BRAIN IMPACT
NEUROSCIENCE

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Measuring emotion benefits in cosmetics through neuroscience

Brain Impact Neuroscience - www.brainimpact.eu

At a time when consumers' sensory and emotional experiences have become decisive drivers of product preference, Brain Impact Neuroscience offers a scientific methodology to demonstrate the emotional benefits of cosmetic products. The company relies on fMRI (Functional Magnetic Resonance Imaging), a methodology that provides objective evidence to measure and scientifically validate neural brain responses to products.

This neuroscientific expertise is directly applied to the cosmetic industry. Scientific research conducted by Brain Impact Neuroscience has shown that certain odors can produce lasting effects on the activity of brain networks at rest, even after exposure. In other experimental contexts, a "positive odor" can also increase the synchronization of brain activity between multiple individuals sharing the same emotional experience, with an even stronger effect when the emotion experienced is negative. These findings provide valuable insights into how scents shape emotional responses at both individual and collective levels.

Other studies by Brain Impact Neuroscience have focused on quantifying the impact of products' sensory properties, such as texture on neural responses associated with pleasantness and well-being. In a study conducted for Lucas Meyers Cosmetics on the Pickmulse cream, EEG and fMRI data revealed that differences in texture significantly enhanced sensations of pleasant touch and reward during application. The results demonstrated that the introduction of a single innovative emulsifying ingredient is sufficient to modulate the tactile experience, and highlight the powerful role of formulation in shaping consumers' emotional responses.

This neuroscientific approach provides objective and quantifiable evidence of emotional benefits, ranging from an immediate feeling of well-being to the development of long-term emotional attachment. To fully capture the complexity of these responses, Brain Impact Neuroscience stands out through its high level of scientific rigor, relying on the integration of multimodal data through artificial intelligence to enrich fMRI data analysis with the client partner's existing data, delivering a holistic, 360° understanding of consumer responses.

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