me feel_____." (Check all that apply)
Click "**Show**" to review the product concept.

☐ Hide

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How to use: Smooth on lip oil with the doe-foot applicator.

☐ Annoyed/Irritated ???	☐ Approachable ???	☐ Awesome/Wonderful ???	☐ Bad/Unpleasant ???
☐ Balanced ???	☐ Carefree ???	☐ Clean ???	☐ Duped/Deceived ???
☐ Glowing ???	☐ Natural ???	☐ Pampered ???	☐ Pleased/Satisfied ???
☐ Relaxed ???	☐ Self-conscious/Uncomfortable ???	☐ Sloppy/Messy/Unkempt ???	☐ Special ???
☐ Ugly ???	☐ Unhealthy ???	☐ Upset ???	☐ Vibrant ???
☐ None of the above			

Below are the terms that you selected to describe your feelings/emotions related to the **Vacay Shine Lip Balm Oil**. We want to know how much you feel each of the following terms from the product.

"The **Vacay Shine Lip Balm Oil** would make me feel _____."
Click "**Show**" to review the product concept.

☒ Hide

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Accomplished

Low

Medium

High

Bland/Dull

Low

Medium

High

Calm/Soothed

Low

Medium

High

Comfortable

Low

Medium

High

Confident

Low

Medium

High

Disappointed

Low

Medium

High

Dissatisfied

Low

Medium

High

Fresh

	Low	Medium	High
Frumpy			
	Low	Medium	High
Fun			
	Low	Medium	High
Glamorous			
	Low	Medium	High
Happy			
	Low	Medium	High
Incomplete			
	Low	Medium	High
Luxurious			
	Low	Medium	High
Nourished			
	Low	Medium	High
Old			
	Low	Medium	High
Refreshed/Rejuvenated/Energized			

	Low	Medium	High
Regret			
	Low	Medium	High
Ridiculous			
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Sophisticated			
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Pampered			
Pleased/Satisfied			

	Low	Medium	High
Relaxed			
Self-conscious/Uncomfortable			
Sloppy/Messy/Unkempt			
Special			
Ugly			
Unhealthy			
Upset			
Vibrant			
Have you ever used any product that is similar as the Vacay Shine Lip Balm Oil ?			
☒ Hide			

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☐ Yes

☐ No

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Very uninterested	Uninterested	Neither interested nor uninterested	Interested	Very interested

How likely would you be to purchase this product if it was available where you normally shop at a reasonable price?

Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy



Thanks for completing this survey!

You will receive your participation payment in email by November 5th, 2020.

Finished

