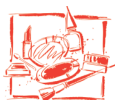




## Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



### Feminine hygiene

Cleansing & care

# times used

*kinds:* douches, external feminine itch relief<sup>1</sup>, feminine bath & shower gel<sup>1</sup>, feminine cleansing cloths<sup>1</sup>, feminine deodorant spray<sup>1</sup>, feminine powder<sup>1</sup>, feminine wash<sup>1</sup>

**brands**<sup>1</sup>

In-home pregnancy test

used past 12 months

Menopause remedies

# times used

*types:* patches, pills

*kinds:* natural/herbal products

Pantiliners

# times used

*types:* regular, long, thong

*kinds:* black, white

**brands**

Pre-menstrual or period pain remedies

# times used

*used for:* backaches, bloating, breast tenderness, cramps, food cravings, headaches, mood swing/irritability

**brands**

Sanitary napkins

# times used

*types:* thick, ultra thin

*kinds:* wings, non-wings

**brands**

Tampons

# times used

*applicator:* plastic, cardboard/flushable, no applicator

**brands**

Yeast infection products

# times used

**brands**

### Hair Care

Hair colouring products

# times used

*types:* highlighting, permanent, semi-permanent, temporary

*forms:* liquid/lotion, mousse, gel/creme

**brands**

Hair conditioners

# times used

*kinds:* clarifying, colour retention, curl, colour specific<sup>1</sup>, cream<sup>1</sup>, hairdressing, hot oil, intensive treatment, leave-in, moisturizing, regular/instant, smoothing, strengthening<sup>1</sup>, thickening<sup>1</sup>, volumizing

**brands**

Hair salon

# times used

services: hair cut, colouring, styling  
\$ spent last visit

Hair sprays

# times used

*types:* aerosol, manual pump

**brands**

Hair styling gels

# times used

*kinds:* anti-frizz, creams, mud, pomades, regular, shine, straightening, waxes

**brands**

Hair styling mousse

# times used

**brands**

Shampoo

# times used

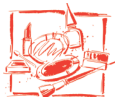
*kinds:* baby, children's, clarifying, combination shampoo/conditioner, colour retention, colour specific<sup>1</sup>, curly hair, dry hair, medicated/anti-dandruff, moisturizing, regular, smoothing, strengthening<sup>1</sup>, thickening<sup>1</sup>, volumizing

**brands**

(continued)

## Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



### Small appliances

*use:* blow dryer, curling iron (*electric, butane*), electric curlers

### Hair Removal

#### Hair removal

# times used

*types:* bladeless kits<sup>1</sup>, cream/lotion, wax (at home, at salon), electrolysis, laser

#### Razors/shavers

# times used

*kinds:* electric shaver, disposable razor, permanent razor with replaceable blades

#### brands

#### Shaving creams or gels

# times used

*types:* cream/foam, gel, soap

### Men's Aftershave Lotion

# times used

*types:* splash, lotion, gel

### Oral Hygiene

#### Breath fresheners

# times used

*types:* breath spray<sup>1</sup>, gum, mints, mini mints, instant dissolve strip

#### brands

#### Dentures

*types:* full, partial. both full & partial

#### Denture adhesive

# times used

#### brands

#### Denture cleansers

# times used

*types:* powder, paste, effervescent tablets

#### brands

#### Dental floss

# times used

*types:* flavoured, unflavoured

*kinds:* waxed, unwaxed, dental tape, flossers

#### Mouthwash/Dental rinse

# times used

*types:* mouthwash, dental rinse, fluoride dental rinse, pre-brushing rinse

*kinds:* alcohol based, non-alcohol based

#### brands

#### Toothbrushes

# bought/received

*types:* manual, rechargeable, battery

*received from:* dentist, store

#### brands

#### Toothpaste

# times used

*types:* paste, gel

*kinds:* acid erosion protection<sup>1</sup>, anti-gingivitis<sup>1</sup>, 2 in one, all in one, all in one & whitening, baking soda, breath freshening, regular, sensitive, tartar control, whitening

*forms:* pump, stand up tube, regular

#### brands

#### Tooth whitening systems

# times used

#### brands

### Perfume and Cologne

# times used

*types:* after bath splash, body spray, cologne, eau de toilette, perfume

\$ spent for self

\$spent for gifts (men, women)

### Personal Care

#### Body wash

# times used

*types:* antibacterial, deodorant, exfoliating, firming, moisturizing, regular, sensitive skin, unscented

#### brands

#### Cotton swabs

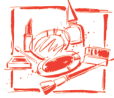
# times used

#### brands

(continued)

## Section 2: Personal Care

2007 Product Questionnaire (82-1 to 82-9)



### Deodorant/Antiperspirants

# times used

*types:* scented, unscented

*kinds:* anti perspirant/deodorant,  
deodorant only

*forms:* aerosol, body sprays, clear gel, clear  
stick, invisible white stick, roll-on,  
soft solid, stick

#### **brands**

### Hand, body cream/lotion

# times used

*types:* aloe, anti age/wrinkle, nighttime,  
regular, skin firming, with AHA,  
with sunscreen, with vitamins,  
shave minimizing

*kinds:* extra strength, scented, unscented  
sensitive skin,

*forms:* cream, lotion

*used for:* hands, face, feet, rest of body

*skin condition:* dry, extra dry, normal, oily,  
sensitive

#### **brands**

### Lip balm

# times used

### Personal care soaps

# times used

*types:* antibacterial, baby, complexion/  
moisturizer, deodorant, exfoliating,  
regular, sensitive skin

*kinds:* scented, unscented

*forms:* bar, liquid

#### **brands**