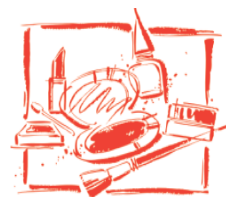


Section 2: Personal Care

2008 Product Questionnaire (82-1 to 82-9)



Beauty Salon/Spa

times visited

types of service: facial, manicure,
massage, pedicure,
hair removal

\$ spent last time

Cosmetics

Blush

times used

types: cream/gel/liquid, powder/cake

Eye liner

times used

types: cake, liquid, pen (felt tip), pencil

Eye shadow

times used

types: crayon/pencil, cream, powder

Face powder

times used

types: pressed face compact powder,
loose face powder

Foundation makeup

times used

types: cream, cream/powder compact,
liquid, powder compact,
stick foundation

kinds: anti-aging¹, long wear¹, with
sunscreen, regular

brands

Lipstick, lipliner, lip gloss

times used

types: lipstick, lip gloss, lip liner, lipstick
(SPF)

brands

Mascara

times used

types: regular, waterproof

brands

Make-up

\$ spent

where bought (*Appendix A*)

Nail care products and polish

times used

types: basecoat, polish, strengthener/
hardener, topcoat, remover,
false nails

Facial Products

Acne products

times used

types: astringent/toner, body wash,
cleanser, cover-up, cream lotion

kinds: medicated (prescription)
medicated (non-prescription)

forms: bottles, cleansing cloths, pads,
sticks, tubes

brands

Face & Body Skincare

\$ spent

where bought (*Appendix A*)

Facial cleansers

times used

kinds: bar, cream, facial cleansing cloths,
foaming cleansers, gel, lotion/milk,
nose/facial strips, scrub, mask,
pillows, pre-moistened cloths, scrub,
toner, towellettes

brands

Facial moisturizers

times used

types: cream, gel, lotion

kinds: fragrance free, hypo-allergenic,
oil free, regular, with sunscreen
(SPF)

how used: anti-wrinkle/anti-aging, exfoliating,
eye cream, moisturizing, night
cream, sunscreen, under make-up

brands

(continued)

¹ = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database

Section 2: Personal Care

2008 Product Questionnaire (82-1 to 82-9)



Feminine hygiene/Cleansing & care

times used

kinds: douches, external feminine itch relief¹, feminine bath & shower gel, feminine cleansing cloths, feminine deodorant spray, feminine powder, feminine wash

brands

In-home pregnancy test

used past 12 months

types: non-digital tests, digital tests

brands¹

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, 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, cream, hairdressing, hot oil, intensive treatment, leave-in, moisturizing, regular/instant, smoothing, strengthening, thickening, 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, curly hair, dry hair, medicated/anti-dandruff, moisturizing, regular, smoothing, strengthening, thickening, volumizing

brands

(continued)

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Section 2: Personal Care

2008 Product Questionnaire (82-1 to 82-9)



Small appliances

use: blow dryer, curling iron, electric curlers, hair straightener/flat iron¹

Hair Removal

Hair removal

times used

types: bladeless kits, cream/lotion, non-razor¹, wax (at home, at salon), electrolysis, laser

kinds¹: tubs, strips

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, 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, foam¹

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, anti-gingivitis, 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

(continued)

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Section 2: Personal Care

2008 Product Questionnaire (82-1 to 82-9)



Personal Care (continued)

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, medicated¹,
nighttime, regular, skin firming,
with AHA, with sunscreen, with
vitamins

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 Care¹

times used

*kinds*¹: lip balm, cold sore remedies

brands¹

Personal care soaps

times used

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

kinds: scented, unscented

forms: bar, liquid

brands

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