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Authors: Petra HUBER[1], **Annette BONGARTZ**[1], **Marie-Louise CEZANNE**[1], **Nina JULIUS**[1]

[1]*Department of Food and Beverage Innovation ILGI, Zurich University of Applied Science ZHAW, Switzerland*

How far can we predict sensorial feelings by instrumental modelling?

According to experts sensory benefits have a high impact on consumer product choice. Descriptions about sensorial impressions or claims for cosmetic products are the new "consumer exciter". The scientific discipline of sensory analysis describes the relationship between products and their perception and evaluation by the human senses. Sensory testing methods are powerful tools which enable issues associated with the development, marketing and sales departments.

What's going further then our fingertips? Our contribution will talk about predictive models by instrumental data modeling. Is there any correlation between instrumental between sensorial approaches and physical-chemical measurements? And can sensory perceptions be predicted by physical-chemical measurements? After a look on the current state - rheology and texture analysis are excellent tools to evaluate sensory texture attributes during the pick up and some attributes during the rub out phase – we discuss own measured data based on complementary tribological trials. We attempt to contribute insights for a better understanding and how to reduce the gap of correlation especially in the rub out and afterfeel phase.

There is no such perfect substitute to a human fingertip! Sensory panel testing delivers valuable and reliable data that are accurate and reproducible. This is still the "golden standard". Never less sensory testing capabilities need to be enhanced to continue to support the cosmetics industry in its competence of formulation. Predictive models can support at an early stage of development as interesting prescreening tool. Combined with classical sensorial methods it creates value for both the consumer and the cosmetics industry.