



KIESER Sabine

Executive Director +33 (0)5 53 03 97 44 /+33 (0)6 16 49 88 08 s.kieser@imasens.fr

RENARD Marie-Claire

Director of Marketing, Qualitative and International Studies +33 (0)5 56 00 12 40 / +33 (0)6 41 70 02 17 mc.renard@imasens.fr







SOME OF OUR REFERENCES

ĽORÉAL

JHIJEIDO LANCÔME

























BIOTHERM

Mixa

GARNIER

INTERNATIONAL SCOPE

Kérastase





success and to develop greatcosmetic products and packagings. COSMETIC Specialized in the cosmetic area since 2006, Imasens helps the most prestigious cosmetic VALLEY

brands to develop winning concepts and products and to validate their efficacy.

Imasens is a leading market research agency specialized in consumerand sensory research,

Imasens provides all the insight tools you need to identify the sensory drivers of product

recognized for its innovative qualitative and quantitative approaches.

OUR AREAS OF EXPERTISE

INSPIRATION Collect of insights, usages, routines & behaviors



IMPLEMENTATION Pack or prototype sensory & consumer evaluation



CO-CREATION Co-creation of concepts, packs & products



COMMUNICATION Evaluation of mix marketing, pack facings & claim wordings

Design thinking Beauty routines Sniff tests Home use tests Sensory analysis Claims & Efficacy tests











