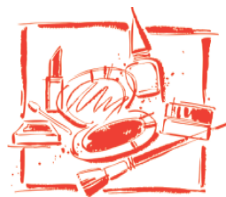


## Section 2: Personal Care

2009 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-aging, long wear, 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)

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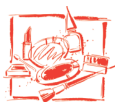
1 = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database

## Section 2: Personal Care

2009 Product Questionnaire (82-1 to 82-9)



### Feminine hygiene/Cleansing & care

# times used

*kinds:* douches, external feminine itch relief, 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

#### brands

### Menopause remedies

# times used

*types:* patches, pills

*kinds:* natural/herbal products

### Pantliners

# 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:* anti-frizz<sup>1</sup>, 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:* anti-frizz<sup>1</sup>, 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

2009 Product Questionnaire (82-1 to 82-9)



### Small appliances

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

### Hair Removal

#### Hair removal

# times used

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

*kinds:* tubs, strips

*used for<sup>1</sup>:* arms, legs, bikini, face

#### 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, foam

#### brands

#### Dental floss

# times used

*types:* flavoured, unflavoured

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

#### Mouthwash/Dental rinse

# times used

*types:* mouthwash, dental rinse, flouride 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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