

INTRODUCTIONS.

- Rochelle. I work in health care. My secret is taking care of me. getting the rest that I need. I don't really have a secret. Happiness. Attitude.
- Jeanine. I work in municipal housing in Yonkers. My secret is lots of water. For our skin. it keeps your skin clear. It keeps all the dirt out, the blackheads and impurities and just keeps it pure. With other stuff.
- Brooke. I'm a dietician. I do a lot of exfoliation. Face and body exfoliation.

Why body too?

- I run. After I run it gets all that dead skin. the sweat builds up.

What's the difference between exfoliating your body and skin?

- Smoother stuff I use on my face. More texture, that sugar in it, just to slough everything off.
- Danielle. I do medical billing. I'm also a mom to 2 crazy boys, 6 and 9. My secret is trying new products. Trying to eat clean, healthy. Put good things into my body. I'd like to say I wash my face every night and take off my makeup. I don't. I don't have the secret but I try to eat really well.

When we say I haven't found the product yet...?

- I want to look younger. My body skin hasn't really shown aging yet. I'm starting to notice sun spots. I'm starting to see laugh lines and wrinkles. I try to be on top of new products. There was an exfoliant cleaner for the face through Olay. I went out and bought it. I want to stay above it and use eye creams. I had really dry skin. I could see it already. I want to find something to help me stop the aging process.

How do you know you will have found it?

- When I see real results. It's hard to tell. I try to see what's out there in magazines and TV, if it's really working – it's hard to tell.
- Alexandra. Account manager for computer software. Secrets are eating well, working out. it's overall beauty. everyone's focused on the face. Taking care of yourself. Also washing my face every day.

There's an emphasis on our face.

- It's true. People neglect the body. I have neck cream because I'm neglecting my neck. You don't realize, you focus way more – I do love when I do shower gel. And I do scrub. You want a nice clean shave. But you don't focus as much on the body as the face.
- Cause that's the first thing you see.

What's the trigger to start paying attention?

- Winter.
- Definitely seasons.

**SWANN SOAP
Focus Group**

12:00 PM

November 7, 2014

- You get very dry skin. I notice I'm getting older, my legs are getting really dry in the winter. I never had that issue before. I never put lotion on my body. Now it's not just my hands.
- Teisha. I work for T Mobile for like 7 years. My secret is trying new things. I've noticed since I'm getting older, before I never had to do anything on my skin. I could wash my face and I'd be fine. I never had acne before. As I got older I started having breakouts on my face. I also started using makeup. I got in the habit of scrubbing my face. Clean my face at night or use a scrub. Now I have to do it. I didn't have to.
- I do have a product I use cream-wise. It's called True science. It makes me younger. It helps tremendously. I'm 38 and never cared too much about – you never think you're gonna age. Now it's more important to me. you're concerned about your face.
- You think your skin's gonna be the same forever.

Let's see your products. Why did you decide on buying this?

- I used to use like a salt scrub years ago. I was at a spa and they did a sugar scrub. I don't want salt anymore. I liked the scent of this. What made me buy the sugar scrub, it was a sugar honey or sugar olive oil scrub at the spa, and I loved it.

What's the difference?

- I would do the scrub and shave afterwards. The salt burned a little more. In my mind it id. I don't know.
- It's my son's father. His sister started working at Bath & Body Works. I'd always go because I was using her discount. I would always go get products. She suggested that. Before that I would just get the regular lotion when they'd have the 3, those type of deals. I never thought to get any of the scrubs until she suggested it.

What is the benefit?

- I like the way it feels. I use my regular Swann soap first and I'll do that after. It makes my skin feel really, really clean and really smooth after.

Who washes with soap and then scrub down? All of you.

- I do it the other way around.
- Me too.
- I just like the way my skin feels, smooth and clean.
- I like the way my skin feels, especially if I have dry patches on skin and elbow. Feet. When I shave my legs, I definitely feel like my legs are smoother...

Shaving prep?

**SWANN SOAP
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12:00 PM

November 7, 2014

- Yes. I do like to use those tanning towels sometimes. I try not to lay in the sun too much. They say, exfoliate first. I'll exfoliate before I use the tanning towels.
- After I work out, I build up a lot on arms, back, upper legs, I guess from getting sweaty. And it feels smooth afterwards. You feel you refreshed your skin. it feels nice and smooth.
- It looks shinier.
- And your skin smells really good.
- I was gonna say that.
- Sometimes if you get a soap that smells good you'll bathe with it. With this....
- We're not talking about clean and moisture, we're talking about smelling good
- I don't even have to put on perfume afterwards
- I don't want to
- Any shower gel or body lotion, smell is a big factor
- In my mind it opens your pores. You're using a scrub.

Who's next?

- Definitely the scent. I don't like to go off of different smells unless I want to change forever. The scent makes you feel clean and it makes your skin, the reason it makes it smooth, there's oils in it. Like essential oils. I think that's why I use the soap after, to take some of the oils off. But you can still smell it. I don't feel like it cleans you. It just scrubs.
- After I work out I feel cleaner in those parts. I'm getting all the gunk off. But I use my soap afterwards.
- It was recommended. To get that clean feel.
- It takes the outer layer.
- Beads and sugar.
- I use a different exfoliator for my face than my body.
- Me too
- Me too

There are body soaps?

- There are. Like Caress. Has the coconut in it. This is grainy.
- And gritty.
- Feels like it's doing a job.
- Or I'd buy one of those combo ones, a shower gel with an exfoliant in it.

On a scale of 1-5, rate each of your products based on how satisfied you are with it. Give me if there's one thing you'd improve about it – what's it not doing for you?

- 4. Because of the oily feeling I get afterwards. That was my slightly less oily feeling after using it.

How often do you use this?

- About 3 times a week. Every other day or so. I don't want to use it so much. It's so gritty, I'm afraid it's peeling off layers of skin which isn't that good.

Some problems – too oily and too gritty.

- I put 5. Very satisfied. I'd want it to suds up like soap. In my mind I thought it was gonna be sudsy. I took it like it was a soap. And it didn't. that's why I also use my soap. If it did suds up I wouldn't probably use the soap.

What benefit?

- With soap I just feel like I'm really getting clean. With this I'm just wiping the surface. I can't get completely clean by only using this.

Why would you want the suds to come from this?

- Then I wouldn't have to use both. And then I probably would use it every day.

Is part of the reason you don't use it every day because it's not soapy?

- I don't use it every day because, to me, if I'm going out I want to be really clean and smell really good. It is special because I feel more clean and smell extra good.
- 4. I would like to have a bigger supply. I don't want to always go out and buy another one.
- That's why I don't use it every day either.
- A lot more quantity.
- 4. I would appreciate a little more oil in mine. Mine does suds up. but it doesn't leave that little coating that I want afterwards.

Victoria's Secret Soothing Body Scrub.

- I'd like to see if they could add some kind of vitamins in it. Because we think maybe it opens your pores. That would be like getting right to the source. Putting vitamins in your skin to improve your skin, not just to exfoliate the top layer. Outside in.
- I use it 6 days a week after I run. I always feel like there's a lot of residue in the tub after. When you're rinsing it off, I feel it on the floor of the bathtub. I like that it's taking layers of skin off.

- 4. I'm satisfied with the functioning. If we could add an anti-aging benefit to it.

(EXPLAINS PACKET EXERCISE.) (READS B2.) Grade?

- B
- B+
- B
- B
- B
- B

What's it trying to say?

- We care about our skin.
- We put time aside to make it a priority.

Don't have much time in the shower. True?

- True.
- I do take long showers.
- Mine don't last long but I shower at night a lot after the gym so it's not like I don't have time. So I removed it.
- My kids are out of the house. I shower once they're gone.

I don't have time might be true in general – but in the shower?

- It could be true. Not for me personally.

...and feel its best.

- I didn't like the word enjoy. I would have picked a different word. I like to steal a few minutes. Its best is more about a person. Maybe refreshed or glowing.
- I changed minutes to moments. It's a personal moment. everybody's is different. It's you doing something for yourself.

What about the idea of stealing?

- I took it out.
- You know you really shouldn't be doing this. My kids. oh my god. I have a 1 and 6 yr. old. I work out and jump in the shower. If I have any extra time. To me it's like stealing. But I'm doing it.

Why did you dislike it?

- I like to take my time. I said while I'm in the shower. I enjoy. I took out stealing.
- I like stealing. With my moments. You're doing something risky.
- I feel like nothing is for me, ever.
- It's never about you.

- Nothing!
- I circled the whole second part of the sentence.

Does taking fix that problem with stealing?

- Or maybe spending.
- Oh Yeah, spending.
- That's perfect.

Look and feel its best?

- I circled that.
- Yes.

How do we know our skin is feeling its best?

- Clean.

What is clean feeling feel like?

- Satisfied.

What does it physically feel like?

- Smooth.

What does looking its best look like?

- Not dry
- Shiny
- Glowing
- Moisturized.
- Soft and supple

Dry looks like...?

- Ashy
- Flaky
- Same thing. Flaky.
- Unhealthy.

Do your products help you with this?

- Uh huh
- Pretty well
- I do keep rubbing my arms when I get out of the shower. So smooth.

(READS AB2.)

- Too wordy.
- Yeah.
- F
- D

- D
- F
- F
- D

Why? What did we cross out?

- We do not love our busy life. It's busy. Doesn't mean I like the busy-ness.
- We love our kids, not the busy-ness.
- From doesn't to does. With my busy life, I take the time I need in the shower so my skin does always look as nice...
- This is very negative.

Is it true you rarely have time?

- Yes
- Yes, sometimes.
- Taking a long time in the shower isn't going to make your skin look nicer, the bags under your eyes and wrinkles in your skin. Refreshed maybe.

Does it mean your skin takes a toll from your busy life?

- Yes.
- It's too wordy.
- You're too tired and don't have the time to wash the makeup off your face. That's being too busy to take care of your skin.

This is untrue because of busy life, we don't believe there's a true connection between a few more minutes in the shower...

- It's like a regimen, not just one thing.
- It's consistency, being able to do it over and over.

(READS T2.)

- A
- A
- B
- A
- A
- B

You circled the entire statement.

- It's a very true statement.

Are they type of words you yourself would use? Do we notice dull and rough?

- I crossed out rough and circled the rest. I wouldn't use the word rough.

- I'd use rough.
- Dryness is my face. The winter. More dry than other parts.
- I think face automatically.
- When they say skin you think of your face. When they say my body...
- Or skin on my body.

When my body is extra dry...dull and rough.

- Certain parts.
- Flaky.

Flaky is better than rough?

- I think so.

When you skin is dull what does that look like?

- Dry
- Tired. Ashy.
- Like lizard-y looking skin.
- Scaly.
- I get it in front of my shins. It's always there. it's disgusting. I scrub. Moisturize.
- Lotion you're just covering it.
- Also in summer I'll get that too if I get too much sun on my legs. Not good.

Cross out's? OK. (READS X2.)

- A+
- A+
- A
- A-
- A
- A

This is a winner. We look for a scrub that not only exfoliates the skin but gives it the moisturizaiton it needs.

- Uh huh. I don't like that word moisturizaiton.
- I put hydration.
- That's better. Moisturizaiton does sound like an odd word.
- It sounds funny.
- More radiance.
- How about just moisture? That would be better.
- Moisturizaiton is just funky.

Why do we want these things?

- To get rid of the dullness and make it look rejuvenated.

What do you get?

- No need to lotion. If it's hydrating and moisturizing the way I'd expect it to removing the dead skin and moisturizing.
- Eventually your skin will get dry – if you don't put moisturizer right after, your face is completely dry.

What is the benefit of not needing to lotion?

- It's an extra step.
- You save a step.
- Less to buy.
- And you have competing scents sometimes.
- And all day moisturization. Getting out of the shower, you'd have to put lotion on again and again. Probably you wouldn't have to do that.

How many of your products do that well?

- I don't know about moisturization but it definitely gives me a smoothness. I don't know how hydrated it is. The hydration will prevent the wrinkles and the aging.
- I still have to put lotion on.
- I still put lotion on. I look at hers and they have that lotion set. I didn't know they had that scrub.

How many believe the product you brought here does this?

- Half. The exfoliates.

You didn't tell me you needed both.

- We needed the sentence. To understand our minds.
- I always use lotion. I never thought of it as two separate things. This is making the possibility of it being one. That's why...

Originally the scrub was just about getting rid of the buildup.

- When I take a shower I'll use this, then my shower gel. I have to rethink how I take my shower. You'd have to cleanse first and scrub last and then a water rinse. Hopefully it'll stay on my skin.
- I put creamier before suds. If it was creamy I'd think it was moist. Mine has a wetness to it. It's not creamy. Suds or creamy. With the regular body soaps, they're creamy.

Creamy means what?

- Moisture.
- You put moisturizer on your face, it's creamy.

(READS J2.)

- B
- B
- A
- B+
- C
- C

C's? What's missing?

- Remove some of the wording. It's too wordy. Remove to get and easily. When I think of radiant skin I don't think it comes easy.
- I circled radiant skin easily. That would be nice. You want your skin to look radiant, especially your arms and legs if they're showing. I wasn't here nor there with it.

We have cleansing routines?

- Yes

Do we ever think it's never enough?

- Yes.
- I agree with that.
- That's why I crossed out easily. You can't get it in a jar. everybody has different skin.

This is unbelievable?

- Yeah.
- I would like it to be.
- I've always wanted...that's what I put. I've always wanted.

What would fix this?

- The wording.
- I'd change the beginning. It's too wordy.
- I didn't like your cleansing routine isn't enough.
- You're not trying hard enough.
- Something about it. Your cleansing routine is missing something. Just not enough? Something about it didn't jibe.

Why did you like it?

- The noticeably radiant skin. it's one thing to feel like you have radiant skin but another for people, oh wow, your skin looks really great. To me it's a truth. That we feel like we're not doing enough. A lot of people would identify with it and pull attention to it.

Easily seems to be the biggest hangup.

- Yeah.

(READS RO2.)

- A
- A
- A. by the way, I changed it.
- A
- A
- A
- It's a true statement.

You're Group 5. You're different from the other groups. Why do you like this one?

- I believe it's true
- It is true
- Makes me believe they have something for me not to be that way. I'm waiting for someone to pitch the product. this is your cure.
- As we're getting older you're noticing it. It's changing.
- Are we older than the other groups?

Not at all. everyone else resented the fact of having to be forced to think about their aging.

- We're the reality group.
- It's a harsh reality, but it's what's happening.
- Or we wouldn't be buying products.
- It's just saying this is what's going to happen.
- It doesn't have to be that way. Let's be proactive. We're not going to lose our luster.
- We hope!

(READS CC2.)

- B
- A-
- I just changed mine from A+ to A-
- A-
- C
- B+

What did we cross out?

- Sometimes
- Yeah

- It always [INAUDIBLE]
- That's what we're used to now. A shower's not enough. We're so product driven. If I'm just going into a shower with soap I feel oh my god you can't do that. You need something extra. I feel like I need it always.
- I removed sometimes also. I couldn't figure out how to change it.
- I liked the soft and smooth part.

What is this trying to say?

- That my skin can never be soft and smooth unless I do something more than cleanse it.

Is that true?

- Yes.
- I travel a lot for work. sometimes I use the soap at the hotel. I get out of the shower and my skin feels so tight. I get the lotion and it's like water. Thank god I brought my own stuff.
- If you watch TV they say you need to exfoliate so wrinkles don't set in. you need more than just soap on your skin. you hear about it for your face so much so I believe it for my whole body. It obviously pertains to the rest of your body too.

Why B+?

- I didn't like the wording. There was a lot of truth to it. It wasn't phrased properly.

What's missing?

- Maybe the word in order.
- I like the feel soft and smooth. It needs more than that.
- For it to feel soft and smooth?
- My skin needs more than cleansing to feel soft and smooth?
- I think it needs the just cleansing. Take out and water.

If I fix the sometimes, am I at an A?

- If we remove sometimes, it would be a B. I don't know why. I'm trying to find other words. I just don't like it.

Just the sentiment.

- Then it's true.

Just not in the words you want?

- Yeah.
- A-.

Pick out your top three and your bottom one (EXPLAINS). Who marked B2? 1. Sad face? AB2 favorite? No. How many for worst? 6. All of you agree. How many say T2 is the best? 3. Why?

- It's true
- And it doesn't have to change anything.

X2? 6. How many #1's? OK. Why?

- I circled the whole entire thing. I didn't take anything out.
- It gives us hope. That's what I want.

But you don't necessarily look for it in your scrub.

- I think of my scrub as hydration and moisture.
- I haven't found one that gives me what this says.
- We didn't know it was possible, that's why we didn't say it.
- I'll try because it might have the moisture in it.

J2? 1. RO2? 5. Why?

- I believe that the skin will lose luster over time.

Who didn't pick it?

- I just went with the other ones I gave an A+. It has an A but it's not one of the top three. I don't think about aging.
- Why would we buy wrinkle cream if we didn't think about it?

You're the first that said we're OK with thinking about aging.

- I feel the other groups are freaks.
- It doesn't have to be that way – ooh, there's something out there. it's hopeful.

The age range in here is like 10 years. And you're all OK with this. CC2? 2. Why?

- I can relate to it. It needs more than just [INAUDIBLE]. because I cleanse and I'm still not satisfied.
- I'm tired of 3 steps. I'm tired of lotion. I want to be OK without lotion. And it's the last step. I'm tired by the time I get there, to the lotion.

Take a look at this board. What is going on here?

- In the back is kind of weird. Is that a banana?
- It's a body scrub. A polish scrub.
- It's called body polish.

Do you like that? How is it different?

- You're improving your skin instead of scraping off the top.
- Polish gives me a sense of shine and luster.

- Kind of makes it better.
- It's the solution to our problems.

What's our problem?

- Moisturizing.
- And exfoliation.
- Together. At the same time. In one product.

I have different descriptions for what this can be (EXPLAINS EXERCISE). (READS B2.)

- Sounds awesome.

What do we like?

- I like natural exfoliators. Dial has those fake exfoliating beads.
- It's plastic.
- I'm believing these are better. They're natural. I like that.
- I like with every show, you can do this every time you show and make your skin look its best every time.
- It can be used daily. I don't know if I'd necessarily use it daily, but it has a moisturizing cream. scrubs say use a couple times a week. It's gentle enough that you could use it every day.
- It won't peel off my skin.
- I'd like it if it said daily. Because I didn't get that with every shower. I crossed that out because I really didn't get that.
- I don't like that paragraph about I don't have much time. I circled that.
- It's showing there's an issue and showing you how to solve it. It doesn't necessarily prove it but it's going to give me smooth glowing skin.

Does the description of the polish fix the problem that was set up above?

- You don't have time in the shower.
- The introduction was discussed in the body. It supports it with provides extra care, keeps skin feeling soft and smooth, most radiant – that proved makes my skin look its best part.
- I do have reservations about the product.
- And I love Swann. It's the only soap I use.
- I have really thick hair. The drain always gets clogged. I feel this is gonna be very thick. Swann body washes leave a lot of residue. Creamy and thick is nice but my husband's going to kill me. he cleans out my drain every week.
- B
- B+

- B
- B+
- B+

What's missing?

- I never tried it.
- To me, not knowing if it really does all these things.
- It partially goes back to how we made those changes to the first paragraph. Too repetitive.
- The whole daily thing. If it said daily, for me.

By leaving it off, doesn't that leave you to how you want to use it?

- I want to be told it can be gentle enough for everyday use.
- When I see Swann anywhere I automatically associate gentle. The fact it's not in there, OK, this actually is an exfoliator and actually will remove dead skin.

What is that middle ground?

- Keeps skin feeling soft and smooth every day. Daily use.

(READS T2.)

- C
- A
- A
- A
- C
- A-
- I think it's true.
- I love the heading...as you shower. Cause that's what we want.

Why is that good as you shower?

- Not only are you trying to get clean, you want your skin to be nice and smooth.
- I crossed out silky smooth in the heading, and get details below.

How good does the body polish description match the problem of having dry skin?

- This one matched better than the other one. It addressed the problem, says it's replenishing the moisture. Silky radiance, the driest parts.

What's the specific word that matches well?

- Replenishes moisture. Even on the roughest driest part.
- Yeah, replenish. It's putting in what you take away.

- That's what I feel sometimes. If you do too much it will take away your skin, the body scrub.
- I did add natural on the exfoliators. It can be finely ground natural exfoliators.

Does finely ground say something different from natural?

- Yes
- No
- Natural is like you're using the sugar or salt almond.

Which would we rather have?

- I'd say natural
- Natural
- Finely ground. Going back to this one, the sugar scrub is so big and thick. I feel like finely ground, it feels a little bit better to me.
- especially with the almonds.
- The other one said finely ground natural exfoliators.

Why C's?

- I just didn't like it. Lift away. It's not gonna lift it away. exfoliate it – you want it to get at it. A very gentle process. After you work out you really want to feel like you're sloughing off the dead skin.
- I like the word reveal.
- Body polishes. It's like, boom. Reveal is like, draw back the curtain.
- That doesn't mean it's going. it's just lifting it up.
- I use it 6 days a week. For an hour in the morning. By the time I'm done, OK, get it off. Sitting on here, you get breakouts.
- I didn't like the dry. Because I don't have dry skin. seeing this wouldn't make me want to get it.
- I'd go back to with every shower.

(READS X2.)

- I want this right now.
- A+
- A
- A-
- A
- B+
- A
- They should still have most radiant self before they describe them. to reveal your most radiant self.

What about only new Swann body polish...as your exfoliate? add that?

- Yeah.
- I crossed off care on both. Caring touch and care. I didn't like it. It's like Johnson's.
- This is New York.
- Caring's too gentle. Light. Too gingerly.
- I like it because it's more than. It's adding to it. It's like a lotion.
- Should say give your exfoliating routine a caring touch. Not necessarily moving from the exfoliation process.
- Give your exfoliation process a boost.
- Too soft for me. I'm from the Bronx.
- I circled dry skin on the surface and deeply nourishing. It's telling me we're going back to the dual purpose here – the dry skin on the surface and also deeply nourishing your skin. If it's exfoliating we're opening the pores, letting the moisture in. not just surface.

How well does it match with the problem?

- Perfect correlation.
- It's amazing to even fathom that this is possible. It's just hard to find those two.

So hard to believe that you're not willing to try?

- No.
- It's definitely believable.

Why?

- The brand.
- Yeah, Swann.

If I covered up the brand?

- No, not necessarily. It's just science. How big are your pores and having the moisture. It's going to do both.
- It's like a guarantee. It's going to do a job. Like 100%.

(READS J2.)

- Jump start?
- A
- C
- A
- C
- D

- B-

Why A?

- I like the jump start to the shower. At first I didn't. I'm one ahead. Ahead of the process. I'm doing something that's amazing for me. I like the simultaneously replenishing the skin's moisture. You're doing 2 things at one time. The result...radiant skin. if they add noticeably radiant and moisturized....I'd want it to reiterate it at the end.
- It doesn't mean glow. I really like simultaneously.
- It really answers the question too.

Why did you give it a low score?

- Didn't like the description.

Did it solve the problem?

- Not for me.
- I didn't like jump start...you're just starting the process. NOTICEABLY RADIANT as you shower – it's contradictory. This makes me think I'll only have radiant skin when I'm in the shower. Make sure the language matches this. Even after you shower or something like that.
- All day long.

Why didn't the product description solve the problem?

- I crossed out ingredients. It's making me think, what ingredients? If I didn't see this bottom part, I don't think cucumber and stuff – just the ingredients. And simultaneously.
- Yeah, I didn't like ingredients either. Seems more like fruits and vitamins.
- You didn't even have to put natural.
- The other one just gave me more. This didn't speak to me.
- The others were a little more thought out.
- RADIANT skin, Yeah you can get rid of dry skin, you can moisturize. But I don't see radiant skin happening from an exfoliator. There are a lot of things that go into radiant skin.

You're saying if I exfoliate and moisturize, that doesn't lead me towards radiance?

- It leads me but it's not there.

(READS RO2.)

- A
- B+
- A+
- A+

- A++
- A
- That's the one.

Break it down. Why does the product description do so well?

- Restoring your skin's **[INAUDIBLE]**. it's there. like restore it. You have it. That's how exfoliator works. Takes the dead skin. Removes it. There's new skin underneath. Be careful with it. It didn't baby me too much.
- It restores it. Restores.
- Younger. It's restoring the young skin.
- That makes it more applicable to an older audience.
- I'm only 29. Even though I'm in the process of learning that my skin is changing, to be able to know there's a people that restores it to its youngness and firmness, it just comes with it.

She's 29 and saying I know I'm aging, but this is making me think going forward is going to be all right.

- It's a solution.
- I agree completely. The entire advertisement. But that one word restore made me think it would be more toward an older...
- Bringing out your skin's radiance.

Any other problems with this? What did you cross out?

- Nothing.
- Just dead skin. it says remove dead skin cells from the surface of your skin.

Other than that we don't mind dead skin?

- It's not lying to you. This is what it does. It'll leave you with this amazing...it gives you hope. We know we're gonna age but here is the answer. So I agree with that.
- I think it should say bring out or something.
- Reveal.
- Yes.
- Cause it's there. you don't take it out.
- That kind of changes the whole thing.
- It's under.

(READS CC2.)

- A
- B
- B+

- B-
- B+
- A
- I liked everything except for polish.
- Yeah. I don't like the beginning.
- I don't want to polish my skin.
- I liked polish.
- Makes me feel like my furniture. I don't want to polish.

Those who circled polish?

- It makes it better when you put polish on something.
- I liked it. Tied it in. a nice, cohesive statement.

Did the product description do well in addressing the problem that was set up?

- Yes (most)

Why?

- Something simple and straight to the point.
- It penetrates deeply.
- Throughout the day.
- All day.
- Makes you think long-lasting.
- I don't have to lotion.
- It says in the shower again. Only in the shower?

This is a shower product.

- You don't need to say it in the headline. Just polish your way to smooth soft skin.
- Most of the time people just read the heading.
- They kind of know it's going to be used in the shower.
- exfoliator or polish.
- So, starting in the shower.
- There you go.
- Oh, OK.

Go through all of these, pick your favorite that'll get you to the store. The second one is the one that solves the problem the best. What are your favorites? B2? No. T2? No. X2? J2? Wow. R02? CC2? I guess nobody. The one that matches the problem the best? B2? 1. T2? X2? 2. J2? R02? 1. CC2? 2. What makes something good at matching the problem?

**SWANN SOAP
Focus Group**

12:00 PM

November 7, 2014

- You believe the solution.
- If it has the answers to the questions. It directly answers the questions.
- X2. That answers the best. Solves the problem.
- X2, it was between that and CC2. I put, solves.
- When we did the pink one, I like that one the best, not necessarily the one that's going to get me to go up and buy it. From that perspective, from X2 to RO2, that's the one that's going to say, Yeah.

But no one said it matches the problem the best. RO2 does it pretty well.

- Yes.
- It would be a close second.

How much would you pay?

- 7.99
- Probably between \$15 and \$25
- No way. I think what I pay for this - \$16 – I have other scrubs at home. The salt I used to use from Lush, comes in a jar. That's \$23. The jar's throwing me. but it's Swann. Drugstore brands. I'd say 7-8..99.

What are you going to say about this?

- Sounds good. It's maybe taking away from having to lotion when you get out of the shower.
- It takes away from me having to use multiple products.
- I agree. It's going to eliminate a step. It's definitely going to make it an easier situation to get out of the shower and go. Longer shower. That last step – longer shower now.

What is it eliminating?

- The lotion
- The lotion
- A lot of my friends and I use Swann for hair care. It would be a new Swann product that takes the place of the lotion but also gives you that natural exfoliant
- Time saving product
- An exfoliator that really has a moisturizer built into it.

Thank you so much.