

EMOTIONAL ANALYSIS FOR COSMETICS

Capture **Real-Time** Reactions
Enhance **Marketing** Strategies
Optimize **Product Development**

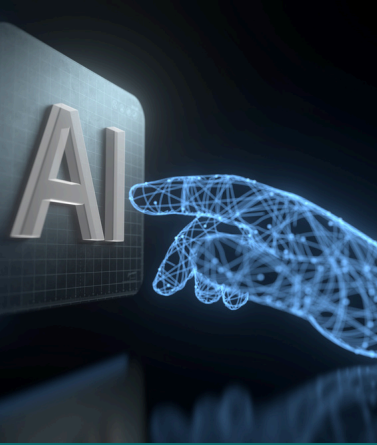
Emotional Analysis powered by **Artificial Intelligence**

#QACSLAB

Laboratory Testing & Compliance solutions

QACS Lab performs advanced Emotional Analysis for Cosmetics supported by AI tools, expert validation, and a commitment to excellence. We empower brands to create products with optimal consumer experience that truly resonate with consumers.

Unlock the potential of your product!



EMOTIONAL ANALYSIS FOR COSMETICS

Understanding consumer emotions in New Product Development (NPD) is essential. Products that evoke positive emotions stand out, creating lasting consumer connections. Our services help manufacturers refine products & align with consumer needs for greater market success.



Our Services

• Advanced AI tools

- Real-time facial emotion tracking via AI software
- Emotional pattern percentage analysis
- Graphic representation of emotional insights

• Clinical Efficacy Testing solutions

- Regulatory compliance
- Diverse volunteer panel
- Product performance validation

• Sensory Analysis

- Evaluation of specific attributes (odor, texture etc)
- Descriptive profiling by trained assessors
- Benchmarking consumer studies

From packaging and fragrance assessment to performance benchmarking, QACS delivers data-driven insights via a holistic approach that validates marketing claims and enhances consumer appeal. Our tailored solutions ensure compliance, optimize formulations, and support product success in a competitive market.