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Título	INFLUENCE OF COLOR ON THE PHYSICOCHEMICAL AND SENSORY PROPERTIES OF MOISTURIZING COSMETICS
Resumo	The physical-chemical and sensory properties are elements to be taken into account during the development of cosmetics. Moisturizers represent one of the most important classes of personal care products and often appear in a wide range of different color options. This study aimed to develop a moisturizer in the form of gel-cream and explore the options of metallized colors through sensory analysis. According to the results obtained, it was possible to observe that the type of pigment affected the judges' perception showing that the influence of this component should not be disregarded in the postponement of new formulations. It is possible to infer that a consumer's reaction to a cosmetic is not only based on its effectiveness, but also on the way in which its physical characteristics are perceived, including color, appearance, skin sensation and smell.
Assunto (palavras-chave)	Cosmetics. Sensory analysis. Color.
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