

SGC78

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Speaker Abstracts

Session E: Intimate Care





Navigating the Social Media Era: Effectively Communicating the Benefits of Personal care products and Functional Ingredients to Consumers

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ABSTRACT

In the era of social media, how to communicate with consumers about the benefits of personal care products, especially the functional ingredients.

This research examines the evolution of personal care products promotion methods, highlighting how to effectively communicate the benefits of active ingredients in the age of social media platforms like TikTok, YouTube, and Instagram. By analyzing historical promotional strategies and using data mining and machine learning techniques, we assess the impact of various communication methods on consumer responses. Through selected case studies, the study proposes strategies for conveying the functionalities of personal care products in a scientifically sound and engaging manner. The findings aim to guide the industry in leveraging new technologies to stay competitive and accurately communicate product benefits in a rapidly changing digital landscape.



Personal Lubricants are Medical Devices? – An Intimate Look at the Regulatory and Safety Challenges

Jacob Sessions

Überlube, Inc.

ABSTRACT

Personal Lubricants have been around since some of the earliest known recorded history. Ancient Greeks were known to use olive oil as a natural lubricant while the earliest modern lubricant KY Jelly was introduced in the early 1900s. Personal lubricants are an estimated \$1.3 billion industry with sexual wellness, its parent category, valued at \$41.6 billion. Increased adoption has also been attributed to a 'sex positive' movement with acceptance of LGBTQIA+ community and growing interest among women in experimenting with sexual wellness products. Classified as a class II medical device by the FDA and now a class IIb in the EU, regulatory hurdles create a substantial barrier to developing personal lubricants. While some companies exist in a 'grey zone', with marketed 'intimate moisturizers' or 'massage oils' side-stepping rigorous safety testing expected by consumers. Legitimate lubes conversely apply for FDA 510(k) clearance where they must demonstrate safety and efficacy. This presentation will provide the rub in developing a personal lubricant including the intricacies of market clearance in the US and EU, an overview of biocompatibility testing with innovations in vitro alternatives to animal models, treatment indications for use, and quantitative methods of tribology and rheology used in development.



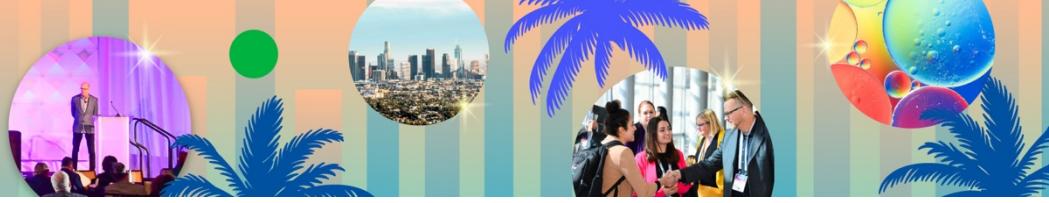
Whole-Body Deodorant: Testing Efficacy, Safety, and Product Acceptability

Dr. Nalini Kaul

Princeton Consumer Research

ABSTRACT

Sweat odor from armpits/feet/groin is unpleasant, linked to poor hygiene. Whole-body deodorant efficacy, safety & acceptability was tested in a randomized, blinded sensorial clinical trial. Healthy M/F(18-65y) (n=30) per body area, meeting study criteria, agreeing to study restrictions/prohibitions were enrolled. Odor qualification by expert judges prior to the control wash. Clean tank tops, pads/jock straps & socks were provided. Supervised washes were conducted prior to TA application. Expert visual and odor evaluations were conducted of the axilla/ groin/ feet areas. Safety included visual assessments & AE collection. Our results indicate product efficacy in combatting malodor from axilla, feet and genitals ($p<0.05$). Subject perception of various product attributes including skin tolerance was favourable. In conclusion, whole-body deodorant showed clinically proven performance for odor control effectiveness with minimum irritation potential and high acceptability. Our study can help back product claims, add value for consumers and help clients in maintaining a competitive edge.



Getting to the Bottom of Anal Sexual Health & Wellness

Greg Lam

Future Method, Bespoke Surgical

ABSTRACT

This presentation will discuss one of the final frontiers in the sexual health and wellness industry: anal sex. We will explore the crucial role of proper lubrication and skin care in ensuring safe and pleasurable anal sex. Anal intercourse, unlike vaginal sex, lacks natural lubrication, making both internal and external products essential to avoid friction, pain, and potential injury. We will also discuss the types of lubricants best suited for anal sex, and we will cover the role of skin moisturization in maintaining the integrity of sensitive tissue in the anal region, preventing tears and irritation. By addressing these factors, the presentation aims to provide practical knowledge on how to maximize pleasure, reduce pain, and protect skin health, ensuring a positive and safe sexual experience.