

Name:..... Date:.....

Shampoo in the shop

(This activity was prepared with the help of Dr. Pauline Hili, Development Manager, Neal's Yard Remedies.)

Shampoo makers have to sell their products to customers. You are going to work in a team marketing a shampoo. Before it goes on sale you need to test the product to make sure it is safe. You also need to know what the shampoo will do to hair, so you can identify the correct market. To help identify a market, do the **Shampoo survey** - you could choose to market a popular shampoo, or choose one you may have made in **Making shampoo**.

What you need

Work in teams of 3—4. Each person in the team has to take a role. Work together to make sure you market the product effectively.

As a team

Decide on a name for your shampoo. Remember the objective is to keep 'ahead' of competitors. Make sure your shampoo is a good, reliable product which works. Of course you would also like it to sell and become a 'market leader'.

Development Manager

Your job is to make sure the shampoo is produced correctly. You must test the product to find out what it does to hair. You have to write the label for the product (easier said than done) and decide how much it will cost.

You are responsible for making sure the other members of the team co-ordinate and do their tasks.

You will also take the lead at the launch of your product.

Stability Test Officer

People keep shampoos in their bathrooms for a long time. Shampoos are also taken to different places, eg on holiday, away for the weekend, the swimming pool. They may be used in hot or cold, hard or soft water.

Your job is to check the stability of the product. You need to test if the shampoo will still work if it has been kept at 40 °C, 10 °C, -20 °C, (then defrosted); what happens if it is used with hot water, warm water and cold water; and if hair has first been in a swimming pool. Make sure your results are reliable.

Consumer Trial Manager

You need to design a testing sheet. The sheet will be given to consumers who trial your product for free. Think about the features your shampoo has and what shampoos do to hair. Design a sheet which will help consumers say what they think about your product. Think about: colour, how it feels on the skin and hair, how easily it washes out, effects on the hair, what hair type it suits best.

Design and Packaging Artist

Your company wants to make sure your products are packaged well. You need packaging which is eye-catching, solid, reliable, nice to look at in the bathroom, won't leak, and is biodegradable. You have to design and produce the packaging.

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Presentation

When you have completed your tasks, present your product to the market. This is called a 'launch'. You have produced a scientifically proven shampoo which you know is reliable.

At the launch, your team must present - a packaged product, an advert for the product, and reports on the stability, safety and reliability of the product.

