

# CONCLUSIONS

This product **is perceived effective against the dandruff, in reducing it between washes, in relieving the itching and in cleaning the hair** by about the 85% of consumers.

There are some **comments for improvements**: even though they like the **foam**, for some it is **too much** and then the **product is difficult to rinse off**.

Another improvement area could be the fragrance, which does not completely satisfy about half of the target.

**Client:**

ACT LAB

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# J R Liggett's Old-Fashioned Bar Shampoo

## Home Usage Efficacy Test

Neutron study code 23S00890-EN-0  
Report issued on 12/21/2023

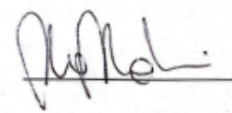
Prepared by:

M. Salis



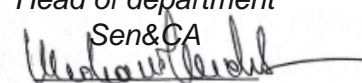
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