



## Deodorant Efficacy

### STEPS



1. PRODUCT APPLICATION



2. SUBJECTIVE EVALUATION BY EXPERT

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To evaluate the deodorant performance by the “Sniff Test” method after a single application on the same panelists at 2, 4 and 8 hrs.

#### Subject Selection

Panels of 15 subjects, female, 18 to 70 years, Caucasian, randomly selected. Subjects will be screened for axillary irritation prior to being accepted into the study. Participants undertake to withdraw from the study if axillary odour intensity is too high or too low.

#### Baseline Odour Evaluation

Odour evaluations will be made by at least three adjudicators. The adjudicators will be mandated not to chew gum, use perfumes, colognes or other odorous personal care or clothing products that may interfere with the study. The conditioning period will be concluded when the baseline/control odour levels are conducted. Individuals who develop slight - moderate odour and whose left vs right axillary odour levels are not vastly different will be inducted.

#### Supervised Washes

Supervised washes will be conducted following the malodour baseline score and prior to test product application. The subjects will be instructed to wash according to the following procedure ...

- a. Wash right axillae for 10 seconds using disposable towel saturated with 2% aqueous solution of simple soap.
- b. Wet a fresh disposable towel under running water and rinse axilla thoroughly until all soap is removed.
- c. Gently pat dry axilla using a disposable towel. Repeat above for left axilla.

#### Randomisation

Randomised assignment of test material to left or right axilla with contralateral axilla serving as control. Cotton pads will be inserted into the axilla 2 minutes following the product application and removed at the next time point for indirect odour evaluation. A similar process will be followed at subsequent time points.

#### Indirect Axillary Odour Evaluation

The adjudicators will be blinded to the identity of the pads and will evaluate according to a scale of 1 to 10 with 1 being “no odour” and 10 being “extreme strong odour”.

#### Subjective Evaluation

Participants will be provided with the test product to use for 1 week and will maintain a daily log of use. They will be asked to provide a subjective assessment of acceptability and efficacy.

#### Reporting

The report will provide a tabulated compilation of odour evaluation test results, reporting Mean and SEM values as well as subjective comments. Prior to initiation of a test, each subject will complete a medical history form. • Participants will abstain from the use of deodorant/ antiperspirant products or fragrant and medicated products on body or clothing for the conditioning period and during the course of the study.

#### References

Whitehouse, H.S. and Carter, R. O. Evaluation of Deodorant toilet bars, Proc. Sci.Sect. Toilet Goods Assoc. 48:31-36, 1967.