

WIN DIRECT S.L.
C/CORCEGA 299, 5º 3ª
08008 BARCELONA, SPAIN

CONSUMER TEST VALIDATION CLAIMS: HELIX ORIGINAL

N= 100 CONSUMERS

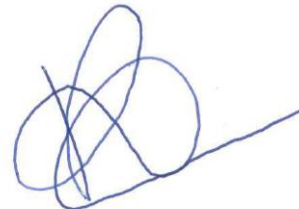


Market Research Manager Sensorial



E. Batres

Market Research Technical



R. Martín

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1. METHODOLOGY

1.1 Presentation of products

BRAND	HELIX ORIGINAL
PRODUCT CATEGORY	ANTIINFLAMATROY
CLASSIFICATION	FOOD SUPPLEMENT
DESCRIPTION	FOOD SUPPLEMENT BASED ON PLANT EXTRACTS AND SNAIL PROTEIN EXTRACT
MANUFACTURER	WIN DIRECT S.L.



Picture 1. Photo of the tested product

1.2 Place and date of research

The study was conducted in Barcelona, Spain. Product tested at home during 2 months.

How to use: Take 1 capsule in the morning with a full glass of water

1.3 Field work:

Date: Start the week from 1 Agust.

1.4 Recruitment Consumer profile

Study evaluators were chosen randomly among the Eurofins Consumer Panel based on a screener questionnaire defined by Eurofins based on product profile and customer needs.

1.5 Consumer profile:

PROFILE	FREQ	%
SEX		
MEN	33	33%
WOMEN	67	67%
Total	100	100%
AGE		
18-27	0	0%
28-37	3	3%
38-47	41	41%
48-57	42	42%
>57	14	14%
Total	100	100%
PROFESION		
Directors	0	0%
Self Employed	6	6%
Specialized Employees	15	15%
Employees	60	60%
Students	0	0%
Housewife	8	8%
Retired	11	11%
Total	100	100%

Table 1. Profile of evaluators

1.6 Method of analysis

- Notes that consumers have attributed to each parameter are encoded by scores (ranked lowest to highest): Nothing satisfactory / Nothing agreement or (-, -, +, ++) o Very satisfactory / Very Agree
- To analyze claims validation frequencies are used, that is, the number of positive responses for each parameter evaluated. After those frequencies that are 'positive' (Very satisfactory / Very Agree, ++ and +) are added.
- The benchmark applied for this product and methodology by Eurofins used in this study is 80% positive responses for a sample of 100 consumers.
- The purchase intention treated by the McNemar test.

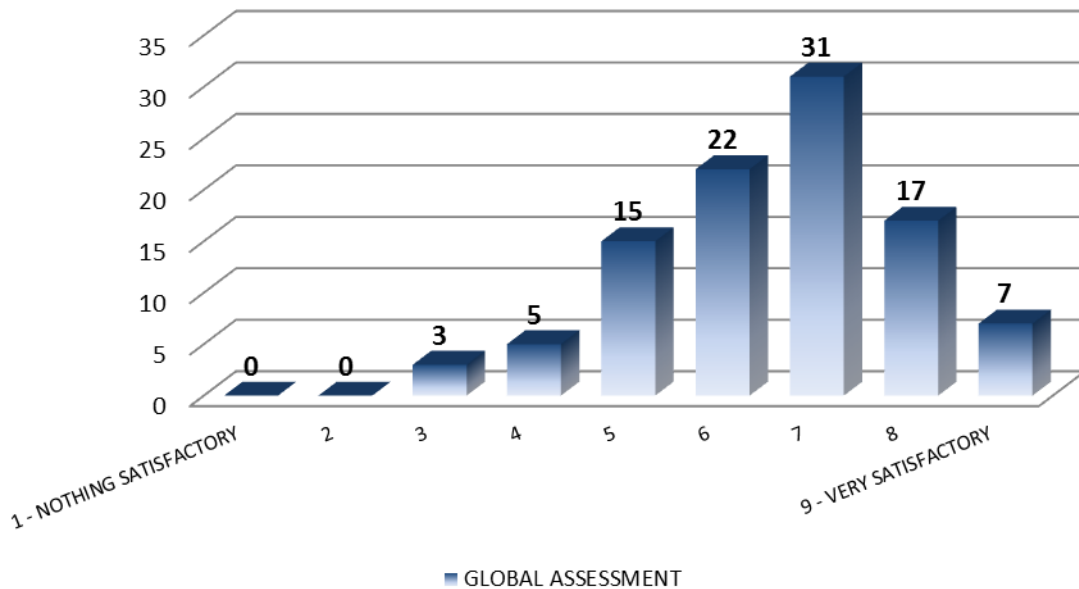
2. SUMMARY OF THE STUDY

We observe the average grade of the Global Product rate a 6,52 points in a 9 points scale. In the other hand, for purchase intention data, HELIX ORIGINAL register 77%, of the total consumers sample would buy the product, with an statistically significance level of confidence of 1%.

SUMMARY OF THE STUDY	
AVERAGE GRADE	6,52
PURCHASE INTENTION	77%

Table 2. Summary table of study

GLOBAL ASSESSMENT



Graphic 1. Graphic of frequencies of global assessment

3. EVALUATION RESULTS

3.1 BEFORE THE USE

Sum of positive (Top 3 box)
<65%
>65% =<80%
>80%

Table 3. Benchmark validation claims for Eurofins

The parameters of before use, obtain a high score over 97% of consumers agree

BEFORE THE USE	
QUESTIONS	%
I like the format taking (in capsules)	99%
Taking it is easy and comfortable	99%
The capsules haven't strange taste or smell	97%
I welcome the naturalness of the product	97%

Table 4. Before use STATEMENTS

3.2 DURING THE USE

Regarding the parameters during the usage of the product, we observed percentages close or highest than 70% of total consumers, except for 'It allowed me to resume certain activities that could not do before' and 'Pains have been reduced from the first take', that obtained 66% and 58% agree of total consumers respectively.

The parameter observed with the highest percentage is the 'Making the product makes me feel better' with an 85% of consumers, which they have positively evaluated.

DURING THE USE	
QUESTIONS	%
Making the product makes me feel better	85%
Pains have been reduced from the first take	58%
The product is effective, works	84%
I feel my joints more flexible	82%
I do not feel discomfort in the joints	74%
I have regained mobility in my joints	79%
I perceive less joint pain	83%
The product has a good analgesic action	78%
It has improved the elasticity of my joints	84%
It allowed me to resume certain activities that could not do before	66%

Table 5. During usage STATEMENTS.

3.3 AFTER THE USAGE

AFTER THE USE	
QUESTIONS	%
I do not feel upset stomach after taking	97%
I care not take continuously	89%
I perceive relief in my joints in the instant I take it	59%

Table 6. After use STATEMENTS.

The parameter 'I do not feel upset stomach after taking' and 'I care not take continuously' gets a 90% of positive evaluation, the parameter, 'I perceive relief in my joints in the instant I take it' obtain 59%.

3.4 Purchase intention

	PURCHASE INTENTION	
	Freq	%
YES	29	29,00%
PROBABLY YES	48	48,00%
PROBABLY NO	21	21,00%
NO	2	2,00%
TOTAL	100	100%

	PURCHASE INTENTION	
	Freq	%
YES	77	77,00%
NO	23	23,00%
TOTAL	100	100%
Significance	1%	

Table 7. Purchase intention

The purchase intention of the product, obtain 77%, of the consumers would buy the product.

This result is statistically significance level of confidence of 1%.

3.5 Descriptive parameters

3.5.1 Product price

PRICE		
PRICE	FREQ	%
Less than 10 euros	20	20,00%
Between 10 and 20 euros	56	56,00%
Between 20 and 30 euros	14	14,00%
Between 30 and 40 euros	4	4,00%
More than 50 euros	1	1,00%
Not buy it	5	5,00%
TOTAL	100	100%

Table 8. Table of frequencies with the price that participants would be willing to pay

Regarding the price evaluators considered adequate for this product it is observed that almost 56% of test participants have chosen decided that the price should range between 10 € and 20 €.

3.5.2 Product recommendation

RECOMMENDATION		
	Freq	%
YES	82	82,00%
NO	18	18,00%
TOTAL	100	100%
Significance	1%	

Table 9. Table of frequencies with recommendation

ZONE WITH PAIN		
COMENTARIO	FREQ	%
KNEE	39	30,47%
LEG	33	25,78%
BACK	17	13,28%
HAND	12	9,38%
SHOULDER	9	7,03%
ARM	8	6,25%
ELBOW	3	2,34%
HIP	2	1,56%
LUMBAR	2	1,56%
NECK	1	0,78%
FINGER	1	0,78%
WRIST	1	0,78%
TOTAL	128	100%

ACTUAL MEDICATION		
COMENTARIO	FREQ	%
NOTHING	8	7,69%
AQUILEA	3	2,88%
ARTIFLEX	2	1,92%
COLLAGEN	19	18,27%
CONDROSAN	2	1,92%
CORTISONE	1	0,96%
DICLOFENACO	2	1,92%
DULQUINE	1	0,96%
ENANTYUM	1	0,96%
EPA PLUS	5	4,81%
GEL	1	0,96%
GELOCATIL	3	2,88%
HARPAGOFITO	1	0,96%
HERBALIST	1	0,96%
IBUPROFENO	28	26,92%
INKANAL	1	0,96%
MAGNESIUM	6	5,77%
MERITENE	1	0,96%
NAPROXENO	1	0,96%
PARACETAMOL	3	2,88%
MEDICATION POWDER	2	1,92%
SANDOZ	1	0,96%
SPRAY	1	0,96%
SUISSE ANTIAGING	1	0,96%
TRAMADOL	3	2,88%
TROMBOCID	1	0,96%
VOLTAREN	5	4,81%
	104	100%

3.5.3 Substitution of the medicament

SUBSTITUTION OF THE MEDICAMENT YOU TAKE		
	Freq	%
YES	69	69,00%
NO	31	31,00%
TOTAL	100	100%
Significación	1%	

Table 11. Table of substitution intention

SUBSTITUTION OF THE MEDICAMENT					
SUBSTITUTION			NO SUBSTITUTION		
MOTIVOS	FREQ	%	MOTIVOS	FREQ	%
Comfortable to take	35	20,23%	My product is stronger and have a better effect.	9	20,45%
It is a natural product	23	13,29%	My product relief the pain better	6	13,64%
It is effective	21	12,14%	My product is effective, I don't need to change it.	6	13,64%
I perceive an improvement	19	10,98%	I trust more in my product.	5	11,36%
Easy to take	14	8,09%	With the product tested I didn't perceive any improvement	5	11,36%
Not produce stomach's problems	13	7,51%	My product have a good price	4	9,09%
It relief me the pain	12	6,94%	I perceive relief in the same moment I take it	3	6,82%
It doesn't have a bad flavour	8	4,62%	I like more the product I use habitually	2	4,55%
It's practical, you only need to take one pill	7	4,05%	I prefer the products more naturals	2	4,55%
I like the format (in capsules)	5	2,89%	Laxative effect	1	2,27%
Easy to transport	4	2,31%	My product have a larger duration.	1	2,27%
Larger duration	3	1,73%			
Quick to take	3	1,73%			
I perceive the effect quickly	2	1,16%			
Flexibility	2	1,16%			
Adequate size	2	1,16%			
TOTAL	173	100%	TOTAL	44	100%

3.6 QUALITATIVE ANALYSIS - Open questions

3.6.1 Reasons for purchase intention

PURCHASE INTENTION					
POSITIVE			NEGATIVE		
MOTIVOS	FREQ	%	MOTIVOS	FREQ	%
EASY TO TAKE	44	34,11%	I DON'T NOTICE IMPROVEMENT	21	80,77%
EFFICACY	24	18,60%	ACIDITY	1	3,85%
I NOTE AN IMPROVEMENT	21	16,28%	LAXATIVE	1	3,85%
NATURAL	9	6,98%	BAD TASTE	1	3,85%
BEST FLEXIBILITY	6	4,65%	NOTHING	1	3,85%
THAT IS IN CAPSULES	5	3,88%	STRONG TASTE	1	3,85%
I FEEL GOOD	4	3,10%			
THE PAIN RELIEF	4	3,10%			
LESS FATIGUE	4	3,10%			
GOOD TASTE	3	2,33%			
GOOD FOR YOUR HEALTH	2	1,55%			
MORE AGILE	1	0,78%			
NO DAMAGE THE STOMACH	1	0,78%			
QUICK EFFECT	1	0,78%			
TOTAL	129	100%	TOTAL	26	100%

Table 10. Reasons for purchase intention

- **REASONS FOR PURCHASE:** 'Easy to take' with more than 44 opinions in favor, followed by 'Efficacy' opinions with 24.
-
- **REASONS FOR NO PURCHASE:** 'don't notice improvement', with 21 opinions.

3.6.2 Comments and suggestions

SUGGESTIONS		
COMENTARIO	FREQ	%
NOTHING	49	49,00%
EFFICACY	11	11,00%
MORE EFFECT	10	10,00%
COMFORTABLE TO TAKE	8	8,00%
KNOW COMPOSITION	4	4,00%
SMALLER PILLS	2	2,00%
I PREFER POWDER	2	2,00%
GOOD QUALITY	1	1,00%
COLOR	1	1,00%
LAXATIVE	1	1,00%
STOMACH DISCOMFORT	1	1,00%
SLOW EFFECT	1	1,00%
NOT TAKE A DAILY	1	1,00%
LIKE THE FORMAT	1	1,00%
DO NOT BE SIDES	1	1,00%
GOOD PRODUCT	1	1,00%
QUICK EFFECT	1	1,00%
RECOMENDABLES	1	1,00%
IS NOT EFFECTIVE	1	1,00%
PRODUCT'S ODOR	1	1,00%
TOO INTENSE FLAVOR	1	1,00%
TOTAL	100	100%

Table 11. Comments and suggestions