Report prepared by MARTIN GIROUX

for

THE CONSUMER'S ASSOCIATION OF CANADA (QUÉBEC)

on a proposition of a

LISTING OF COSMETIC INGREDIENTS

March 1993

presented to Consumer and Corporate Affairs Canada

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ACKNOWLEDGMENTS

The success of such a project can only result form the work of a great number of protagonists. Thus, it can only result in a proposition. This report is only an intermediate stage and its effectiveness can only be measured by the effect it will have on governments regarding its application.

We would like to thank **Consumer and Corporate Affairs Canada** for its financial support and for having recognized the right time to allow us to continue an unfinished business and for its confidence in its accomplishment.

We also thank the people at Health and Welfare Canada, **Planning and Resource Management Division,** who are directly involved in this project and who, in spite of their busy agenda, are always there to answer our questions and offer precious advice.

We would like to express our gratitude to all those who contributed to the credibility that this study has today. We all know the efforts that such a participation requires. The list is long, and I hope not to forget anyone. There are **dermatologists, manufacturers, pharmacists, beauticians, distributors, retailers, and specialized associations.**

We would also like to thank **Informaction Marketing Inc.** for its precious help, and the amount of work accomplished within the limits of the budget, even beyond the mandate, and especially Guy Champagne for his professional work, his constant presence of mind, and his ability to adapt to orientation changes. Sometimes, the enthusiasm and collaboration of certain "participants" acted on the ego, and Guy had the courage to finish the work. We thank **Opinion du Consommateur** for having conducted a series of interviews with consumers, turning point of this study.

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Once again, we would like to express our gratitude to all of those who took part in the realization of the first part of the project in 1988-89, which accounted for the basis of this project, especially Lucille Brisebois, Roger Labrie and the others.

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1.0 PROJECT[1]

The CAC-Q will verify the situation concerning the listing of ingredients on cosmetics and will develop, along with the persons and groups involved, the wording of a sample label.

The CAC-Q will study the latest developments since the publication of its report in 1989, which recommended that the listing of ingredients be printed on all cosmetics. The Association will get in touch with consumers, manufacturers, governments, medias, marketing agencies, psychologists, and sociologists, by means of interviews and questionnaires, in order to gather the necessary data for the development of a sample label. The CAC-Q will test this label with the persons and groups involved, will analyze the results, make recommendations, and publish its conclusions. At every stage of this project, the CAC-Q will consult the main concerned groups.

1.1 INTRODUCTION

"Good news!

This year, all cosmetics manufactured for use in America will have the contents listed on the label(...)"[2]

That is what an American medical newspaper printed in 1977. Sixteen years later, Canada is still far from that reality, depriving its consumers from a source of information that could save them a lot of problems.

Yet in 1976, the Consumer's Association of Canada (CAC) had already recommended a listing like the one used in the US. It seems that the manufacturers have won the case (maybe because of the mandatory bilinguism of labels in Quebec). In 1985, it restated its position and "had to face terrible hostility"[3], according to Mrs Lucille Brisebois.

But is a listing of cosmetic ingredients (LCI) really necessary?

In 1989, the Consumer's Association of Canada (Québec) (CAC-Q)[4] proved the necessity of a LCI and highlighted the desire expressed by dermatologists (95%) and consumers (71%) for a LCI and other informations. The consumers were even ready to pay for it (69%), eventhough they believed they should not be the ones to do so (47%). In 1990, the CAC magazine stated that the Planning and Resource Management Division had just proposed a modification that required a LCI for all cosmetics. In 1992, there is still no such LCI, eventhough the Canadian Cosmetic, Toiletry and Fragrances Association (CCTFA) recognizes the right of the consumers to have access to information on the ingredients contained in cosmetics. Will we someday have a LCI in Canada?

Wanting a LCI is one thing, developing it is another.

Since 1989, we have been proposing a research to determine the best possible listing and/or other information. In 1992, we conducted it following three stages, which we will describe in section 2.0.

At the end of this project, the CAC-Q is determined to present this report with the firm intention of seeing short-term legal action. Let's not forget that the conclusion of this report reflects the consumer's opinion, while considering the different persons and groups

involved and socio-economical and political factors; in that sense, it is a stand. Any other proposition would not be a better compromise for the consumer, although each has its own advantages.

The answers obtained from the consumers are very firm and allow us to establish a solid basis on which to rely. The results from interviews with concerned groups, on the other hand, is divided, even within a category; we believe, as explained later in the document, that our intentions could have been misinterpreted.

The following proposition will surely raise some questions concerning its application; we will try to answer these questions, at least partially, in order to indicate to the decision-makers the way to follow, while specifying the advantages and disadvantages of our choice.

Two aspects

First, we need to distinguish the two aspects that pertain to the LCI. The **health** aspect is made of undesirable reactions (25% of the population)[4]: from minor irritations to systemic reactions, as much as allergies and poisoning, almost 6,000 cases in Québec in 1991, more than 80% of which involved children less than five years old[5].

This aspect concerns dermatologists, toxicologists, and most importantly, the Planning and Resource Management Division, responsible for enforcing the rules for the manufacturing of cosmetics according to the Law on Food and Drugs. This is the aspect that will urge it to act.

But we cannot ignore another aspect, which is **information**, with respect to quality, effectiveness, category, etc., in order to provide a tool that will help consumers make choices (70% of the population)[4]. This aspect is not an incentive for the Planning and Resource Management Division to take action, eventhough it recognizes, along with the CCTFA[6], this right of the consumer[6]. It is normal that they do so, indeed even reassuring. The American counterpart of the Planning and Resource Development Division, the Food & Drugs Agency (FDA) has the same belief. According to its director, Heinz Eiermann (1986), "a lot of products appear before the FDA now, and the ones that can cause only economic harm to the user are the lowest of our priorities"[7]. "The genesis of the initial FPLA [Fair Packaging and Labeling Act] was not a concern for the health of our patients

but a response to the consumer movement's call for information allowing value comparisons."[22]

We need to keep those two aspects, health and information, in mind; they will be essential to the understanding.of the final results.

Definitions

At this point, we would like to define the word cosmetic in order to make sure that we all are on the same wavelength. In legal terms, "a cosmetic is a product which cleanses, improves or alters the complexion, skin, hair or teeth."[18] This includes of course make-up, perfume, and also body care products, all non-medicinal, i.e. acting physically, not physiologically[19], toothpaste being the only product on which the active ingredient must be specified. Besides, manufacturers do not always agree on the classification required. Procter & Gamble asked that their Crest toothpaste be considered as a health care product (so it would be free from taxes)[20].

1.2 Background

Instead of discussing the different stages of evolution in the law and the events surrounding this evolution, we think it is useful to list them and to refer the reader to the corresponding documents in order to learn more. We will probably forget some. Our list is only partial and could eventually be completed (for example, important medical events could be added), but this list will be useful to the reader for reference purposes.

HISTORICAL REVIEW - PARTIAL LIST

FOOD & DRUGS ACT (FDA) in the US	1906[58]
FOOD, DRUGS & COSMETICS ACT (FDCA) in the US	1938[58]
FAIR PACKAGING and LABELING ACT (FPLA) in the US	1976[2] - Dec
POSITION EXPRESSED BY THE CAC	1976
Planning and Resource Management Division : confidential qualitative and quantitative mandatory declaration	1978
CANADIAN LAW ON FOOD AND DRUGS	1920[75]
AMENDMENT in order to include cosmetics	1939[74]
DERMATOLOGISTS ASSOCIATION OF QUEBEC AND CANADA	1986-88[4]
CCTFA, position	1985[62] - Nov
Planning and Resource Management Division MINUTES, asks the Minister to consider the LCI.	1988[58] - July
FDA (US) sends a letter to 22 companies on the advertisement of anti-ageing creams	1988[60]
CCTFA, new proposition (1-800)	1988[6] - Dec
ROUND TABLE to discuss the LCI and positions of many associations	1989[6] - Jan
CAC-Q, report on LCI to Consumer and Corporate Affairs Canada. It lists 36 considerations and the result of the CROP survey.	1989[4]-March
AIA, results of their survey	1989[63] - June
L.D.R. n° 768 on the LCI	1989[63] - Nov
L.D.R. n° 789 on the advertisement code ( )	1991[12] - Jan
FDA (US), letter to 20 companies on teeth-bleaching products	1991[61] - Aug
CCTFA, new proposition in favor of a LCI	1992[64] - Aug
CAC-Q, deposit of the LCI report	1993 - March
Planning and Resource Management Division, new law on the LCI	????

1.3 PRESENT SITUATION

Marketing

Labels on cosmetics, as well as on packages[9], are carefully designed and tested[10]. New technologies make them more effective, attractive and colourful[11].

Within the framework of our study, we only consider what the LCI states, not what manufacturers or marketing departments pretend their products can achieve. This will be the subject of another research[12]. We can only believe that a LCI will force manufacturers to choose their words more carefully, but the US example shows that, with their flourishing imagination, manufacturers always find other ways to promote the virtue of their products[13].

Health problems

Furthermore, the LCI does not guarantee the tests made by manufacturers, for example a good toxicological evaluation of new ingredients. Isothiazolinone is a good example: the data clearly showed the sensitising potential[14].

The CTFA is not entitled to require from cosmetic manufacturers that they indicate the health problems some of their products can cause, or even test their safeness; thus the consumer is left without any protection.[15] A possible solution would be to ask consumers to report their complaints to only one organization (as the Planning and Resource Management Division), since a complaint can take many directions and require great effort, and end somewhere, in complete oblivion (refer to progression of a complaint)[18]. Although an organization like the FDA (US) is primarily concerned with the public health, the American agency says it cannot do much about isolated allergic reactions or irritation problems. It is up to the individual to avoid the product that caused the reaction, and any other products that contain the offending ingredient [underligned by us][23]. Of course, that is only possible with a LCI, and means that such an organization can only control ingredients that can cause epidemic problems. Figure 1 shows a positive reaction to a patch-test.

In an article published in 1987, Penny Ward Moser wrote that she always believed there was a "them" over there, probably in Washington [she is American], that made sure any product that covers the skin is risk-free. That is not the case.[17]

An acute reaction is usually caused by an infected product. Contaminated makeup is the result of either inadequate preservatives or product misuse(...). According to FDA(US) data, most cases of contamination are due to manufacturers[23]. That is why consumers should insist on getting a new non-used applicator. In 1981, a study conducted by the University of Georgia revealed that out of 1,345 testors used for eyeshadows in the Atlanta region, 67% were infected.

Self-regulation

In the US, self-regulation has been attempted. There will always be volunteers, as well as manufacturers that will only conform when they have no other choice. Surprisingly, small companies often participate more easily than big ones[16]. 4.6 % of all registered companies (not all of them are!) fully participate (91 companies). There are approximately 18,696 expressions and 4,000 different ingredients used by nearly 2,000 manufacturers[17]. There is no reason to get carried away, but it is a start.

In 1988, we thought we had won the case of the LCI by urging companies to start the race towards the listing of ingredients on a voluntary basis, even if it was only for marketing stategy. We were told that no company would take the responsibility of adopting a LCI under any form, eventhough a regulation could force it to modify its LCI, and thus create additional costs. Nevertheless, certain companies print a LIC on their products, and there is a trend to do so[35], but it is limited[36]. But is it the best possible list there is?

International consultation

The European Community has brought up a list of negative products and rules such as restrictions on quantities[26,27], which was adopted on January 15, 1980; it was ratified by the members the following years ("Prescribe Quantitive Directives", PQD)[28]. Nevertheless,

everyone asks for the LCI: the EEC legislation on the product or label (introduced in the US ten years ago)[25]. Nevertheless, there are claims for the LCI all over the world: the EEC regulation should also require from cosmetic manufacturers to declare all ingredients on the product or the label (introduced in the US ten years ago),[25] according to A. Herxheimer and A.C. de Groot (from London and the Netherlands). The latter asks for the LCI whenever he can[14,31,72]. Denmark has also been claiming it [33] since 1990, and Germany since 1991[34]. Dr Caldwell said in 1977 that the EEC commitee had clearly declared many years ago that it (the LCI) seemed imminent.

The LCI exists in the US, but also in Korea to "better protect the consumers as much as to increase the confidence in Korean products"[69], and in Australia, where it must include "the name and address of the manufacturer or the importer, the lot number, the country of origin, the expiration date, and all ingredients and warnings".[70] There is also a will to introduce a "completely new regulation on cosmetics".[71]

And for those who believe that the regulation is exaggerated, take Japan for example, where foreign cosmetics have to be licensed by the Minister (this can take up to two years), the test criterias can differ from those specified, and only a limited number of expressions can be used in advertising[29].

Here, during the first CAC-Q study in 1988-89, we had the opportunity to take part in a day where the different associations involved the Planning and Resource Management Division and the CCTFA sat at the same table in order to exchange their views. We learned that often times, manufacturers did not have sufficient knowledge to give patients the appropriate recommendations[26, app 4B]. Furthermore, Gary Sibbald pretends that allergies to cosmetics are underestimated because patients who develop a reaction to a new product throw it away and do not use it anymore, which is confirmed by our CROP survey, which reveals that 24% of the consumers have had reactions and 38% have stopped using this type of product(!). According to Dr M. McGuigan, representative for the Canadian Association of Poison Control Centres, the informaton has to be available right away, on a 24-hour basis. He told us that 7% of the calls received concerned cosmetics. Of course, in either case, neither the consumers nor the physicians[5] could make a decision only on the basis of the LCI in the case of a poisoning.

What came out of the discussion revolved around the establishment of a centralized data bank. Dr N. Pound believed that the cosmetics list program (American) would be appropriate in spite of certain technical limits [(at that time) (today, this bank is almost 100% computerized)]. The issue of fragrances was discussed (secret). Gary Sibbald emphasized that the manufacturers could not indicate the fragrance contained in a product, because the vendors only gave them a code number; Mr Sibbald suggested that a specific number be used for each fragrance.

Following this session, the Planning and Resource Management Division issued an information letter specifying its requirements. Among others, the complete listing of cosmetic ingredients [which will allow] a fast access to the information they [the consumers] need at the time and place of the purchase. Furthermore, it was required that the ingredients be listed in decreasing order of concentration, on the external label, or if possible, on the inside. After having received comments, the Planning and Resource Management Division was supposed to publish its proposition in the Gazette officielle and put it in effect a year later. Why haven't we got this proposition yet? In fact, there were only about 15 answers from consumers and 50 from manufacturers. On another hand, there was at the time a debate on non-prescription drugs, and the Planning and Resource Management Division decided to wait for the results of this debate, and then make it its top priority. In June 1992, the CCTFA accepted to reconsider its position and announced in September its intention to meet with the Planning and Resource Management Division. The file is now back at the top of priorities, and our recommandation for the best listing for consumers and concerned groups is right on time.

2.0 OBJECTIVES OF THIS STUDY

The objective of this study is to define a label (in a general sense) or a listing of ingredients that can be submitted to the authorities (industries, federal government) as the CAC's position.

More specifically, we will ask manufacturers, distributors, pharmacists, dermatologists and consumers their opinion on the following elements:

- the content of the list of ingredients;
- the presentation format;
- the layout of the list;
- a sample of the list;
- additional elements (for example, expiry date);
- the usefulness of other supports (reference guide, information or telematics support, signs, etc.);
- a preferred list.

Thus, the goal of this study is to ultimately choose a listing. Eventhough no listing has already been adopted, and opinions from all concerned groups could affect the result, we have suggested the respondents from stage 1 five sample lists. They are :

LIST 1
AMERICAN WORDING - USUAL NAME

Shampoo	Lipstick
Pyrithione Zinc	Castor Oil
Water	Oleyl Alcohol
Ammonium Laureth Sulfate	Carmamba Wax
Ammonium Lauryl Sulfate	Candegilla Wax
Glycol Distearate	Issoppopyl Myristate
Cocamide Mea	Lanolin Oil
Fragrance	Ozokerite
OMOM Hydantoin	Bees Wax
Sodium Chloride	Cetyl Alcohol
Citric Acid	Cercsin
Ammonium Xylene Sulfonate	Fragrance
Pale Blue No 1	Propyl Paraben
Beer	BHA
	Titanium Dioxide
	Aloe Vera
	Embryo Extract
	Shark Liver Oil
	Testicular Extract

LIST 2
INGREDIENT CODES (Reference to COSMETICS INGREDIENTS HANDBOOK)

Shampoo	Lipstick
3693	0508
3639	2024
0155	0499
0160	0465
1244	1491
0617	0252
FRAGRANCE	0561
1064	0513
3074	FRAGRANCE
0608	2856
0176	0298
1157	3504
0251	0071
	0076(and/or 0740, 0762,. 0718, 0715)
	1431
	1092
	3013
	3473

LIST 3
AGENT ROLES - AGENT FUNCTIONS

Shampoo	**Lipstick**
Antidandruff	Skin Conditioning Agent
Solvent	Viscosity Increasing Agent
Surfactant - Cleansing Agent	(Non Aqueous)
Surfactant - Cleansing Agent	Binder
Surfactant - Emulsifying Agent	Binder
Hair Conditioning	Skin Conditioning Agent-Emolient
Fragrance	Solvent
Preservative	Emulsion Stabilizer
Viscosity Increasing Agent (Aqueous)	Binder/Viscosity Increasing Agent
PH Adjuster	Emulsifying Agent - Surfactant
Anticaking	Emulsion Stabilizer
Colorant	Fragrance
	Preservative
	Antioxidant
	Colorant/Opacifying Agent
	Biological Additive
	Colorants
	Colorants

LIST 4
CHEMICAL CLASSIFICATION

Shampoo	**Lipstick**
Thio Heterocydlic Organic Salts	Fats and Oils
Incroanics	Fatty Alcohols
Alkyl Ether Sulfates	Waxes
Esters	Waxes
Alkanolamides	Esters
Fragrance	Fats and Oils
Heterocyclic Ahides	Waxes
Inorganic Salt	Waxes, biological
Carboxylic Acids	Fatty Alcohols
Alkyl Aryl Sulfonates	Waxes
Color Additives - Certified	Fragrance
	Esters, Phenols
	Phenols
	Color Additive - Non Certified
	Biological Color Additives
	Color Additives - Non Certified

LIST 5
COMBINATIONS - SHAMPOO

1. Chemical name and function of agents

	Chemical name	Fonction
Ex.:	Pyrithione Zinc	Antidandruff
	Water	Solvent
	Ammonium Laureth Sulfate	Surfactant - Cleansing Agent
	....	....

2. Role of agents and codes

Fonction	Code
Antidandruff	3693
Solvent	3639
Surfactant Cleansing Agent	0155
....	....

3. Chemical classification and role

Classification	Fonction
Thio Heterocyclic Organic Salts	Antidandruff
Inorganics	Solvent
Alkyl Ether Sulfates	Surfactant - Cleansing Agent
....	....

4. Chemical classification, role and code

Classification	Fonction	Code
Thio Heterocyclic Organic Salts	Antidandruff	3693
Inorganics	Solvent	3639
Alkyl Ether Sulfates	Surfactant-Cleansing Agent	0155

Those five lists were used as a starting point. In order to add to the concreteness of the listings, we also chose two products, lipstick and shampoo. This choice was arbitrary, based on the high sales rates of these products.

3.0 SURVEY PROCEDURE

Informaction Marketing Inc. developped collecting means and analyzed the results. The surveys were conducted according to three stages in order to insure the broadest consensus possible. In every stage, we asked some questions for which the answers were already known (i.e. from dermatologists), or partially known, and allowed to determine where the LCI stands.

Stage 1 Survey of the specialists

A survey made by interview (in Quebec) and by questionnaire (open questions) for the other provinces gave the opportunity to raise the specialists awareness and survey them. In every province, five dermatologists and five pharmacists were contacted. Furthermore, five manufacturers (Quebec and Ontario) and five distributors (Quebec) were surveyed. They are listed in Appendix B.

The respondents were randomly chosen (except for the manufacturers). Associations and key individuals were also contacted and surveyed. They are:

- Canadian Cosmetic, Toiletry and Fragrance Association;
- Canadian Pharmaceutical Association;
- Centre Anti-Poison, Université Laval;
- Canadian Dermatology Association;
- Allergy Information Assessment;
- Association des dermatologues du Québec;
- Hôpital Sainte-Justine;
- Pharmaceutical Assessment and Cosmetics Division, Health Protection Branch.

In the latter case, we did not ask to complete the questionnaire (conflict of interests), but we wanted to make them aware of the survey.

Stage 2 - Survey of the consumers

Two hundred cosmetics buyers were questionned in four drugstores in the Montreal region (7% margin of error, 19 times out of 20).

We validated different listing samples with these respondents and verified the need for information. This survey was conducted at the beginning of November 1992 by the specialized firm L'Opinion du Consommateur.

Stage 3 - Validation with the specialists

After having collected the initial evaluation (stage 1) from specialists, and the needs expressed by consumers (stage 2), we submitted the results to a few manufacturers, dermatologists and pharmacists.

The objective of this stage is to have the different concerned groups agree on the best list possible and not to create any surprise at the time of the presentation of global results by CHEM-X in the final stages of validation (mainly with the industries).

4.0 RESULTS - STAGE 1

In this section, we will give the results for stage 1, interviews with health professionals and professionals in the industry. Many questionnaires were sent by the local branches of the CAC. On 90 questionnaires sent out by local branches (9 provinces X 5 dermatologists x 5 pharmacists), only one was returned.

In Quebec, the collecting was easier. Five pharmacists/beauticians were met, five dermatologists interviewed, five distributors were questionned, and three manufacturers answered to our request.

We will check the results with the respondents from other provinces on the third stage.

The ultimate goal of this questionnaire is to gather recommendations from professionals on the listings to be used in the test with the consumers. Other elements appeared important: where should the listing be placed, and what other means could be developed to support professionals or customers?

Before unvailing the results, it is important to highlight some elements:

- dermatologists show more enthusiasm towards a listing; they want to go even further by indicating the % of ingredients contained;

- associations are very much in favor of centralized data banks (with the Poison Control Centre);

- manufacturers agree on the necessity of a listing, but are more skeptical about the results, some even raised the issue of the American experience (confusion on every part). Two other preoccupations emerged: the need for a cool-down period in order to sell out old packages, and the bilinguism issue.

- distributors and beauticians (in drugstores) perceive the list a little less positively. These people are the primary source of information for the customers and want to keep their position. The listing seems less necessary because they are there. For some, it is even a threat!

We will give the results in the same order used in the interview guide, that is by theme.

4.1 Risks related to the use of cosmetics or beauty care products

All agree on the fact that risks are very minimal and affect only a low percentage of the population, whether it be irritations, allergies or reactions. But the issue of these risks and the great incomfort that they can produce is also raised, among which are: severity of the reactions, duration of the allergy/reaction and consequences leading to hospitalization. Distributors and beauticians tend to be more skeptical as to the risks and consequences; dermatologists are more aware of the problems.

4.2 Consultation and information

According to the respondents, allergy sufferers seek advice before buying and using cosmetics. They consult more frequently. But, in general, consumers rarely seek advice, or do so after having used a product. Learning by trying is still the most common technique. Distributors and beauticians mention the fact that consumers seek advice at the time of purchase because they consider them as specialists.

Overall, the customer is not or very little informed and the means of getting information are almost inexistant when the purchase is made without any help (from a beautician).

Dermatologists are very little or little informed: it is difficult to get information from manufacturers (incomplete, long, etc.). But with experience, readings, congresses, magazines or newsletters (as in the United States), one can stay up to date. Of course, salespersons, distributors and beauticians think they have access to enough information, more so those who work for only one company, who gives them, or so it seems, appropriate and "complete" information.

As for the ideal means of transmitting the information on the risks, there are:

- index of products;
- ingredients on products;
- data banks;
- advertising/pamphlets.

The listing of ingredients seems at first sight an effective means, for the specialist and the consumer. In the latter case, the listing can be very useful for those who know the type of allergies from which they suffer. The listing must be clear, concise.

According to most respondents, this list should appear on all cosmetics. But, if priority should be placed, it should be put on cosmetics not used for body care first.

As for other means of information concerning ingredients and the risks they represent, priority was put on documentation (Cosmetics Ingredients Handbook) (research time was a problem, though); a central 1-800 line is also at the top of priorities. All agree that the access to a data bank would be ideal, although this option is not considered realistic (course, update, exhaustiveness). It was also suggested that a complete and centralized list of adverse reactions be used and updated by manufacturers and, as in the United States, a news bulletin (Cosmetic Ingredient Review) be created.

It is agreed that the most simple access for the consumers would be a 1-800 line; the other options are not realistic for the consumer (purchase of the book, training and knowledge, etc.). We have also tested the possibility of having one or more signs in the stores/drugstores. This option was totally rejected: the signs could not contain all the information, would probably not be updated by salespersons/distributors/pharmacists and would not be used.

Other respondents indicated the necessity of better informing the salespersons and beauticians and training them.

4.3 Spontaneous propositions - Listing of ingredients

The first question asked how the listing of ingredients should be presented. In general, the respondents' first choice was chemical name. There are no other particular preference. The dermatologists' second choice is the chemical name + function. Pharmacists picked the negative list as their second choice.

Furthermore, no one agrees that it is a complete listing (dermatologists and pharmacists) and a list of the main ingredients (distributors-salespersons). A dermatologist even recommended indicating the % for each ingredient; another suggested listing the ingredients in descending order by quantity.

The main advantages of such a list, according to our respondents, are the easiness of treatment and prevention (information to give the customer or patient) for the specialist. On the customer's part, prevention is made easier (if the allergies are known) and the risks are reduced. Pharmacists and salespersons also believe it will be easier to compare the price and quality of different products.

Although the pertinence of the listing is irrefutable, even if it can prevent problems, the client/patient must consult dermatologists, because some crossed reactions can happen.

4.4 Evaluation of the listings

Five listings were submitted and evaluated. Here are the main comments collected:

List 1 - American wording - chemical name

Some respondents thought it was different from the one used in the United States.

Respondents believed in its quality/ease of use/pertinence for the specialists. Many believe it would be the most simple for the customers who know their reactions and the ingredients responsible. The salespersons/distributors reject it.

List 2 - Product codes

The results show the great unusefulness of this list for the client/patient. It can be of use to the specialist, but requires additional research (link between code and ingredient).

List 3 - Agent functions

Almost acceptable. But it does not identify the ingredient that causes allergies (reactions). In that regard, it appears as non-pertinent and dangerously imprecise. Distributors and salespersons prefer that listing.

List 4 - Chemical classification

More or less useful; it raises the same problems as list 3 (imprecise).

List 5 - Combination of listings

Of course, the more information there is, the better the list is. Pharmacists, salespersons/distributors and beauticians prefer the combination of chemical name and function, followed by chemical classification-function and code. The dermatologists prefer chemical name-function and chemical classification-role-code. The choice is the same for associations.

The most popular list (or lists) are:

- chemical name first (American CTFA nomenclature);
- combination of chemical name and function;
- combination of classification-function-code (+ usual name if possible);
- chemical designation and classification;
- agent functions (for distributors/salespersons/beauticians).

Of course, the chemical name must be indicated. The function and the classification also seem pertinent.

Definitely, an expiry date and the access to an information line should be added. Other suggestions include:

- reaction to humidity/cold temperature;
- use morning/night;
- preservation - darkness vs neon light.

Finally, the listing should be printed on the label (salespersons think it should be inside the package). The second choice is on the product or on a pamphlet inside the package. Some (salespersons, pharmacists) suggest the use of pamphlets (even advertising) on prevention and possible risks.

4.5 Conclusion

Our respondents consider that the risk of adverse reactions is real. It is not widespread, but its consequences can be dangerous. This itself justifies, according to specialists, the need for an information tool. Beauticians/salespersons/distributors perceive it as a duplication of their role. We do not think so.

The listing of ingredients, the 1-800 line and the centralized data bank (for specialists) appear to be ideal means for specialists and consumers/patients. The manufacturers recognize the need, but are preoccuped with bilinguism (space on packaging) and the selling out of inventory. This list is a must for body care products and cosmetics; the latter have priority. The preferred lists must state the chemical name, the functions of agents and the chemical classification (or the combination of those), in order of priority.

The list must be printed on the package (to avoid unnecessary purchases) and on a pamphlet inside. There should be an expiry date, and the access to a telephone line.

Among other suggestions given, let's mention:

- centralized index of adverse reactions, prepared by manufacturers;
- preservation period, reaction to humidity and use period;
- news bulletins like in the United States;
- advertisement on prevention (generic pamphlet) intended for customers and to reassure distributors/salespersons/beauticians.

It is now time to choose the lists which will be evaluated by the consumers, eventhough compiling the answers to open questions is often difficult. But we had included a synthesis question, which was: "Which list should be used?". We got very diversified answers. The combination of lists is prefered, but none stands out. Here is a summary of the results:

0 none	1 usual name	2 code	3 function	4 class	5 combination	
					11% 5% 0% 11% 11%	1+3 2+3 3+4 2+3+4 others
5%	26%	11%	16%	5%	37%	TOTAL

We have thus reduced the number of lists to submit to the consumers.

The first list to be kept was the American CTFA list (usual name), which was the first choice. Furthermore, it is interesting to test, if not essential, to test an already used list. The advantage of that list is that we benefit from the American experience. But we could not use it because it is not bilingual and thus cannot contribute to uniformity. Its complexity is a disadvantage.

The third list was the one distributors/salespersons prefered; it seemed almost "acceptable" to other respondents. Its weakness is its "dangerous" imprecision. We thought that adding the code would add precision. The advantage of such a combination is that is becomes precise and understandable. Its disadvantage is that it requires more research on

the specialists part, having to refer to a handbook.

We added the second list, numerical only, in order to verify the effect of a code without any immediate signification to the customers. One of the comments we collected said that consumers believed in numbers, but not in words.

We limited ourselves with multiple combinations, space being a major obstacle for the LCI. Furthermore, the "kiss" rule (keep it as simple as stupid) is our best bet in a project like this.

5.0 RESULTS - STAGE 2 : SURVEY OF CONSUMERS

From the results of interviews with the specialists (dermatologists, pharmacists, salespersons, associations and manufacturers), three listings were submitted to the consumers so they would choose the one they prefer. These listings are: 1) chemical names of ingredients, 2) functions and codes, and 3) codes only.

The survey was conducted in four drugstores in the Montreal region, in cosmetics and body care departments; 200 consumers-buyers of such products were questionned. Such a sample results in a margin of error of ± 7%, 19 times out of 20.

This section presents the main results of this survey and the choice of a preferred listing, which will be submitted to the specialists in the final stage. You will find the questionnaire used for the survey in Appendix C.

5.1 Use of products and requests for information

Body care products are used by 100% of the respondents, and cosmetics by 96%. 20% of the people that use such products have reactions (whatever the product or the gravity of the reaction).

Almost 86% of the respondents read part of or all the information on body care and cosmetic products. 36% of them ask questions to the salespersons/clerks at the time of purchase. The questions concern:

- ingredients in the product: 51%
- possible reactions: 65%
- quality of the product: 76%
- price of the product: 57%

Finally, 61% of the respondents think there are enough informations on the ingredients on cosmetic and body care products.

5.2 Spontaneous listing

Before submitting the different listings to the consumers, we validated certain elements concerning the content and presentation.

As for the content, 57% of the respondents believe that the listing should contain all of the ingredients, 31% only the ones that represent a risk or are dangerous, and only 12% think that the listing should state the main ingredients only.

Almost half of the respondents (49%) would like the % of each ingredient indicated on the product. If the ingredients are listed by descending order, 38% of the consumers would be satisfied. Only 9% would be satisfied with random order.

49% of the respondents think the listing should be placed on the package, 27% on the product, 15% believe it should be on a pamphlet inside the package, and 9% on a pamphlet outside the package.

97% of the consumers show interest in the addition of an expiry date! Those who usually ask for information are even more in favor of an expiry date.

5.3 Preferred listing

The respondents were asked to evaluate three lists, chemical names (1), functions and codes (2) and codes only (3) according to two criterias: ease of understanding and usefulness in the prevention of problems. Here are the results:

Listing	Ease of understanding (1)	Usefulness (2)	Preference
1. Chemical name	28.0%	40.0%	25.0%
2. Functions and codes	80.0%	63.0%	70.0%
3. Codes	6.0%	3.0%	1.0%
No listing			4.0%

(1) very easy or easy to understand
(2) very useful or useful in prevention of problems

The consumers' preference is obvious and clear: 70% prefer listing 2, function + code. It is considered as the easiest to understand and the most useful for prevention.

The results are the same, whatever the socio-economical profile or the amounts spent on cosmetics and body care products. So the number one choice is listing 2. Spontaneously, the consumers said that the list could mention the side effects (14%) related to the ingredients or products, the dangers/risks (12%) related to their use, all of the ingredients (13%), and the % of ingredients (12%).

5.4 Conclusion

The interest for the listing is very high. What it should contain is clear to the consumers.

- all ingredients;
- with the amount or % (or by decreasing order);
- on the packaging (or product);
- with an expiry date.

The function and the code of the ingredients are preferred by 70%. Easier to understand and most useful for prevention, that listing is far better than all others.

That list, function and code, will be included in a questionnaire which, in the third phase of the project, will serve as validation with specialists (dermatologists, pharmacists, manufacturers) throughout the country. The next section will give the results of this third and last stage, which will lead to the choice of a final listing as the CAC's recommendation to the different concerned groups.

6.0 RESULTS - STAGE 3: VALIDATION WITH THE INDUSTRY

The last stage of the project consists in validating the listing that consumers prefer, function and ingredient code, with dermatologists, pharmacists and manufacturers. This validation will also be done outside Quebec in order to obtain opinions from the rest of Canada, since the two first stages were almost exclusively conducted in Quebec.

A short questionnaire (see Appendix D) was sent to 82 dermatologists (18 returns on the 100 sent because of address changes), 49 manufacturers and 100 pharmacists/beauticians in the nine other provinces. Because of budget restrictions, only 25 follow-ups were made.

The answer rate for this survey was 10% (23/231), or more specifically 12.2% for dermatologists, 7% for pharmacists, and 10.2% for manufacturers. Compared to the usual 10-15% answer rates, this survey got lower results. It is not surprising on the part of manufacturers, who do not entirely support this project. As for pharmacists, they could feel less concerned because less directly implicated.

6.1 Usefulness of the listing

Overall, the listing can be considered as useful or very useful (14/23): it helps answer questions or raise some from the consumers. It facilitates the task of specialists and reduces the number of calls to manufacturers for information purposes.

It can help pharmacists give better service and information to the customers. For some, it increases the sales rhythm by means of more transparency. For others, it encourages self-service, thus decreases operational costs.

Some dermatologists mention the increase in prices for the consumers because it involves important costs on the part of manufacturers. We will get back to that aspect in the final discussion.

As for the objections to this listing, they evolve around two aspects: it is not precise enough (a list of chemical names and even the trade names are required), and it is not useful for the consumer. The list does not allow to determine the causes of allergies. These objections come from dermatologists, pharmacists, and manufacturers. It is important to understand that nowhere in the questionnaire was it mentionned that the ingredient codes refered to a very precise name listed in a handbook.

These answers, given according to the usefulness and unusefulness, are due to the fact that the respondents evaluated the usefulness of a general LCI, and the unusefulness of a "secret" numbered listing.

6.2 Impact on operations

Manufacturers raise the issue of the important costs related to packaging: available space for the listing and the two languages, as well as the need to change the package when the ingredients are modified.

Pharmacists think it would have a positive effect on sales, service, quality of information, etc.

The dermatologists who answered see very little impact, except that it will simplify their work by reducing calls to the manufacturers.

6.3 Other sources of information

The necessity of a handbook of ingredients is often refered to. A great number of requests concern the availability of information on a (terminal or disk) for dermatologists and pharmacists. No mention of a telephone line was made.

Some comments concerned:

- the access to a complete list (vs partial);
- the products could be classified (if guide or computers) according to the presence of active ingredients, containing or not allergenic agents, etc.;

- the listing does not give access to the information on ingredients. It forces people to look for other sources of information;
- with free-trade, the listing must be similar to the one used in the United States;
- this listing adds a little (or little) to the manufacturer's literature;
- the information requests to manufacturers will be the same as before (mention by one manufacturer).

A respondent who already prints a list on its packages (Annabelle) is very positive towards the listing: it is useful for specialists as well as for consumers (See section 7.2, under "costs"). A dermatologist mentioned the importance of using a listing similar to the American one if it is to have any usefulness.

6.4 Other comments

The last question allowed the respondents to express their opinions on the listing, on information and on the use of this list. Here are the main comments expressed:

- the listing should be legally mandatory;
- the transparency of information will encourage cosmetics sales or even natural products sales;
- the list (or a list) will encourage consumers to consult specialists;
- manufacturers will be very defensive with consumers (justification, transparency, dangers, etc.);
- the listing for specialists (pharmacists and dermatologists) does not add to what already exists (pamphlets, consultations with manufacturers).

6.5 Conclusion

The list appears useful to a majority of respondents. The advantages reside in transparency, simplification of tasks and quality of service or care. The arguments against the listing (i.e. unusefulness) concern its lack of precision (the code appears as unprecise, and the list as incomplete), and its difficulty of understanding on the consumers' part (they did not have access to the results of stage 2).

At the time of submission of the listing, we must highlight:

- that it is complete;
- that the code is precise and refers to an existing guide;
- that the consumers who suffer from allergies will be able to make a decision with the help of a specialist;
- that customer and patient service will be positively affected; and
- that the specialists' task will be made easier.

On another hand, the obstacles for manufacturers are the most difficult to go through: increase in costs. We will have to be careful with the transfer of this increase in costs to the consumers.

7.0 DISCUSSION

This section is divided into four parts:

1. Summary of the surveys
2. Benefits of the LCI... and the rest
3. The "best" LCI
4. How to layout the LCI

7.1 Summary of the surveys

Our surveys have allowed us to cover one of the aspects of the mandate: that of collecting the necessary information for the development of a sample label. A profile that would represent the best compromise. We have tested different listings with the main concerned groups, analyzed the results and we are ready to make a recommendation.

This listing is the FUNCTION + CODE list, which could be called the **"UTILITY LIST"**. Our intuition, in our 1989 study, was very similar to the consumer's choice[41,42]. It is useful to the specialists and understandable to the consumers.

But this study did not cover the issue of the form that this listing would have (i.e. the way to number the ingredients). The reason is simple, it has to be accepted by all concerned groups. We have to stop talking supposedly in the name of the consumers (their understanding, p.26), without having checked what they really think. After all, we all are consumers, and we all buy... cosmetics. We need to have an overall view that can be verified.

The manufacturers, government, practitioners, retailors all talk in the name of their clients voters or patients. But they have spoken out, these consumers, and 70% are in favor of the **UTILITY LIST** (*"easier to understand and the most useful for prevention", p.23*) instead of a list like the one used in the United States. We can pretend that by providing the "American" list, we give the consumers what they want, but this is not entirely true. But still, it is better than nothing.

So in stage 3, the persons consulted did not really discuss that listing as the one chosen by consumers, but on the basis of their own judgment. We have to admit that with the perpetual lack of time that characterize our times, it is difficult to spend much time discussing such issues, particularly on a written questionnaire. For example, after having checked with a few respondents, we realized that some of them had given their answer according to a general listing of ingredients, without considering the proposed list. This indicates that often, opinions are already stereotyped, and that it is difficult to get out of the rank.

We will thus try, in section 7.4, to suggest a listing that seems "intelligent", without pretending that it cannot be modified with other interesting creative suggestions. But the basis stays the same (the list chosen by consumers).

7.2 Advantages of the LCI... and the rest

The advantages of the LCI are obvious to everyone, including to the manufacturers (*"manufactuers recognize the need", p.20*). There are also doubts concerning certain applications, which is normal (*"distributors and beauticians tend to be more skeptical as to the risks and consequences", p. 20, "the client/patient must consult dermatologists, because some crossed reactions can happen", p.22*). We once said that the practician is the only one who can identify these reactions, and it is part of his job to do so. With the LCI, he can treat the problems more easily.[38] On the next page, you will find the advantages of the LCI for the consumers and concerned groups.[37]

This will allow to:		**FACTORS**
1.	Avoid repetition of undesirable reactions	Reactivity
2.	Choose products that the consumer consider effective	Effectiveness
3.	Compare prices	Price
4.	Buy with full knowledge of the quality...	Composition
5.	Avoid repeating unpleasant applications	Health
6.	Know what the products [bought, used] contain	Information
7.	Have rapid and direct access [to information] in case of emergency	Emergency
8.	Demystify certain promises	Information
9.	For dermatologists, quickly identify the type of involved and (...) the responsible ingredient	Identification
10.	For dermatologists, prescribe more easily and adequately other products [that do not contain the responsible ingredient]	Effectiveness of health services
11.	For all beauty advisors, better inform their customers and better serve them	Information
12.	Increase the degree of satisfaction	Satisfaction
13.	Drive people to look for the cause of their problem by consulting a specialist	Health
14.	Save money on undesirable products by avoiding them	Economy
15.	For society, save on health care (...)	Effectiveness of health care
16.	For manufacturers, regain lost customers because of bad experiences [and stimulate sales].	Economy

Anton C. de Groot[31] enumerates a list of advantages of the LCI. In addition to all that has been listed, he adds the stimulation of scientific investigations, which would allow to quickly identify the new ingredients that cause problems [without which] the identification of a potential allergenic agent can be put off many years. He adds that these scientific studies could be used by the cosmetics industry to make their products safer. Another advantage that is not listed is the possibility for a patient having consulted for a non-cosmetic related problem, but is allergic to ingredients contained in cosmetics, to avoid them.

Percentage

Everybody seems to want something added to the list (*"dermatolotists (...) want to go further by indicating the % of each ingredients"*). As for percentages, according to the Poison Control Centre in Ottawa, 200 children suffer from alcohol poisoning each year (from mouthwashes and perfumes), and request that the alcohol % be indicated[40]. Some even go further and recommend indicating the concentration, which is important, because certain recommended limits can be exceeded and cause reactions to a usually unharmful ingredient.

The danger of poisoning is often forgotten. A case of lead poisoning clearly illustrates teh dangerous situations in which one can be. "The patient was a four-year-old girl(...). Her blood lead was 136 *u*g/dL, and her erythrocyte protopurphyrin concentration was 512 *u*g/dL. The child's home was examined by the environmental health department, and the only obvious source of lead was a bottle of Morgan's perfumed pomade which the mother used to darken her hair. When directly questioned, the mother admitted that her child was in the habit of putting her fingers into cosmetics and lick them."[39] The product contained 3% lead acetate.

Another example: a child was hospitalized because he had a typical grey-blue appearance, looking drowsy and quite ill, but had no evidence of hearth or lung disease. The source of the toxine: a lipstick which the child had chewed.[43]

Thus the LCI, a precious information tool in the cases of poisoning, should not bring about the reduction of the number of warnings. Just think about those who mistook little bottles of nail glue for others, very similar, containing eye drops![45]

Expiration date

Our 1989 study revealed that 72% of the "well-informed" consumers wanted to know more on the expiration date. Consumers today still require a LCI *"with an expiry date (p.26)"*. The concerned groups expressed the same desire: *"Definitely, an expiry date... should be added" (p.21)* But we need to agree on what an expiration date is. There is the time between the production of the cosmetic and the time of purchase, and the time spent between the purchase date to the time where the product is open and used. There are many variations according to the conservation conditions: open air, sunlight. *"Other suggestions include: reaction to humidity/cold temperature, use morning/night, preservation - darkness vs neon light." (p.23)*. Besides, this "expiration" is not perceptible. Janice Teal, a microbiologist at the head of the division of products safety and packaging at Avon Inc., even after the preservatives have ceased to work, there is no way of sensing or seeing a change.[44] However that may be, the inscription of an expiry date does not seem to be a problem, since it is easy to determine.[65,4p.10] The RoC company (France) shows an example (Figure 2A).

The 1-800 line

"A 1-800 line is also at the top of priorities". The round table that was held in Toronto in January 1989 almost exclusively evolved around this subject, which was at that time proposed by the CCTFA, with the idea of a centralization of this line. Everyone accepted the idea, but as a complementary tool; and who would pay? The CAC-Q does not see how the CCTFA would manage that bank, and would never accept that every manufacturer manage their own line. The costs of such a service could become overwhelming. During an informal discussion with the Planning and Resource Management Division, we suggested that a 1-900 line be created, which would be self-financed. But this is against a direct and

easy access to information. Nevertheless, a consumer service must be created in order to answer to the flood of consumer requests when the LCI will be available.

Cost

As we have mentionned in the analysis of the dermatologists' answers, there will be *"important costs involved for manufacturers"*. Let's discuss this aspect. According to an estimation made in 1989[52], based on * results, the increase will reach an average 18 cents for the first year, and 7 cents for the subsequent years for a $6.83 product, that is to say 2.65% the first year, and 1% thereafter. Furthermore, let's not forget that certain companies already print a LCI on their products (under the American form, but bilingual). For example, the company that manufacturers *Annabelle* products is the first Canadian company to dare print a LCI. Mr Cohen says: *"Why not declare a LCI? Is there anything to hide? If the customers want to know the ingredients, let's give them what they want!"* He adds that the phenomenon is the same in the food industry. People want to know what they eat; that is normal. As for the costs, Mr Cohen is convinced that they are minimal, because a sample has to be made anyway, and that it is not much more expensive (except for the first time). It takes little space, but what it takes is the will to do it and to help the customers.[73] (Figure 2B) At Braun's[76], it is believed that there will be no additional costs for adding lettering. The costs rather depend on the size of the label and the colors used. Of course, we suppose that the list will only be added at the time of revision of the label, where the sample is changed.

7.3 The "best" LCI

The ideal listing does not exist. It depends on our priorities. Whether we only consider the "health" aspect, or we also take the "information" one into consideration... in the name of the consumer (!).

Complex ingredient names

For years, the CAC-Q has been studying the question of the LCI with the consumers. This non-negligeable experience has showed that consumers are not comfortable with the complex ingredient names. They could get used to them, as they did in the food industry, but we firmly believe, with the results from stage 2, that consumers prefer the ingredient roles. In the US, recent articles said that "because cosmetic ingredients are often complex chemical substances, the list may be incomprehensible to the product's average user."[(46)]

Even the specialists are confused

Even the specialists are lost. The American experience shows that, because of the unusual and sometimes misleading nature of the ingredients that are contained in cosmetics, consumers often ask explanations to the FDA(US). "My night cream contains liposomes - what are they? Why is placenta used in cosmetics - is it human? and could I catch an illness?" The FDA(US) scientists specialized in cosmetics can explain the nautre of an ingredient when it is identified by its chemical name. But when the manufacturer uses the commercial name, the FDA(US) must usually consult the manufacturer's commercial litterature or the international dictionary of cosmetic ingredients, published by the CTFA (...)[(46)].

The name used can be misleading

Not only are the ingredient names complex, but these words can be misleading. Many names can make believe that an ingredient is something else than what it is used for. For example, Stanley R. Milstein, Ph.D., associate director for the cosmetics division of the FDA, says that the belief that the skin can be nourrished by a vitamin that is applied on its surface is not clinically proven. For this reason, according to Mr Milstein, a vitamin added to a cosmetic must be called by its chemical name, so it will not lead to misinterpretation.

These misleading messages carried out by the ingredient names reinforce the belief in the use of the role of an ingredient instead of its name. Another example: if, instead of using the term collagen, we say that it is a moisturizer, the reader is not mislead.

Code and function

A number assigned to an ingredient, whatever its name, cannot be misinterpreted. The wording of "natural extracs" is now a problem. In certain cases, the wording can create conflicts. For example, there is a case where a manufacturer declared a raw material consisting of collagen and water, and registered it as a soluble collagen with the nomenclature commitee of the CTFA. It took two years to resolve the conflict and for the manufacturer to admit it was an animal protein and water. If a number is assigned, the task is simplified. Besides, according to John E. Bailey, Ph.D., director of the colourings and cosmetics division of the FDA(US), there is no ruling that clearly defines what "natural" means. According to Alexander Fischer, M.D., author of *Contact Dermatitis*, vitamin E is a potential sensitizing agent that can produce a delayed allergenic contact dermatitis as much as immediate urticaria. According to the commercial newspaper *Drugs and Cosmetics Industry*, all plants [including those used in cosmetics] can be contaminated with bacterias, pesticides and fertilizers widely used in order to increase crops.

Furthermore, consumers are not the only ones to prefer the ingredient roles instead of their names. On a questionnaire sent to the readers of *Cutis*, a respondent suggested that the future articles in "Dermatologies en Cosmétiques" discuss the nature and role of cosmetic ingredients. Dr. C M Ridley and others (May 19, p. 1537) suggest that the ruling on cosmetics should not allow manufacturers to name a component **without mentioning its role**; the main issue at the time was bleaching agents.

Here are the different advantages that a FUNCTION + CODE listing can offer:

- comprehension
- precision
- without any misinterpretation
- limited number of words (roles) to translate
- international possibility (code). For the EEC, the problem is even beyond bilinguism.

- an ingredient that changes name keeps the same number
- easily adaptable (flexible and dynamic)
- requires little space
- can easily be integrated to ingredients with a particular status
- compatible with the American system (since the *Cosmetic Ingredient Dictionnary* is the basis of the code system).

7.4 How do we layout the LCI?

Concentration

Certain facts (p.30) lead us to conclude that the inscription of concentrations is an indispensable tool for the decision-making process, and is an important element in the treatment. The declaration of a LCI is mandatory in our country, though confidential. In that declaration, the manufacturer must give a list of all ingredients contained in the cosmetic product and, for each of them, indicate the concentration level with the help of the numbers obtained in the following table.

TABLE/TABLEAU

Number/Chiffre	Range/Concentration	
1	over	30% to 100%
	plus de	30 % à 100 %
2	over	10% to 30%
	plus de	10 % à 30 %
3	over	3% to 10%
	plus de	3 % à 10 %
4	over	1% to 3%
	plus de	1 % à 3 %
5	over	0.3% to 3%
	plus de	0,3 % à 3 %
6	over	0.1% to 1%
	plus de	0,1 % à 1 %
7		0.1% or less
		0,1 % ou moins

When the specifications on the product include more than one category, the manufacturer must indicate the code number that corresponds to the highest range.

Products for professional use

Eventhough we did not ask any questions on the subject, we advise not to exclude cosmetics intended for professional use from the next ruling. First, the LCI has always been requested on all cosmetics, without anyone ever mentionning that an exception should be made for cosmetics intended for professionals. Furthermore, the advantages of giving a complete declaratio for products sold in professional beauty salons are quite obvious for dermatologists, the people who work in salons, and the customers affected by allergenic contact dermatitis. Prevention measures can lessen human suffering and allow those who have particular beliefs about the environment or health to choose the products that best suit their needs and interests.

Fragrances

It seems that the medical community is not at ease with the question of fragrances and the "secrets" they are surrounded with[50]. Although the reason of such detours is understandable, and this exclusivity is respected, the problem remains the same for consumers who suffer from reactions to a perfume. Should they refrain from using all perfumes? The problem comes from the complexity of the perfumes, made of a many fragrances, between 10 and 300.

In a speach, Gary Sibbald[4, appendix 4D], representative of the Canadian Dermatologists Association, proposed to give a specific number to each fragrance, as one manufacturer once did, and that they could be divided into families.

Besides, the American system is often criticized on this issue. The most common cause of all contact dermatitis is fragrance. It is of no use for these allergenic agents since the fragrances are not listed and are not specific.

The possibility of using a coded number for fragrances would match the rest of the list, which would also be numbered. The only difference would be the reference to that number, which would not give any information that could disadvantage manufacturers and competition.

Numbering

First, the numbering of the ingredients would be made according to a sequential order, based on an official document. Updates would be given subsequent numbers. The *CTFA Cosmetic Ingredient Dictionary, 2nd ed.*, seems to be the official source of the LCI in the United States. In Canada, the Planning and Resource Management Division is developing its own data bank.

Let's show an example: if a cosmetic contains an ingredient called "lauramide", its LCI will list a number, **1586** for example, according to an alphabetical order defined in the data bank. If the range is 10%, this ingredient code will be followed by a code 3. As you may already know, one ingredient can have more than one function. But the manufacturer always knows (let's hope) the reason for which an ingredient is added to a product. That is what the consumer wants to know. What purpose does an ingredient serve? Why is it used? Let's suppose that lauramide was added as a foam booster. We then obtain the following formula:

Agent moussant tensioactif/Surfactants Foam booster La1586-3

We have considered the possible problem that a numbered list could represent. A misprint could make believe that another ingredient is used in a product (while a misspelling does not change the interpretation). That is why we propose a numeration that would enable us to confirm the information by adding the first two letters of the ingredient name.
Another numeration could look like:

Agent moussant tensioactif/Surfactants Foam booster La14-34(3)

Once again, the digit in parentheses indicates the range. "14" indicates the 14th chemical class, that of amides according to an alphabetical order of the different chemical classes defined in a data bank. "34" shows the rank of the ingredient by alphabetical order within the chemical class. The "La" represent the first two letters of the ingredient's name. Because the different chemical classes do not change, the first number is the same (14), whether or not a new ingredient is added to the class; this represents a great advantage. Furthermore, an experienced specialist will know the ingredient's class without even consulting the reference document.

The advantage of listing the functions (or even the chemical classification) lies in the ease of understanding, of course, but also in the limited number of data (to translate and to manipulate). There are 66 roles in the *CTFA Cosmetic Ingredient Handbook (1st ed., p.)*, as opposed to 4,000 ingredients.

International

Let's mention this numbered LCI can be used all over the world (except for the code indication). The language problem makes "impossible the listing of all ingredients in the language of each country"[31] member of the EEC. The coming of Mexico in the free-trade agreement introduces a new language. The codes help rationalize and standardize the listings. Let's not forget that the listing cannot be only numerical, since this type of list only got 3% of the votes, and that the notion of code prevails.

Place of the LCI

Nothing special came out of this point. It seems that the majority of the respondents agreed with the Planning and Resource Management Division in its LDR no 768, which stated that the LCI would be printed on the outside, of if that is impossible, on the inside label, but must be made available to the customer at the time of the purchase.

8.0 CONCLUSION TO THE STUDY

The need for a list is obvious. A first study in 1989 showed such a need, and the three stages of this report clearly prove it. Consumers, dermatologists and pharmacists believe it is necessary and important for specialists in the execution of their work and for the consumers.

The mandate at that time was only to find out if a LCI was necessary, useful and justified. All that we could say was that the information had to be available quickly, be clear and precise, easily accessible at the best possible cost. We could not choose a particular type of list (unless we took for granted what existed in the US, or in the food industry). The mandate of the present project is to determine what sample of label would be the most appropriate, and what elements it should contain.

Furthermore, in order for the proposition to be a solution, it has to succeed the test of the 36 identified variables. We have included them for reference (appendix 1).

The consumers showed a real need for this type of information. But we have to admit that in every survey, when more informations are offered, the answers are usually very positive. The consumers' choice is obvious: 70% prefer the **UTILITY LIST**, which would list the **FUNCTION AND CODE** of the ingredient. The addition of a 1-800 list is also essential. Specialists also believe this element is very important (stage 1), as is the computerized access to information.

Only 26% of the respondents among the different concerned groups (stage 1) were in favour of the American list.

There is a little confusion in the answers (stage 3) concerning the **UTILITY LIST**, the respondents not having understood that the codes were taken from a reference book, neither that what was submitted to them was the choice of the consumers. Indeed, eventhough a majority of the specialists (pharmacists, dermatologists or manufacturers) evaluate the

UTILITY LIST as being appropriate, they mention its lack of precision and the fact that it is incomplete. We can reassure them: the list will be complete, the codes precise, refering to an already existing guide (CTFA), and it is the consumers' first choice.

Other suggestions concerning this list:

- expiration date;
- conservation place;
- exposure to light;
- % of ingredients; and
- ingredients listed by descending order by quantity.

The list must be put on the packaging and/or the product. It has to be visible before the purchase.

The list will facilitate the work of specialists, will help the consumers who know their allergies, will increase the need for consultation, and will improve customer/patient service. But, the additional costs on the manufacturers part must not be transferred to the customers.

Finally, there should be an adaptation period in order for manufacturers to sell out the existing packaging.

9.0 PROPOSITION

Considering the conclusion of the "LCI" and "LCI E" projects, we, the CAC-Q, propose to modify the Law on Food and Drugs in order to make the LCI mandatory. That LCI must be listed with a specific ingredient code, precise, accompanied by the ingredient code, and by the range code. This listing will be printed on the product package (or on the product itself if there is no package). This listing will be followed by a 1-800 number, managed by the Planning and Resource Management Division or an independant organization. The expiration date must also be indicated. All warnings the manufacturers believe would be useful or add to the consumer's information and health (storage conditions, for example), and/or would protect them, are welcome.

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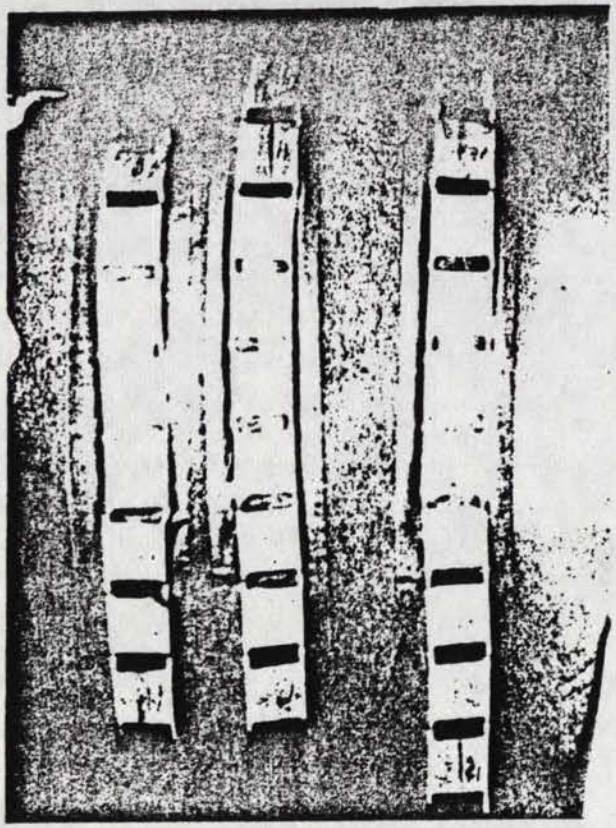
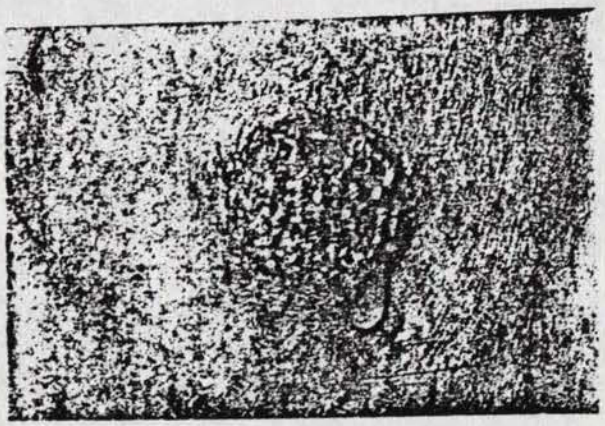
FIGURES



Épreuves en place dans le dos
Patch tests in place at the back



Détail d'une réaction (#6)
Reaction close-up (#6)

FIG. 1 Réaction positive (droite) à une épreuve épicutanée (gauche).
Positive reaction (right) to a patch-test (left)

REF : 14422
LOT : 40692 : EXP : 07 . 97

(a)

(b)

- FIG. 2 -

APPENDIX A

INTERVIEW GUIDE - STAGE 1

LIST OF INGREDIENTS ON COSMETICS
CONSUMERS ASSOCIATION OF CANADA

NOTE: For each question, we present a situation for which we want your comments or your professional opinions. Feel free to add extra sheets if the space is not enough.

1.
- Is there a risk associated to the use of cosmetics and/or hygienic products?
- What kind of risks?
- How important is that risk?
- How frequent is that risk?
- Is the risk worse or higher for cosmetic or hygienic products?

2.
- Do patients consult for these risks?
- How frequent do they consult?
- When do they consult (before or after usage of the product)?
- Do patients have enough information on the risks or do they experiment the product (trial and error type of usage)?
- How can the patients get this kind of information on the risks?

3. What would be the ideal means of information concerning the information on the risks involved in the use of cosmetics and hygienic products

- for your profession?
- for the patients?

4. In your profession and for the exercise of your work, do you have enough information regarding these risks?
How do you get that information?

5. Would a list of ingredients on these products be a good means of information

- for your work?
- for the patients?

6. How should a list of ingredients be presented? And why?

Examples:
- usual and common names
- function of the ingredient
- chemical name

- chemical code (in reference to the Cosmetics Ingredients Handbook, Cosmetics Toiletry and Fragrance Association of America)
- negative list (riskier ingredients)
- complete list or major ingredients
- others

Please evaluate it in terms of your need as a professional and the needs of the patients.

7. Should there be a centralized information support system (telephone line, voice mail system, computerized data base, etc)?
Should it be accessible to professionals? to patients?
What form should it take?

8. What are the benefits you see in a list of ingredients

- for the professional?
- for the patient?

9. Would such a list be of any preventive value for the patient? To avoid trial and error type of usage?

10. Should such a list be for cosmetics alone or for hygienic products too?

11. In the next pages, we present different model-type or sample lists for shampoo and lipstick. We would like your evaluation of each of them and your preference.

LIST 1
AMERICAN NOMENCLATURE

Shampoo

Pyrithione Zinc
Water
Ammonium Laureth Sulfate
Ammonium Lauryl Sulfate
Glycol Distearate
Cocamide Mea
Fragrance
DMDM Hydantoin
Sodium Chloride
Citric Acid
Ammonium Xylene Sulfonate
Pale Blue No 1
Beer

Lipstick

Castor Oil
Oleyl Alcohol
Carmamba Wax
Candegilla Wax
Issoppopyl Myristate
Lanolin Oil
Ozokerite
Bees Wax
Cetyl Alcohol
Cercsin
Fragrance
Propyl Paraben
BHA
Titanium Dioxide
Aloe Vera
Embryo Extract
Shark Liver Oil
Testicular Extract

- Ease of use for the professional? for the patient?
- Ease of understanding for the professional? for the patient?
- Relevance for the professional? for the patient?
- Elements to add to the list/to delete from the list?

LIST 2
PRODUCT CODES, IN REFERENCE TO THE COSMETICS INGREDIENTS HANDBOOK

Shampoo	Lipstick
3693	0508
3639	2024
0155	0499
0160	0465
1244	1491
0617	0252
FRAGRANCE	0561
1064	0513
3074	FRAGRANCE
0608	2856
0176	0298
1157	3504
0251	0071
	0076 (and/or 0740, 0762, 0718, 0715)
	1431
	1092
	3013
	3473

- Ease of use for the professional? for the patient?
- Ease of understanding for the professional? for the patient?
- Relevance for the professional? for the patient?
- Elements to add to the list/to delete from the list?

LIST 3
FUNCTIONS OF THE INGREDIENTS

Shampoo	Lipstick
Antidandruff	Skin Conditioning Agent
Solvent	Viscosity Increasing Agent (Non Aqueous)
Surfactant - Cleansing Agent	Binder
Surfactant - Cleansing Agent	Binder
Surfactant - Emulsifying Agent	SkinConditioningAgent-Emollient
Hair Conditioning	Solvent
Fragrance	Emulsion Stabilizer
Preservative	Binder/Viscosity Increasing Agent
Viscosity Increasing Agent (Aqueous)	Emulsifying Agent - Surfactant
PH Adjuster	Emulsion Stabilizer
Anticaking	Fragrance
Colorant	Preservative
	Antioxidant
	Colorant/Opacifying Agent
	Biological Additive
	Colorants
	Colorant

- Ease of use for the professional? for the patient?
- Ease of understanding for the professional? for the patient?
- Relevance for the professional? for the patient?
- Elements to add to the list/to delete from the list?

LIST 4
CHEMICAL CLASS

Shampoo	Lipstick
Thio Heterocyclic Organic Salts	Fats and Oils
Inorganics	Fatty Alcohols
Alkyl Ether Sulfates	Waxes
Esters	Waxes
Alkanolamides	Esters
Fragrance	Fats and Oils
Heterocyclic Ahides	Waxes
Inorganic Salt	Waxes, biological
Carboxylic Acids	Fatty Alcohols
Alkyl Aryl Sulfonates	Waxes
Color Additives - Certified	Fragrance
	Esters, Phenols
	Phenols
	Color Additive - Non Certified
	Biological
	Color Additives
	Color Additives - Non Certified

- Ease of use for the professional? for the patient?
- Ease of understanding for the professional? for the patient?
- Relevance for the professional? for the patient?
- Elements to add to the list/to delete from the list?

LIST 5
COMBINATION

1- American Nomenclature and functions

	Nomenclature	Function
Ex.:	Pyrithione Zinc	Antidandruff
	Water	Solvent
	Ammonium Laureth Sulfate	Surfactant - Cleansing Agent
	....	....

2- Functions and codes

Function	Code
Antidandruff	3693
Solvent	3639
Surfactant Cleansing Agent	0155
.....	....

3- Chemical class and functions

Class	Function
Thio Heterocyclic Organic Salts	Antidandruff
Inorganics	Solvent
Alkyl Ether Sulfates	Surfactant - Cleansing Agent
....	....

4- Chemical class, functions and codes

Class	Function	Code
Thio Heterocyclic Organic Salts	Antidandruff	3693
Inorganics	Solvent	3639
Alkyl Ether Sulfates	Surfactant - Cleansing Agent	0155
....	....	

- Ease of use for the professional? for the patient?
- Ease of understanding for the professional? for the patient?
- Relevance for the professional? for the patient?
- Elements to add to the list/to delete from the list?

12. Which list would you recommend? Why?

13. Should we add an expiration date? A 1-800 telephone number for more information?

14. Where should it be on the product?

Ex.:
- on the package
- on the product
- on a separate sheet inside the package
- other

15. Do you have any other comments?

NAME: _____

PROFESSION: _____

INSTITUTION/ENTERPRISE: _____

TELEPHONE NUMBER: _____

APPENDIX B

QUESTIONNAIRE - STAGE 2

QUESTIONNAIRE COSMÉTIQUES

Bonjour/Bonsoir, mon nom est _____ _____ de la firme L'Opinion du Consommateur. Nous faisons un sondage sur les produits cosmétiques et les produits hygiéniques. J'aurais quelques questions à vous poser, cela ne prendra que 5 minutes. Je peux vous assurer que toutes les réponses demeurent confidentielles.

No de questionnaire /_/_/_/ (1 2 3)

No de pharmacie 1 2 3 4 /_/ (4)

Rayon produits cosmétiques 1 produits hygiéniques 2 /_/ (5)

Date /_/_/_/_/_/_/ (J J M M A A) /_/_/_/_/_/_/_/ (6 7 8 9 10 11)

Voulez-vous participez à cette étude? Votre opinion est très importante pour le projet.

Heures 9 - 12 heures 1
12 - 18 heures 2
18 - 21 heures 3
/_/ (12)

Q1 En tout premier, j'aimerais savoir si vous utilisez, même si c'est de façon occasionnelle:

Q2 Avez-vous déjà eu des réactions indésirables pour:

	Q1 OUI	Q1 NON	Q1 NSP/PR	Q2 OUI	Q2 NON	Q2 NSP/PR	
des produits hygiéniques comme du shampoing, déodorant ou dentifrice	1	2	9	1	2	9	/_/_/ (13 14)
des produits cosmétiques comme du maquillage, du parfum, eau de toilette ou lotion après rasage	1	2	9	1	2	9	/_/_/ (15 16)

Q3 Lorsque vous achetez un produit cosmétique ou hygiénique, demandez-vous de l'information au pharmacien ou au vendeur concernant ce produit?

OUI ..... 1 Passez à Q4
NON ..... 2 Passez à Q5
NSP/PR ..... 9 Passez à Q5
/_/ (17)

Q4 Quel genre d'information demandez-vous? Est-ce concernant..

		OUI	NON	NSP/PR	
Q4A	les ingrédients dans le produit	1	2	9	/___/ 18
Q4B	les réactions cutannées possibles	1	2	9	/___/ 19
Q4C	la qualité du produit	1	2	9	/___/ 20
Q4D	le prix du produit	1	2	9	/___/ 21

Q5 Diriez-vous que vous avez assez d'information concernant les ingrédients qui sont dans les produits cosmétiques ou hygiéniques que vous achetez?

OUI	1	/___/ 22
NON	2	
NSP/PR	9	

Q6 De façon générale, lorsque vous achetez un produit, cosmétique ou hygiénique, lisez-vous l'information inscrite sur l'emballage ou sur le produit?

Oui en partie	1	/___/ 23
Oui au complet	2	
Non	3	
NSP/PR	9	

Q7 S'il y avait une liste d'ingrédients ou de composantes sur les produits cosmétiques ou hygiéniques, cette liste devrait-elle...

comprendre tous les ingrédients	1	/___/ 24
comprendre les principaux ingrédients	2	
comprendre les éléments risqués ou dangereux ...	3	
NSP	4	
PR	9	

Q8 S'il y avait une liste d'ingrédients, cette liste devrait-elle...

présenter le pourcentage ou la quantité de chaque ingrédient	1	/___/ 25
présenter les ingrédients par ordre d'importance, sans la quantité	2	
présenter les ingrédients sans ordre précis	3	
NSP	4	
PR	9	

Q9 S'il y avait une liste d'ingrédients, cette liste devrait-elle...

être sur l'emballage	1	/__/ 26
être sur le produit	2	
être sur un feuillet à l'intérieur de l'emballage	3	
être sur un feuillet sur l'emballage	4	
NSP	5	
PR	9	

Q10 Je vais vous présenter trois listes différentes d'ingrédients que l'on pourrait retrouver sur les produits cosmétiques ou les produits hygiéniques. Nous avons choisi, simplement comme exemple, les shampoings et le rouge à lèvres. Ces listes comprennent de l'information pour laquelle les dermatologues et les spécialistes auraient des références écrites. Une ligne d'information du genre 1-800 serait également accessible à tous.

PRÉSENTER LA LISTE 1

Q10A Cette liste, que ce soit pour le rouge à lèvres ou le shampoing, est-elle...

très facile à comprendre	1	/__/ 27
facile à comprendre	2	
difficile à comprendre	3	
très difficile à comprendre	4	
NSP/PR	9	

Q10B Cette liste vous apparaît-elle...

très utile pour prévenir des problèmes	1	/__/ 28
utile pour prévenir des problèmes	2	
peu utile pour prévenir des problèmes	3	
pas du tout utile pour prévenir des problèmes	4	
NSP/PR	9	

Q11 Voici une deuxième liste.

PRÉSENTER LA LISTE 2

Q11A Cette liste, que ce soit pour le rouge à lèvres ou le shampoing, est-elle...

très facile à comprendre	1	/__/ 29
facile à comprendre	2	
difficile à comprendre	3	
très difficile à comprendre	4	
NSP/PR	9	

Q11B Cette liste vous apparaît-elle...

très utile pour prévenir des problèmes	1	/__/ 30
utile pour prévenir des problèmes	2	
peu utile pour prévenir des problèmes	3	
pas du tout utile pour prévenir des problèmes	4	
NSP/PR	9	

Q12 Voici la troisième liste.

PRÉSENTER LA LISTE 3

Q12A Cette liste, que ce soit pour le rouge à lèvres ou le shampoing, est-elle...

très facile à comprendre	1	/__/ 31
facile à comprendre	2	
difficile à comprendre	3	
très difficile à comprendre	4	
NSP/PR	9	

Q12B Cette liste vous apparaît-elle...

très utile pour prévenir des problèmes	1	/__/ 32
utile pour prévenir des problèmes	2	
peu utile pour prévenir des problèmes	3	
pas du tout utile pour prévenir des problèmes	4	
NSP/PR	9	

Q13 Quelle liste, parmi les 3, préférez-vous?

PRÉSENTER LES 3 LISTES

Liste 1	1	/__/ 33
Liste 2	2	
Liste 3	3	
Aucune	4	
NSP	5	
PR	9	

Q14 Selon vous, sur les listes d'ingrédients des produits cosmétiques et hygiéniques, que devrions-nous retrouver pour que ces listes soient utiles pour vous?

_____ /__/__/ 34 35

_____

_____

_____

Q14A Cette liste devrait-elle présenter une date d'expiration?

OUI	1	/__/ 36
NON	2	
NSP	3	
PR	9	

Q15 Seriez-vous intéressé à ce que les compagnies inscrivent sur leur produit, les ingrédients qui composent leurs cosmétiques ou produits hygiéniques? Seriez-vous...

très intéressé	1	/__/ 37
intéressé	2	
peu intéressé	3	
pas du tout intéressé	4	
NSP	5	
PR	9	

Maintenant, strictement à des fins statistiques:

Q16 Dans quel groupe d'âges vous situez-vous? Est-ce...

18 - 24	1	/__/ 38
25 - 34	2	
35 - 44	3	
45 - 54	4	
55 - 64	5	
65 et plus	6	
PR	9	

Q17 Quel a été en 1991 le revenu total de votre foyer, avant impôt? Est-ce...

moins de 24 999 $	1	/__/ 39
entre 25 000 et 34 999 $ ..	2	
entre 35 000 et 49 999 $ ..	3	
plus de 50 000 $	4	
PR	9	

Q18 Combien de personnes, vous incluant, habitent votre foyer?

_____ personnes /__/__/ 40 41

Q19 Combien de ces personnes ont moins de 18 ans?

_____ personnes /__/__/ 42 43

Q20 Quel est le niveau de scolarité le plus élevé que vous avez atteint? Est-ce...

primaire	1	/__/ 44
secondaire	2	
CEGEP	3	
universitaire	4	
NSP/PR	9	

Q21 En moyenne, combien dépensez-vous par mois pour les produits cosmétiques, c'est-à-dire du maquillage, du parfum, des produits de manicure?

_____ $ /__/__/__/ 45 46 47

Q22 En moyenne, combien dépensez-vous par mois pour des produits hygiéniques, c'est-à-dire savon, dentifrice - rince-bouche, shampoing ou autres?

_____ $ /__/__/__/ 48 49 50

Merci de votre collaboration!

Enregistrez le sexe:
Homme 1
Femme 2
/__/ 51

Enregistrez la langue d'entrevue:
Français 1
Anglais 2
/__/ 52

Numéro d'interviewer _____ /__/__/ 53 54

Durée de l'entrevue _____ minutes /__/__/ 55 56

LISTE 1

SHAMPOING

ZINC DE PYRITHIONE
EAU
SULFATE D'AMMONIUM LAURETH
SULFATE D'AMMONIUM LAURYL
DISTEARATE DE GLYCOL
MEA COCAMIDE
FRAGRANCE
DMDM HYDANTOIN
CHLORURE DE SODIUM
ACIDE CITRIQUE
SULFONATE DE XYLÈNE AMMONIUM
FD&C BLEU No 1
BIÈRE

ROUGE À LÈVRES

ALCOOL OLEYLIQUE
CIRE DE CARNAUBA
CIRE DE CHANDELLE
MYRISTATE ISOPROPYLIQUE
HUILE DE LANOLINE
OZOKÉRITE
CIRE D'ABEILLE
CÉTYL ALCOOL
CÉRÉSINE
FRAGRANCE
PROPYL PARABÈNE
BHA
DIOXYDE DE TITANE
ALOE VERA

LISTE 2

SHAMPOING

3693 ANTIPELLICULAIRE
3639 SOLVANT
0155 AGENT NETTOYANT - SURFACTANT
0160 AGENT NETTOYANT - SURFACTANT
1244 AGENT ÉMULSIFIANT - SURFACTANT
0617 CONDITIONNEUR POUR CHEVEUX FRAGRANCE
1064 PRÉSERVATIF
3074 AGENT (AQUEUX) ÉPAISSISSANT
0608 CONTRÔLEUR DE pH
0176 ANTIFLOCCULANT
1157 COLORANT
0251 AGENT CONDITIONNEUR POUR CHEVEUX

ROUGE À LÈVRES

0508 AGENT CONDITIONNEUR POUR LA PEAU
2024 AGENT (NON-AQUEUX) ÉPAISSISSANT
0499 AGENT LIANT
0465 AGENT LIANT
1491 AGENT COND. POUR LA PEAU - ÉMOLLIENT
0252 SOLVANT
0561 STABILISATEUR D'ÉMULSION
0513 AGENT ÉPAISSISSANT ET LIANT (NON-AQUEUX)
2856 AGENT ÉMULSIFIANT - SURFACTANT
0298 STABILISATEUR D'ÉMULSION FRAGRANCE
3504 PRÉSERVATIF
0071 ANTIOXYDANT
0776 AGENT COLORANT/OPACIFIANT
1431 ADDITIF BIOLOGIQUE
1092 ADDITIF BIOLOGIQUE
3013 AGENT CONDITIONNEUR POUR PEAU - MASQUANT
3473 ADDITIF BIOLOGIQUE

LISTE 3

SHAMPOING

3693
3639
0155
0160
1244
0617
FRAGRANCE
1064
3074
0608
0176
1157
0251

ROUGE À LÈVRES

0508
2024
0499
0465
1491
0252
0561
0513
FRAGRANCE
2856
0298
3504
0071
0776
1431
1092
3013
3473

APPENDIX C

MAIN STATISTICS TABLES

RAYON RAYON DE LA PHARMACIE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
COSMETIQUE	1	125	62.5	62.5	62.5
HYGIENIQUE	2	75	37.5	37.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

DATE DATE DE L ENTREVUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	261192	22	11.0	11.0	11.0
	271192	93	46.5	46.5	57.5
	281192	65	32.5	32.5	90.0
	291192	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

HEURE HEURE DE L ENTREVUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
9-12 HEURES	1	14	7.0	7.0	7.0
12-18 HEURES	2	127	63.5	63.5	70.5
18-21 HEURES	3	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

Q1A UTILISATION PRODUITS HYGIENIQUES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	200	100.0	100.0	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q2A REACTION PRODUITS HYGIENIQUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	40	20.0	20.1	20.1
NON	2	159	79.5	79.9	100.0
PAS DE REPONSE, NE S	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q1B UTILISATION PRODUITS COSMETIQUES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	191	95.5	95.5	95.5
NON	2	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

Q2B REACTION PRODUITS COSMETIQUES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	47	23.5	23.6	23.6
NON	2	152	76.0	76.4	100.0
PAS DE REPONSE, NE S	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q3 DEMANDE INFORMATION LORS ACHAT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	72	36.0	36.0	36.0
NON	2	128	64.0	64.0	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

@4A TYPE INFO: INGREDIENTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	36	18.0	50.7	50.7
NON	2	35	17.5	49.3	100.0
	.	128	64.0	Missing	
PAS DE REPONSE, NE S	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 71 Missing cases 129

- -

@4B TYPE INFO:REACTIONS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	45	22.5	65.2	65.2
NON	2	24	12.0	34.8	100.0
	.	128	64.0	Missing	
PAS DE REPONSE, NE S	9	3	1.5	Missing	
	Total	200	100.0	100.0	

Valid cases 69 Missing cases 131

- -

@4C TYPE INFO:@UALITE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	54	27.0	76.1	76.1
NON	2	17	8.5	23.9	100.0
	.	128	64.0	Missing	
PAS DE REPONSE, NE S	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 71 Missing cases 129

Q4D TYPE INFO:PRIX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	39	19.5	56.5	56.5
NON	2	30	15.0	43.5	100.0
	.	128	64.0	Missing	
PAS DE REPONSE, NE S	9	3	1.5	Missing	
	Total	200	100.0	100.0	

Valid cases 69 Missing cases 131

- -

Q5 ASSEZ INFORMATION SUR INGREDIENTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	117	58.5	60.9	60.9
NON	2	75	37.5	39.1	100.0
PAS DE REPONSE, NE S	9	8	4.0	Missing	
	Total	200	100.0	100.0	

Valid cases 192 Missing cases 8

- -

Q6 LECTURE DE INFORMATION SUR LE PRODUIT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI EN PARTIE	1	76	38.0	38.0	38.0
OUI, AU COMPLET	2	95	47.5	47.5	85.5
NON	3	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q7 CONTENU DE LA LISTE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
COMPRENDRE TOUS LES	1	114	57.0	57.3	57.3
COMPRENDRE LES PRINC	2	23	11.5	11.6	68.8
LES ELEMENTS RISQUES	3	62	31.0	31.2	100.0
NE SAIT PAS	4	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q8 PRESENTATION DES INGREDIENTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POURCENTAGE OU QUANT	1	98	49.0	51.3	51.3
ORDRE IMPORTANCE	2	75	37.5	39.3	90.6
SANS ORDRE PRECIS	3	18	9.0	9.4	100.0
NE SAIT PAS	4	9	4.5	Missing	
	Total	200	100.0	100.0	

Valid cases 191 Missing cases 9

- -

Q9 LOCALISATION DE LA LISTE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
SUR EMBALLAGE	1	97	48.5	49.2	49.2
SUR PRODUIT	2	53	26.5	26.9	76.1
FEUILLET A L INTERIE	3	30	15.0	15.2	91.4
FEUILLET SUR EMBALLA	4	17	8.5	8.6	100.0
NE SAIT PAS	5	3	1.5	Missing	
	Total	200	100.0	100.0	

Valid cases 197 Missing cases 3

Q10A COMPREHENSION LISTE NOM CHIMIQUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES FACILE	1	5	2.5	2.5	2.5
FACILE	2	50	25.0	25.1	27.6
DIFFICILE	3	109	54.5	54.8	82.4
TRES DIFFICILE	4	35	17.5	17.6	100.0
NE SAIT PAS PAS REPO	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q10B UTILITE LISTE NOM CHIMIQUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES UTILE	1	18	9.0	9.1	9.1
UTILE	2	61	30.5	31.0	40.1
PEU UTILE	3	77	38.5	39.1	79.2
PAS DU TOUT UTILE	4	41	20.5	20.8	100.0
NE SAIT PAS,PAS DE R	9	3	1.5	Missing	
	Total	200	100.0	100.0	

Valid cases 197 Missing cases 3

- -

Q11A COMPREHENSION LISTE FONCTIONS ET CODES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES FACILE	1	38	19.0	19.0	19.0
FACILE	2	121	60.5	60.5	79.5
DIFFICILE	3	36	18.0	18.0	97.5
TRES DIFFICILE	4	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q11B UTILITE LISTE FONCTIONS ET CODES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES UTILE	1	28	14.0	14.1	14.1
UTILE	2	98	49.0	49.2	63.3
PEU UTILE	3	44	22.0	22.1	85.4
PAS DU TOUT UTILE	4	29	14.5	14.6	100.0
NE SAIT PAS,PAS DE R	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q12A COMPREHENSION LISTE CODES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES FACILE	1	3	1.5	1.5	1.5
FACILE	2	9	4.5	4.5	6.0
DIFFICILE	3	20	10.0	10.1	16.1
TRES DIFFICILE	4	167	83.5	83.9	100.0
NE SAIT PAS PAS REPO	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q12B UTILITE LISTE CODES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES UTILE	1	1	.5	.5	.5
UTILE	2	5	2.5	2.5	3.0
PEU UTILE	3	11	5.5	5.6	8.6
PAS DU TOUT UTILE	4	181	90.5	91.4	100.0
NE SAIT PAS,PAS DE R	9	2	1.0	Missing	
	Total	200	100.0	100.0	

Valid cases 198 Missing cases 2

Q13 PREFERENCE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
LISTE 1	1	49	24.5	24.7	24.7
LISTE 2	2	139	69.5	70.2	94.9
LISTE 3	3	2	1.0	1.0	96.0
AUCUNE	4	8	4.0	4.0	100.0
NE SAIT PAS	5	2	1.0	Missing	
	Total	200	100.0	100.0	

Valid cases 198 Missing cases 2

- -

Q14 CONTENU SOUHAITE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
EFFETS SECONDAIRES	1	27	13.5	14.3	14.3
LANGAGE COURANT	2	30	15.0	15.9	30.2
FRANCAIS	3	6	3.0	3.2	33.3
ALLERGIES	4	15	7.5	7.9	41.3
TOXICITE	5	7	3.5	3.7	45.0
ECRIT PLUS GROS	6	1	.5	.5	45.5
% DES INGREDIENTS	7	22	11.0	11.6	57.1
DANGERS	8	22	11.0	11.6	68.8
EFFETS LONG TERME	9	1	.5	.5	69.3
ORDRE IMPORTANCE	10	2	1.0	1.1	70.4
LISTE PRODUITS CHIMI	11	4	2.0	2.1	72.5
AGENTS DE CONSERVATI	12	2	1.0	1.1	73.5
TOUS LES INGREDIENTS	13	24	12.0	12.7	86.2
EFFETS DU PRODUIT	14	8	4.0	4.2	90.5
% ALCOOL	15	2	1.0	1.1	91.5
PARFUME OU NON	16	3	1.5	1.6	93.1
CONTENANT PLUS SECUR	18	1	.5	.5	93.7
POSOLOGIE	19	4	2.0	2.1	95.8
DATE EXPIRATION	20	1	.5	.5	96.3
SI TESTE SUR ANIMAL	22	1	.5	.5	96.8
ENDROIT DE FABRICATI	23	1	.5	.5	97.4
NOM SCIENTIFIQUE DES	24	1	.5	.5	97.9
COMBINER LISTES 1 ET	26	3	1.5	1.6	99.5
EXPLIQUER LES INGRED	27	1	.5	.5	100.0
NE SAIT PAS,PAS DE R	99	11	5.5	Missing	
	Total	200	100.0	100.0	

Valid cases 189 Missing cases 11

Q14A DATE D EXPIRATION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
OUI	1	192	96.0	96.5	96.5
NON	2	5	2.5	2.5	99.0
NE SAIT PAS	3	2	1.0	1.0	100.0
PAS DE REPONSE, NE S	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q15 INTERET LISTE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRES INTERESSE	1	115	57.5	57.8	57.8
INTERESSE	2	72	36.0	36.2	94.0
PEU INTERESSE	3	9	4.5	4.5	98.5
PAS DU TOUT INTERESS	4	3	1.5	1.5	100.0
PAS DE REPONSE	9	1	.5	Missing	
	Total	200	100.0	100.0	

Valid cases 199 Missing cases 1

- -

Q16 AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
18-24 ANS	1	32	16.0	16.0	16.0
25-34 ANS	2	63	31.5	31.5	47.5
35-44 ANS	3	34	17.0	17.0	64.5
45-54 ANS	4	37	18.5	18.5	83.0
55-64 ANS	5	18	9.0	9.0	92.0
65 ANS ET PLUS	6	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q17 REVENU DU MENAGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MOINS DE 25 000$	1	68	34.0	36.6	36.6
25-34 999$	2	57	28.5	30.6	67.2
35-49 999$	3	29	14.5	15.6	82.8
50 000 ET PLUS	4	32	16.0	17.2	100.0
PAS DE REPONSE	9	14	7.0	Missing	
	Total	200	100.0	100.0	

Valid cases 186 Missing cases 14

- -

Q18 TAILLE DU MENAGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	54	27.0	27.0	27.0
	2	70	35.0	35.0	62.0
	3	33	16.5	16.5	78.5
	4	31	15.5	15.5	94.0
	5	10	5.0	5.0	99.0
	6	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

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Q19 NOMBRE D ENFANTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	153	76.5	76.5	76.5
	1	28	14.0	14.0	90.5
	2	13	6.5	6.5	97.0
	3	5	2.5	2.5	99.5
	4	1	.5	.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q20 SCOLARITE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
PRIMAIRE	1	31	15.5	15.5	15.5
SECONDAIRE	2	73	36.5	36.5	52.0
CEGEP	3	47	23.5	23.5	75.5
UNIVERSITAIRE	4	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

Q21 DEPENSES MENSUELLES COSMETIQUES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	20	10.0	10.4	10.4
	2	1	.5	.5	10.9
	4	1	.5	.5	11.4
	5	20	10.0	10.4	21.8
	7	1	.5	.5	22.3
	10	33	16.5	17.1	39.4
	15	17	8.5	8.8	48.2
	20	26	13.0	13.5	61.7
	25	11	5.5	5.7	67.4
	30	13	6.5	6.7	74.1
	35	3	1.5	1.6	75.6
	40	11	5.5	5.7	81.3
	45	2	1.0	1.0	82.4
	50	17	8.5	8.8	91.2
	60	4	2.0	2.1	93.3
	70	1	.5	.5	93.8
	75	3	1.5	1.6	95.3
	80	1	.5	.5	95.9
	100	6	3.0	3.1	99.0
	150	1	.5	.5	99.5
	200	1	.5	.5	100.0
	999	7	3.5	Missing	
	Total	200	100.0	100.0	

Valid cases 193 Missing cases 7

Q22 DEPENSES MENSUELLES HYGIENIQUES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.5	.5	.5
	5	7	3.5	3.7	4.2
	10	24	12.0	12.6	16.8
	12	1	.5	.5	17.3
	15	22	11.0	11.5	28.8
	20	29	14.5	15.2	44.0
	25	20	10.0	10.5	54.5
	30	32	16.0	16.8	71.2
	40	15	7.5	7.9	79.1
	45	1	.5	.5	79.6
	50	30	15.0	15.7	95.3
	60	1	.5	.5	95.8
	75	1	.5	.5	96.3
	100	7	3.5	3.7	100.0
	999	9	4.5	Missing	
	Total	200	100.0	100.0	

Valid cases 191 Missing cases 9

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SEXE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
HOMME	1	53	26.5	26.5	26.5
FEMME	2	147	73.5	73.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

LANGUE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
FRANCAIS	1	167	83.5	83.5	83.5
ANGLAIS	2	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

ND

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.5	.5	.5
	3	1	.5	.5	1.0
	9	50	25.0	25.0	26.0
	14	49	24.5	24.5	50.5
	23	50	25.0	25.0	75.5
	33	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

- -

DUREE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	5	2.5	2.5	2.5
	4	29	14.5	14.5	17.0
	5	73	36.5	36.5	53.5
	6	34	17.0	17.0	70.5
	7	14	7.0	7.0	77.5
	8	13	6.5	6.5	84.0
	9	8	4.0	4.0	88.0
	10	18	9.0	9.0	97.0
	11	2	1.0	1.0	98.0
	12	3	1.5	1.5	99.5
	15	1	.5	.5	100.0
	Total	200	100.0	100.0	

Valid cases 200 Missing cases 0

Q14B CONTENU SOUHAITE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
EFFETS SECONDAIRES	1	24	12.0	22.4	22.4
LANGAGE COURANT	2	6	3.0	5.6	28.0
FRANCAIS	3	1	.5	.9	29.0
ALLERGIES	4	16	8.0	15.0	43.9
TOXICITE	5	3	1.5	2.8	46.7
ECRIT PLUS GROS	6	3	1.5	2.8	49.5
% DES INGREDIENTS	7	7	3.5	6.5	56.1
DANGERS	8	10	5.0	9.3	65.4
EFFETS LONG TERME	9	1	.5	.9	66.4
ORDRE IMPORTANCE	10	1	.5	.9	67.3
LISTE PRODUITS CHIMI	11	5	2.5	4.7	72.0
AGENTS DE CONSERVATI	12	1	.5	.9	72.9
TOUS LES INGREDIENTS	13	5	2.5	4.7	77.6
EFFETS DU PRODUIT	14	6	3.0	5.6	83.2
% ALCOOL	15	1	.5	.9	84.1
PARFUME OU NON	16	4	2.0	3.7	87.9
% DE GRAS	17	1	.5	.9	88.8
POSOLOGIE	19	6	3.0	5.6	94.4
CONTENU PRODUITS NAT	21	2	1.0	1.9	96.3
ENDROIT DE FABRICATI	23	1	.5	.9	97.2
NOM SCIENTIFIQUE DES	24	1	.5	.9	98.1
EXPLIQUER LES INGRED	27	2	1.0	1.9	100.0
	.	93	46.5	Missing	
	Total	200	100.0	100.0	

Valid cases 107 Missing cases 93

Q14C CONTENU SOUHAITE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
EFFETS SECONDAIRES	1	3	1.5	11.5	11.5
LANGAGE COURANT	2	1	.5	3.8	15.4
ALLERGIES	4	6	3.0	23.1	38.5
TOXICITE	5	2	1.0	7.7	46.2
DANGERS	8	2	1.0	7.7	53.8
AGENTS DE CONSERVATI	12	1	.5	3.8	57.7
TOUS LES INGREDIENTS	13	1	.5	3.8	61.5
EFFETS DU PRODUIT	14	2	1.0	7.7	69.2
% ALCOOL	15	1	.5	3.8	73.1
PARFUME OU NON	16	1	.5	3.8	76.9
CONTENANT PLUS SECUR	18	2	1.0	7.7	84.6
SI TESTE SUR ANIMAL	22	2	1.0	7.7	92.3
EMBALLAGE INDIVIDUEL	25	1	.5	3.8	96.2
COMBINER LISTES 1 ET	26	1	.5	3.8	100.0
	.	174	87.0	Missing	
	Total	200	100.0	100.0	

Valid cases 26 Missing cases 174

Q13 PREFERENCE by Q16 AGE

Q13	Count / Row Pct / Col Pct / Tot Pct	Q16 18-24 ANS	25-34 ANS	35-44 ANS	45-54 ANS	55-64 ANS	65 ANS ET PLUS	Row Total
LISTE 1	1	9	19	7	7	5	2	49
		18.4	38.8	14.3	14.3	10.2	4.1	24.7
		28.1	30.6	20.6	18.9	27.8	13.3	
		4.5	9.6	3.5	3.5	2.5	1.0	
LISTE 2	2	19	43	26	29	12	10	139
		13.7	30.9	18.7	20.9	8.6	7.2	70.2
		59.4	69.4	76.5	78.4	66.7	66.7	
		9.6	21.7	13.1	14.6	6.1	5.1	
LISTE 3	3	1			1			2
		50.0			50.0			1.0
		3.1			2.7			
		.5			.5			
AUCUNE	4	3		1		1	3	8
		37.5		12.5		12.5	37.5	4.0
		9.4		2.9		5.6	20.0	
		1.5		.5		.5	1.5	
	Column Total	32	62	34	37	18	15	198
		16.2	31.3	17.2	18.7	9.1	7.6	100.0

Chi-Square	Value	DF	Significance
Pearson	23.44637	15	.07511
Likelihood Ratio	22.80090	15	.08846
Mantel-Haenszel test for linear association	2.74921	1	.09730

Minimum Expected Frequency - .152
Cells with Expected Frequency < 5 - 14 OF 24 (58.3%)

Number of Missing Observations: 2

Q13 PREFERENCE by Q17 REVENU DU MENAGE

Q17 Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	MOINS DE 25 000$ 1	25-34 99 9$ 2	35-49 99 9$ 3	50 000 ET PLUS 4	Row Total
LISTE 1	1	21 46.7 31.3 11.4	11 24.4 19.6 6.0	6 13.3 20.7 3.3	7 15.6 21.9 3.8	45 24.5
LISTE 2	2	39 30.2 58.2 21.2	42 32.6 75.0 22.8	23 17.8 79.3 12.5	25 19.4 78.1 13.6	129 70.1
LISTE 3	3	1 50.0 1.5 .5	1 50.0 1.8 .5			2 1.1
AUCUNE	4	6 75.0 9.0 3.3	2 25.0 3.6 1.1			8 4.3
	Column Total	67 36.4	56 30.4	29 15.8	32 17.4	184 100.0

Chi-Square	Value	DF	Significance
Pearson	11.29028	9	.25634
Likelihood Ratio	13.78281	9	.13026
Mantel-Haenszel test for linear association	.74151	1	.38918

Minimum Expected Frequency - .315
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 16

Q13 PREFERENCE by Q18 TAILLE DU MENAGE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q18 1	2	3	4	5	6	Row Total
LISTE 1	1	12	17	12	6	2		49
		24.5	34.7	24.5	12.2	4.1		24.7
		22.6	24.6	36.4	19.4	20.0		
		6.1	8.6	6.1	3.0	1.0		
LISTE 2	2	38	50	20	23	6	2	139
		27.3	36.0	14.4	16.5	4.3	1.4	70.2
		71.7	72.5	60.6	74.2	60.0	100.0	
		19.2	25.3	10.1	11.6	3.0	1.0	
LISTE 3	3		1	1				2
			50.0	50.0				1.0
			1.4	3.0				
			.5	.5				
AUCUNE	4	3	1		2	2		8
		37.5	12.5		25.0	25.0		4.0
		5.7	1.4		6.5	20.0		
		1.5	.5		1.0	1.0		
	Column Total	53	69	33	31	10	2	198
		26.8	34.8	16.7	15.7	5.1	1.0	100.0

Chi-Square	Value	DF	Significance
Pearson	15.90640	15	.38830
Likelihood Ratio	15.27922	15	.43150
Mantel-Haenszel test for linear association	.76323	1	.38232

Minimum Expected Frequency - .020
Cells with Expected Frequency < 5 - 15 OF 24 (62.5%)

Number of Missing Observations: 2

Q13 PREFERENCE by Q19 NOMBRE D ENFANTS

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q19 0	1	2	3	4	Row Total
LISTE 1	1	34 / 69.4 / 22.5 / 17.2	12 / 24.5 / 42.9 / 6.1	2 / 4.1 / 15.4 / 1.0	1 / 2.0 / 20.0 / .5		49 / 24.7
LISTE 2	2	108 / 77.7 / 71.5 / 54.5	16 / 11.5 / 57.1 / 8.1	11 / 7.9 / 84.6 / 5.6	3 / 2.2 / 60.0 / 1.5	1 / .7 / 100.0 / .5	139 / 70.2
LISTE 3	3	2 / 100.0 / 1.3 / 1.0					2 / 1.0
AUCUNE	4	7 / 87.5 / 4.6 / 3.5			1 / 12.5 / 20.0 / .5		8 / 4.0
	Column Total	151 / 76.3	28 / 14.1	13 / 6.6	5 / 2.5	1 / .5	198 / 100.0

Chi-Square	Value	DF	Significance
Pearson	11.67486	12	.47213
Likelihood Ratio	11.94966	12	.44973
Mantel-Haenszel test for linear association	.05451	1	.81539

Minimum Expected Frequency - .010
Cells with Expected Frequency < 5 - 14 OF 20 (70.0%)

Number of Missing Observations: 2

@13 PREFERENCE by @20 SCOLARITE

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@13	@20 PRIMAIRE 1	SECONDAIRE 2	CEGEP 3	UNIVERSITAIRE 4	Row Total
LISTE 1 (1)	4	13	14	18	49
	8.2	26.5	28.6	36.7	24.7
	13.3	17.8	29.8	37.5	
	2.0	6.6	7.1	9.1	
LISTE 2 (2)	22	55	32	30	139
	15.8	39.6	23.0	21.6	70.2
	73.3	75.3	68.1	62.5	
	11.1	27.8	16.2	15.2	
LISTE 3 (3)	1	1			2
	50.0	50.0			1.0
	3.3	1.4			
	.5	.5			
AUCUNE (4)	3	4	1		8
	37.5	50.0	12.5		4.0
	10.0	5.5	2.1		
	1.5	2.0	.5		
Column Total	30	73	47	48	198
	15.2	36.9	23.7	24.2	100.0

Chi-Square	Value	DF	Significance
Pearson	15.42114	9	.08000
Likelihood Ratio	16.99937	9	.04873
Mantel-Haenszel test for linear association	13.67544	1	.00022

Minimum Expected Frequency - .303
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 2

013 PREFERENCE by SEXE

Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	SEXE HOMME 1	SEXE FEMME 2	Row Total
013 1 LISTE 1	8	41	49
	16.3	83.7	24.7
	15.1	28.3	
	4.0	20.7	
2 LISTE 2	41	98	139
	29.5	70.5	70.2
	77.4	67.6	
	20.7	49.5	
3 LISTE 3		2	2
		100.0	1.0
		1.4	
		1.0	
4 AUCUNE	4	4	8
	50.0	50.0	4.0
	7.5	2.8	
	2.0	2.0	
Column Total	53	145	198
	26.8	73.2	100.0

Chi-Square	Value	DF	Significance
Pearson	6.18683	3	.10287
Likelihood Ratio	6.72802	3	.08109
Mantel-Haenszel test for linear association	4.47222	1	.03445

Minimum Expected Frequency - .535
Cells with Expected Frequency < 5 - 3 DF 8 (37.5%)

Number of Missing Observations: 2

Q13 PREFERENCE by RAYON RAYON DE LA PHARMACIE

Q13	Count / Row Pct / Col Pct / Tot Pct	RAYON COSMETIQUE 1	RAYON HYGIENIQUE 2	Row Total
LISTE 1	1	39	10	49
		79.6	20.4	24.7
		31.5	13.5	
		19.7	5.1	
LISTE 2	2	78	61	139
		56.1	43.9	70.2
		62.9	82.4	
		39.4	30.8	
LISTE 3	3	2		2
		100.0		1.0
		1.6		
		1.0		
AUCUNE	4	5	3	8
		62.5	37.5	4.0
		4.0	4.1	
		2.5	1.5	
	Column Total	124	74	198
		62.6	37.4	100.0

Chi-Square	Value	DF	Significance
Pearson	9.73706	3	.02094
Likelihood Ratio	10.93783	3	.01207
Mantel-Haenszel test for linear association	3.13024	1	.07685

Minimum Expected Frequency - .747
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 2

Q13 PREFERENCE by PHARM PHARMACIE

PHARM Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	1	2	3	4	Row Total
LISTE 1	1	31 63.3 62.0 15.7	5 10.2 10.0 2.5	10 20.4 20.4 5.1	3 6.1 6.1 1.5	49 24.7
LISTE 2	2	17 12.2 34.0 8.6	43 30.9 86.0 21.7	35 25.2 71.4 17.7	44 31.7 89.8 22.2	139 70.2
LISTE 3	3				2 100.0 4.1 1.0	2 1.0
AUCUNE	4	2 25.0 4.0 1.0	2 25.0 4.0 1.0	4 50.0 8.2 2.0		8 4.0
	Column Total	50 25.3	50 25.3	49 24.7	49 24.7	198 100.0

Chi-Square	Value	DF	Significance
Pearson	63.59908	9	.00000
Likelihood Ratio	62.45517	9	.00000
Mantel-Haenszel test for linear association	14.85406	1	.00012

Minimum Expected Frequency - .495
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 2

Q13 PREFERENCE by DATE DATE DE L ENTREVUE

DATE Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	261192	271192	281192	291192	Row Total
LISTE 1	1	3 6.1 13.6 1.5	17 34.7 18.7 8.6	25 51.0 38.5 12.6	4 8.2 20.0 2.0	49 24.7
LISTE 2	2	17 12.2 77.3 8.6	69 49.6 75.8 34.8	37 26.6 56.9 18.7	16 11.5 80.0 8.1	139 70.2
LISTE 3	3	2 100.0 9.1 1.0				2 1.0
AUCUNE	4		5 62.5 5.5 2.5	3 37.5 4.6 1.5		8 4.0
	Column Total	22 11.1	91 46.0	65 32.8	20 10.1	198 100.0

Chi-Square	Value	DF	Significance
Pearson	28.27156	9	.00086
Likelihood Ratio	22.42644	9	.00762
Mantel-Haenszel test for linear association	3.22497	1	.07252

Minimum Expected Frequency - .202
Cells with Expected Frequency < 5 - 9 OF 16 (56.3%)

Number of Missing Observations: 2

REFERENCE by HEURE HEURE DE L ENTREVUE

HEURE Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	9-12 HEU RES 1	12-18 HE URES 2	18-21 HE URES 3	Row Total
E 1 — 1	5 10.2 35.7 2.5	29 59.2 22.8 14.6	15 30.6 26.3 7.6	49 24.7
TE 2 — 2	9 6.5 64.3 4.5	92 66.2 72.4 46.5	38 27.3 66.7 19.2	139 70.2
TE 3 — 3		1 50.0 .8 .5	1 50.0 1.8 .5	2 1.0
UNE — 4		5 62.5 3.9 2.5	3 37.5 5.3 1.5	8 4.0
Column Total	14 7.1	127 64.1	57 28.8	198 100.0

Chi-Square	Value	DF	Significance
sqn	2.48309	6	.87035
lihood Ratio	3.04378	6	.80333
el-Haenszel test for linear association	.56951	1	.45045

mum Expected Frequency - .141
s with Expected Frequency < 5 - 6 OF 12 (50.0%)

ber of Missing Observations: 2

Q13 PREFERENCE by Q1A UTILISATION PRODUITS HYGIENIQUES

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q1A DUI 1	Row Total
LISTE 1	1	49 100.0 24.7 24.7	49 24.7
LISTE 2	2	139 100.0 70.2 70.2	139 70.2
LISTE 3	3	2 100.0 1.0 1.0	2 1.0
AUCUNE	4	8 100.0 4.0 4.0	8 4.0
	Column Total	198 100.0	198 100.0

>Warning # 10307
>Statistics cannot be computed when the number of non-empty rows or columns is
>one.

Number of Missing Observations: 2

Q13 PREFERENCE by Q1B UTILISATION PRODUITS COSMETIQUES

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q1B OUI 1	Q1B NON 2	Row Total
LISTE 1	1	47 95.9 24.9 23.7	2 4.1 22.2 1.0	49 24.7
LISTE 2	2	135 97.1 71.4 68.2	4 2.9 44.4 2.0	139 70.2
LISTE 3	3	2 100.0 1.1 1.0		2 1.0
AUCUNE	4	5 62.5 2.6 2.5	3 37.5 33.3 1.5	8 4.0
	Column Total	189 95.5	9 4.5	198 100.0

Chi-Square	Value	DF	Significance
Pearson	21.03440	3	.00010
Likelihood Ratio	9.65717	3	.02172
Mantel-Haenszel test for linear association	8.58551	1	.00339

Minimum Expected Frequency - .091
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 2

Q13 PREFERENCE by Q2A REACTION PRODUITS HYGIENIQUE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q2A OUI 1	Q2A NON 2	Row Total
LISTE 1	1	19 39.6 48.7 9.6	29 60.4 18.4 14.7	48 24.4
LISTE 2	2	19 13.7 48.7 9.6	120 86.3 75.9 60.9	139 70.6
LISTE 3	3		2 100.0 1.3 1.0	2 1.0
AUCUNE	4	1 12.5 2.6 .5	7 87.5 4.4 3.6	8 4.1
	Column Total	39 19.8	158 80.2	197 100.0

Chi-Square	Value	DF	Significance
Pearson	15.88476	3	.00120
Likelihood Ratio	14.67559	3	.00212
Mantel-Haenszel test for linear association	9.90068	1	.00165

Minimum Expected Frequency - .396
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q2B REACTION PRODUITS COSMETIQUES

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q2B OUI 1	Q2B NON 2	Row Total
LISTE 1	1	21 43.8 44.7 10.7	27 56.3 18.0 13.7	48 24.4
LISTE 2	2	25 18.0 53.2 12.7	114 82.0 76.0 57.9	139 70.6
LISTE 3	3	 	2 100.0 1.3 1.0	2 1.0
AUCUNE	4	1 12.5 2.1 .5	7 87.5 4.7 3.6	8 4.1
	Column Total	47 23.9	150 76.1	197 100.0

Chi-Square	Value	DF	Significance
Pearson	14.28889	3	.00254
Likelihood Ratio	13.67261	3	.00339
Mantel-Haenszel test for linear association	9.92002	1	.00163

Minimum Expected Frequency - .477
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q3 DEMANDE INFORMATION LORS ACHAT

Q3 Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q3 OUI 1	Q3 NON 2	Row Total
LISTE 1	1	27 55.1 37.5 13.6	22 44.9 17.5 11.1	49 24.7
LISTE 2	2	41 29.5 56.9 20.7	98 70.5 77.8 49.5	139 70.2
LISTE 3	3	1 50.0 1.4 .5	1 50.0 .8 .5	2 1.0
AUCUNE	4	3 37.5 4.2 1.5	5 62.5 4.0 2.5	8 4.0
	Column Total	72 36.4	126 63.6	198 100.0

Chi-Square	Value	DF	Significance
Pearson	10.43304	3	.01522
Likelihood Ratio	10.17864	3	.01711
Mantel-Haenszel test for linear association	4.19060	1	.04065

Minimum Expected Frequency - .727
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 2

Q13 PREFERENCE by Q4A TYPE INFO: INGREDIENTS

Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	Q4A OUI 1	Q4A NON 2	Row Total
Q13 1 LISTE 1	17 / 63.0 / 47.2 / 23.9	10 / 37.0 / 28.6 / 14.1	27 / 38.0
2 LISTE 2	18 / 45.0 / 50.0 / 25.4	22 / 55.0 / 62.9 / 31.0	40 / 56.3
3 LISTE 3	1 / 100.0 / 2.8 / 1.4		1 / 1.4
4 AUCUNE		3 / 100.0 / 8.6 / 4.2	3 / 4.2
Column Total	36 / 50.7	35 / 49.3	71 / 100.0

Chi-Square	Value	DF	Significance
Pearson	6.20196	3	.10219
Likelihood Ratio	7.76748	3	.05107
Mantel-Haenszel test for linear association	3.94026	1	.04714

Minimum Expected Frequency - .493
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 129

@13 PREFERENCE by @4B TYPE INFO:REACTIONS

Page 1 of 1

@13	Count / Row Pct / Col Pct / Tot Pct	@4B DUI 1	@4B NON 2	Row Total
LISTE 1	1	18	9	27
		66.7	33.3	39.1
		40.0	37.5	
		26.1	13.0	
LISTE 2	2	25	14	39
		64.1	35.9	56.5
		55.6	58.3	
		36.2	20.3	
AUCUNE	4	2	1	3
		66.7	33.3	4.3
		4.4	4.2	
		2.9	1.4	
	Column Total	45	24	69
		65.2	34.8	100.0

Chi-Square	Value	DF	Significance
Pearson	.04915	2	.97573
Likelihood Ratio	.04923	2	.97569
Mantel-Haenszel test for linear association	.01234	1	.91155

Minimum Expected Frequency - 1.043
Cells with Expected Frequency < 5 - 2 OF 6 (33.3%)

Number of Missing Observations: 131

Q13 PREFERENCE by Q4C TYPE INFO:QUALITE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q4C OUI 1	Q4C NON 2	Row Total
LISTE 1	1	18 66.7 33.3 25.4	9 33.3 52.9 12.7	27 38.0
LISTE 2	2	33 80.5 61.1 46.5	8 19.5 47.1 11.3	41 57.7
AUCUNE	4	3 100.0 5.6 4.2		3 4.2
	Column Total	54 76.1	17 23.9	71 100.0

Chi-Square	Value	DF	Significance
Pearson	2.69377	2	.26005
Likelihood Ratio	3.31690	2	.19043
Mantel-Haenszel test for linear association	2.60478	1	.10654

Minimum Expected Frequency - .718
Cells with Expected Frequency < 5 - 2 OF 6 (33.3%)

Number of Missing Observations: 129

Q13 PREFERENCE by Q4D TYPE INFO:PRIX

Q4D Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	Q4D OUI (1)	Q4D NON (2)	Row Total
Q13 1 LISTE 1	15 / 55.6 / 38.5 / 21.7	12 / 44.4 / 40.0 / 17.4	27 / 39.1
Q13 2 LISTE 2	22 / 56.4 / 56.4 / 31.9	17 / 43.6 / 56.7 / 24.6	39 / 56.5
Q13 4 AUCUNE	2 / 66.7 / 5.1 / 2.9	1 / 33.3 / 3.3 / 1.4	3 / 4.3
Column Total	39 / 56.5	30 / 43.5	69 / 100.0

Chi-Square	Value	DF	Significance
Pearson	.13609	2	.93422
Likelihood Ratio	.13935	2	.93270
Mantel-Haenszel test for linear association	.09299	1	.76041

Minimum Expected Frequency - 1.304
Cells with Expected Frequency < 5 - 2 OF 6 (33.3%)

Number of Missing Observations: 131

@13 PREFERENCE by @5 ASSEZ INFORMATION SUR INGREDIENTS

Page 1 of 1

@13	Count / Row Pct / Col Pct / Tot Pct	@5 OUI 1	@5 NON 2	Row Total
LISTE 1	1	24 / 51.1 / 20.9 / 12.6	23 / 48.9 / 30.7 / 12.1	47 / 24.7
LISTE 2	2	83 / 62.4 / 72.2 / 43.7	50 / 37.6 / 66.7 / 26.3	133 / 70.0
LISTE 3	3	1 / 50.0 / .9 / .5	1 / 50.0 / 1.3 / .5	2 / 1.1
AUCUNE	4	7 / 87.5 / 6.1 / 3.7	1 / 12.5 / 1.3 / .5	8 / 4.2
	Column Total	115 / 60.5	75 / 39.5	190 / 100.0

Chi-Square	Value	DF	Significance
Pearson	4.48707	3	.21345
Likelihood Ratio	4.87305	3	.18133
Mantel-Haenszel test for linear association	3.97719	1	.04612

Minimum Expected Frequency - .789
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 10

Q13 PREFERENCE by Q6 LECTURE DE INFORMATION SUR LE PRODUIT

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q6 OUI EN P ARTIE 1	OUI, AU COMPLET 2	NON 3	Row Total
LISTE 1	1	16	30	3	49
		32.7	61.2	6.1	24.7
		21.3	31.6	10.7	
		8.1	15.2	1.5	
LISTE 2	2	53	62	24	139
		38.1	44.6	17.3	70.2
		70.7	65.3	85.7	
		26.8	31.3	12.1	
LISTE 3	3	2			2
		100.0			1.0
		2.7			
		1.0			
AUCUNE	4	4	3	1	8
		50.0	37.5	12.5	4.0
		5.3	3.2	3.6	
		2.0	1.5	.5	
	Column Total	75	95	28	198
		37.9	48.0	14.1	100.0

Chi-Square	Value	DF	Significance
Pearson	9.45372	6	.14962
Likelihood Ratio	10.46784	6	.10628
Mantel-Haenszel test for linear association	.15269	1	.69598

Minimum Expected Frequency - .283
Cells with Expected Frequency < 5 - 6 OF 12 (50.0%)

Number of Missing Observations: 2

Q13 PREFERENCE by Q7 CONTENU DE LA LISTE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q7 COMPREND RE TOUS 1	Q7 COMPREND RE LES P 2	Q7 LES ELEM ENTS RIS 3	Row Total
LISTE 1	1	41 83.7 36.6 20.8	3 6.1 13.0 1.5	5 10.2 8.1 2.5	49 24.9
LISTE 2	2	64 46.4 57.1 32.5	20 14.5 87.0 10.2	54 39.1 87.1 27.4	138 70.1
LISTE 3	3	1 50.0 .9 .5		1 50.0 1.6 .5	2 1.0
AUCUNE	4	6 75.0 5.4 3.0		2 25.0 3.2 1.0	8 4.1
	Column Total	112 56.9	23 11.7	62 31.5	197 100.0

Chi-Square	Value	DF	Significance
Pearson	22.68243	6	.00091
Likelihood Ratio	25.72633	6	.00025
Mantel-Haenszel test for linear association	6.30371	1	.01205

Minimum Expected Frequency - .234
Cells with Expected Frequency < 5 - 6 OF 12 (50.0%)

Number of Missing Observations: 3

@13 PREFERENCE by @8 PRESENTATION DES INGREDIENTS

Page 1 of 1

@13	Count / Row Pct / Col Pct / Tot Pct	@8 POURCENTAGE DU @ 1	@8 ORDRE IMPORTANCE 2	@8 SANS ORDRE PRECI 3	Row Total
LISTE 1	1	28 57.1 28.9 14.7	15 30.6 20.0 7.9	6 12.2 33.3 3.2	49 25.8
LISTE 2	2	67 50.4 69.1 35.3	55 41.4 73.3 28.9	11 8.3 61.1 5.8	133 70.0
LISTE 3	3	2 100.0 2.1 1.1			2 1.1
AUCUNE	4		5 83.3 6.7 2.6	1 16.7 5.6 .5	6 3.2
	Column Total	97 51.1	75 39.5	18 9.5	190 100.0

Chi-Square	Value	DF	Significance
Pearson	10.29445	6	.11279
Likelihood Ratio	13.39586	6	.03716
Mantel-Haenszel test for linear association	1.86132	1	.17247

Minimum Expected Frequency - .189
Cells with Expected Frequency < 5 - 7 OF 12 (58.3%)

Number of Missing Observations: 10

Q13 PREFERENCE by Q9 LOCALISATION DE LA LISTE

Q9 Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	SUR EMBALLAGE 1	SUR PRODUIT 2	FEUILLET AL INT 3	FEUILLET SUR EMB 4	Row Total
LISTE 1	1	26 54.2 27.1 13.3	9 18.8 17.0 4.6	5 10.4 16.7 2.6	8 16.7 50.0 4.1	48 24.6
LISTE 2	2	68 49.3 70.8 34.9	38 27.5 71.7 19.5	24 17.4 80.0 12.3	8 5.8 50.0 4.1	138 70.8
LISTE 3	3		2 100.0 3.8 1.0			2 1.0
AUCUNE	4	2 28.6 2.1 1.0	4 57.1 7.5 2.1	1 14.3 3.3 .5		7 3.6
	Column Total	96 49.2	53 27.2	30 15.4	16 8.2	195 100.0

Chi-Square	Value	DF	Significance
Pearson	16.65137	9	.05446
Likelihood Ratio	15.99598	9	.06697
Mantel-Haenszel test for linear association	.09640	1	.75620

Minimum Expected Frequency - .164
Cells with Expected Frequency < 5 - 9 OF 16 (56.3%)

Number of Missing Observations: 5

Q13 PREFERENCE by Q14A DATE D EXPIRATION

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q14A OUI 1	Q14A NON 2	Q14A NE SAIT PAS 3	Row Total
LISTE 1	1	46 95.8 24.1 23.4	1 2.1 25.0 .5	1 2.1 50.0 .5	48 24.4
LISTE 2	2	135 97.1 70.7 68.5	3 2.2 75.0 1.5	1 .7 50.0 .5	139 70.6
LISTE 3	3	2 100.0 1.0 1.0			2 1.0
AUCUNE	4	8 100.0 4.2 4.1			8 4.1
	Column Total	191 97.0	4 2.0	2 1.0	197 100.0

Chi-Square	Value	DF	Significance
Pearson	.99180	6	.98592
Likelihood Ratio	1.18272	6	.97773
Mantel-Haenszel test for linear association	.68827	1	.40675

Minimum Expected Frequency - .020
Cells with Expected Frequency < 5 - 9 OF 12 (75.0%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q15 INTERET LISTE

Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	Q15 1 TRES INTERESSE	2 INTERESSE	3 PEU INTERESSE	4 PAS DU TOUT INTE	Row Total
Q13 1 LISTE 1	28 / 58.3 / 24.6 / 14.2	17 / 35.4 / 23.6 / 8.6	1 / 2.1 / 11.1 / .5	2 / 4.2 / 100.0 / 1.0	48 / 24.4
2 LISTE 2	80 / 57.6 / 70.2 / 40.6	51 / 36.7 / 70.8 / 25.9	8 / 5.8 / 88.9 / 4.1		139 / 70.6
3 LISTE 3	2 / 100.0 / 1.8 / 1.0				2 / 1.0
4 AUCUNE	4 / 50.0 / 3.5 / 2.0	4 / 50.0 / 5.6 / 2.0			8 / 4.1
Column Total	114 / 57.9	72 / 36.5	9 / 4.6	2 / 1.0	197 / 100.0

Chi-Square	Value	DF	Significance
Pearson	9.59057	9	.38464
Likelihood Ratio	10.20391	9	.33423
Mantel-Haenszel test for linear association	.18110	1	.67043

Minimum Expected Frequency - .020
Cells with Expected Frequency < 5 - 11 OF 16 (68.8%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q14 CONTENU SOUHAITE

Q14

Q13	Count / Row Pct / Col Pct / Tot Pct	EFFETS SECONDAIR 1	LANGAGE COURANT 2	FRANCAIS 3	ALLERGIES 4	TOXICITE 5	ECRIT PLUS GROS 6	% DES INGREDIENT 7	DANGERS 8	EFFETS LONG TERM 9	ORDRE IMPORTANCE 10	LISTE PRODUITS C 11	Row Total
LISTE 1	1	4	2		2	2		11	1		1	2	45
		8.9	4.4		4.4	4.4		24.4	2.2		2.2	4.4	23.9
		15.4	6.7		13.3	28.6		50.0	4.5		50.0	50.0	
		2.1	1.1		1.1	1.1		5.9	.5		.5	1.1	
LISTE 2	2	20	26	6	12	5	1	11	18	1	1	2	134
		14.9	19.4	4.5	9.0	3.7	.7	8.2	13.4	.7	.7	1.5	71.3
		76.9	86.7	100.0	80.0	71.4	100.0	50.0	81.8	100.0	50.0	50.0	
		10.6	13.8	3.2	6.4	2.7	.5	5.9	9.6	.5	.5	1.1	
LISTE 3	3	1			1								2
		50.0			50.0								1.1
		3.8			6.7								
		.5			.5								
AUCUNE	4	1	2						3				7
		14.3	28.6						42.9				3.7
		3.8	6.7						13.6				
		.5	1.1						1.6				
(Continued)	Column Total	26	30	6	15	7	1	22	22	1	2	4	188
		13.8	16.0	3.2	8.0	3.7	.5	11.7	11.7	.5	1.1	2.1	100.0

Q13 PREFERENCE by Q14 CONTENU SOUHAITE

Q13	Count / Row Pct / Col Pct / Tot Pct	Q14 AGENTS DE CONSER 12	TOUS LES INGREDI 13	EFFETS DU PRODUI 14	% ALCOOL 15	PARFUME OU NON 16	CONTENANT PLUS S 18	POSOLOGIE 19	DATE EXPIRATION 20	SI TESTE SUR ANI 22	ENDROIT DE FABRI 23	NOM SCIENTIFIQUE 24	Row Total
LISTE 1	1	1 2.2 50.0 .5	11 24.4 45.8 5.9	2 4.4 25.0 1.1				3 6.7 75.0 1.6		1 2.2 100.0 .5		1 2.2 100.0 .5	45 23.9
LISTE 2	2	1 .7 50.0 .5	13 9.7 54.2 6.9	5 3.7 62.5 2.7	2 1.5 100.0 1.1	3 2.2 100.0 1.6	1 .7 100.0 .5	1 .7 25.0 .5	1 .7 100.0 .5		1 .7 100.0 .5		134 71.3
LISTE 3	3												2 1.1
AUCUNE	4			1 14.3 12.5 .5									7 3.7
(Continued)	Column Total	2 1.1	24 12.8	8 4.3	2 1.1	3 1.6	1 .5	4 2.1	1 .5	1 .5	1 .5	1 .5	188 100.0

@13 PREFERENCE by @14 CONTENU SOUHAITE

@14 Page 3 of 3

@13	Count / Row Pct / Col Pct / Tot Pct	COMBINER LISTES 26	EXPLIQUER LES IN 27	Row Total
LISTE 1	1	1 2.2 33.3 .5		45 23.9
LISTE 2	2	2 1.5 66.7 1.1	1 .7 100.0 .5	134 71.3
LISTE 3	3			2 1.1
AUCUNE	4			7 3.7
	Column Total	3 1.6	1 .5	188 100.0

Chi-Square	Value	DF	Significance
Pearson	64.49070	69	.63136
Likelihood Ratio	66.07650	69	.57749
Mantel-Haenszel test for linear association	8.17023	1	.00426

Minimum Expected Frequency - .011
Cells with Expected Frequency < 5 - 84 OF 96 (87.5%)

Number of Missing Observations: 12

Q13 PREFERENCE by Q14B CONTENU SOUHAITE

Q14B Page 1 of 2

Q13	Count / Row Pct / Col Pct / Tot Pct	EFFETS S ECONDAIR 1	LANGAGE COURANT 2	FRANCAIS 3	ALLERGIE S 4	TOXICITE 5	ECRIT PL US GROS 6	X DES IN GREDIENT 7	DANGERS 8	EFFETS L ONG TERM 9	ORDRE IM PORTANCE 10	LISTE PR ODUITS C 11	Row Total
LISTE 1	1	5 26.3 20.8 4.7			4 21.1 25.0 3.8				1 5.3 10.0 .9				19 17.9
LISTE 2	2	19 23.5 79.2 17.9	6 7.4 100.0 5.7	1 1.2 100.0 .9	9 11.1 56.3 8.5	2 2.5 100.0 1.9	3 3.7 100.0 2.8	7 8.6 100.0 6.6	9 11.1 90.0 8.5		1 1.2 100.0 .9	4 4.9 80.0 3.8	81 76.4
LISTE 3	3											1 50.0 20.0 .9	2 1.9
AUCUNE	4				3 75.0 18.8 2.8					1 25.0 100.0 .9			4 3.8
(Continued)	Column Total	24 22.6	6 5.7	1 .9	16 15.1	2 1.9	3 2.8	7 6.6	10 9.4	1 .9	1 .9	5 4.7	106 100.0

Q13 PREFERENCE by Q14B CONTENU SOUHAITE

Q13	Count / Row Pct / Col Pct / Tot Pct	Q14B AGENTS DE CONSER 12	TOUS LES INGREDIE 13	EFFETS DU PRODUI 14	% ALCOOL 15	PARFUME OU NON 16	% DE GRAS 17	POSOLOGIE 19	CONTENU PRODUITS 21	ENDROIT DE FABRI 23	NOM SCIENTIFIQUE 24	EXPLIQUER LES IN 27	Row Total
LISTE 1	1		1 5.3 20.0 .9	2 10.5 33.3 1.9			1 5.3 100.0 .9	1 5.3 16.7 .9	1 5.3 50.0 .9	1 5.3 100.0 .9	1 5.3 100.0 .9	1 5.3 50.0 .9	19 17.9
LISTE 2	2	1 1.2 100.0 .9	4 4.9 80.0 3.8	4 4.9 66.7 3.8	1 1.2 100.0 .9	3 3.7 75.0 2.8		5 6.2 83.3 4.7	1 1.2 50.0 .9			1 1.2 50.0 .9	81 76.4
LISTE 3	3					1 50.0 25.0 .9							2 1.9
AUCUNE	4												4 3.8
	Column Total	1 .9	5 4.7	6 5.7	1 .9	4 3.8	1 .9	6 5.7	2 1.9	1 .9	1 .9	2 1.9	106 100.0

Chi-Square	Value	DF	Significance
Pearson	86.55526	63	.02618
Likelihood Ratio	55.34394	63	.74272
Mantel-Haenszel test for linear association	2.18693	1	.13919

Minimum Expected Frequency - .019
Cells with Expected Frequency < 5 - 84 OF 88 (95.5%)

Number of Missing Observations: 94

Q13 PREFERENCE by Q14C CONTENU SOUHAITE

Q13	Count / Row Pct / Col Pct / Tot Pct	Q14C EFFETS SECONDAIRS 1	LANGAGE COURANT 2	ALLERGIES 4	TOXICITE 5	DANGERS 8	AGENTS DE CONSER 12	TOUS LES INGREDI 13	EFFETS DU PRODUI 14	% ALCOOL 15	PARFUME OU NON 16	CONTENANT PLUS S 18	Row Total
LISTE 1	1								1 25.0 50.0 3.8				4 15.4
LISTE 2	2	3 14.3 100.0 11.5	1 4.8 100.0 3.8	6 28.6 100.0 23.1	2 9.5 100.0 7.7	2 9.5 100.0 7.7	1 4.8 100.0 3.8	1 4.8 100.0 3.8	1 4.8 50.0 3.8	1 4.8 100.0 3.8	1 4.8 100.0 3.8	1 4.8 50.0 3.8	21 80.8
LISTE 3	3											1 100.0 50.0 3.8	1 3.8
(Continued)	Column Total	3 11.5	1 3.8	6 23.1	2 7.7	2 7.7	1 3.8	1 3.8	2 7.7	1 3.8	1 3.8	2 7.7	26 100.0

Q13 PREFERENCE by Q14C CONTENU SOUHAITE

Page 2 of 2

Q13	Count / Row Pct / Col Pct / Tot Pct	Q14C SI TESTE SUR ANI 22	Q14C EMBALLAG E INDIVI 25	Q14C COMBINER LISTES 26	Row Total
LISTE 1	1	2 50.0 100.0 7.7		1 25.0 100.0 3.8	4 15.4
LISTE 2	2		1 4.8 100.0 3.8		21 80.8
LISTE 3	3				1 3.8
Column Total		2 7.7	1 3.8	1 3.8	26 100.0

Chi-Square	Value	DF	Significance
Pearson	34.51190	26	.12261
Likelihood Ratio	24.91555	26	.52376
Mantel-Haenszel test for linear association	4.12799	1	.04218

Minimum Expected Frequency - .038
Cells with Expected Frequency < 5 - 42 OF 42 (100.0%)

Number of Missing Observations: 174

Q13 PREFERENCE by Q10A COMPREHENSION LISTE NOM CHIMIQUE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q10A 1 TRES FACILE	2 FACILE	3 DIFFICILE	4 TRES DIFFICILE	Row Total
1 LISTE 1		4 8.2 80.0 2.0	23 46.9 47.9 11.7	18 36.7 16.5 9.1	4 8.2 11.4 2.0	49 24.9
2 LISTE 2		1 .7 20.0 .5	25 18.1 52.1 12.7	85 61.6 78.0 43.1	27 19.6 77.1 13.7	138 70.1
3 LISTE 3				2 100.0 1.8 1.0		2 1.0
4 AUCUNE				4 50.0 3.7 2.0	4 50.0 11.4 2.0	8 4.1
Column Total		5 2.5	48 24.4	109 55.3	35 17.8	197 100.0

Chi-Square	Value	DF	Significance
Pearson	35.67867	9	.00005
Likelihood Ratio	34.49014	9	.00007
Mantel-Haenszel test for linear association	24.62887	1	.00000

Minimum Expected Frequency - .051
Cells with Expected Frequency < 5 - 10 OF 16 (62.5%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q10B UTILITE LISTE NOM CHIMIQUE

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q10B TRES UTILE 1	UTILE 2	PEU UTILE 3	PAS DU T OUT UTIL 4	Row Total
LISTE 1	1	12 25.0 66.7 6.2	21 43.8 35.0 10.8	12 25.0 15.8 6.2	3 6.3 7.3 1.5	48 24.6
LISTE 2	2	5 3.6 27.8 2.6	38 27.7 63.3 19.5	60 43.8 78.9 30.8	34 24.8 82.9 17.4	137 70.3
LISTE 3	3	1 50.0 5.6 .5		1 50.0 1.3 .5		2 1.0
AUCUNE	4		1 12.5 1.7 .5	3 37.5 3.9 1.5	4 50.0 9.8 2.1	8 4.1
	Column Total	18 9.2	60 30.8	76 39.0	41 21.0	195 100.0

Chi-Square	Value	DF	Significance
Pearson	39.23934	9	.00001
Likelihood Ratio	37.64095	9	.00002
Mantel-Haenszel test for linear association	22.43132	1	.00000

Minimum Expected Frequency - .185
Cells with Expected Frequency < 5 - 9 OF 16 (56.3%)

Number of Missing Observations: 5

Q13 PREFERENCE by Q11A COMPREHENSION LISTE FONCTIONS ET CODES

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q11A TRES FACILE 1	FACILE 2	DIFFICILE 3	TRES DIFFICILE 4	Row Total
LISTE 1	1	13 26.5 34.2 6.6	22 44.9 18.5 11.1	12 24.5 33.3 6.1	2 4.1 40.0 1.0	49 24.7
LISTE 2	2	25 18.0 65.8 12.6	97 69.8 81.5 49.0	16 11.5 44.4 8.1	1 .7 20.0 .5	139 70.2
LISTE 3	3			2 100.0 5.6 1.0		2 1.0
AUCUNE	4			6 75.0 16.7 3.0	2 25.0 40.0 1.0	8 4.0
	Column Total	38 19.2	119 60.1	36 18.2	5 2.5	198 100.0

Chi-Square	Value	DF	Significance
Pearson	57.82298	9	.00000
Likelihood Ratio	46.24402	9	.00000
Mantel-Haenszel test for linear association	11.03782	1	.00089

Minimum Expected Frequency - .051
Cells with Expected Frequency < 5 - 10 OF 16 (62.5%)

Number of Missing Observations: 2

013 PREFERENCE by Q11B UTILITE LISTE FONCTIONS ET CODES

Q11B Page 1 of 1

013	Count / Row Pct / Col Pct / Tot Pct	TRES UTILE 1	UTILE 2	PEU UTILE 3	PAS DU T OUT UTIL 4	Row Total
LISTE 1	1	3 6.3 10.7 1.5	11 22.9 11.3 5.6	19 39.6 44.2 9.6	15 31.3 51.7 7.6	48 24.4
LISTE 2	2	25 18.0 89.3 12.7	86 61.9 88.7 43.7	21 15.1 48.8 10.7	7 5.0 24.1 3.6	139 70.6
LISTE 3	3			2 100.0 4.7 1.0		2 1.0
AUCUNE	4			1 12.5 2.3 .5	7 87.5 24.1 3.6	8 4.1
	Column Total	28 14.2	97 49.2	43 21.8	29 14.7	197 100.0

Chi-Square	Value	DF	Significance
Pearson	83.70884	9	.00000
Likelihood Ratio	73.95089	9	.00000
Mantel-Haenszel test for linear association	.13156	1	.71682

Minimum Expected Frequency - .284
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q12A COMPREHENSION LISTE CODES

Q13	Count / Row Pct / Col Pct / Tot Pct	Q12A TRES FACILE 1	FACILE 2	DIFFICILE 3	TRES DIFFICILE 4	Row Total
LISTE 1	1	2 4.1 66.7 1.0	4 8.2 44.4 2.0	7 14.3 36.8 3.6	36 73.5 21.7 18.3	49 24.9
LISTE 2	2	1 .7 33.3 .5	3 2.2 33.3 1.5	12 8.6 63.2 6.1	123 88.5 74.1 62.4	139 70.6
LISTE 3	3		2 100.0 22.2 1.0			2 1.0
AUCUNE	4				7 100.0 4.2 3.6	7 3.6
	Column Total	3 1.5	9 4.6	19 9.6	166 84.3	197 100.0

Chi-Square	Value	DF	Significance
Pearson	51.14827	9	.00000
Likelihood Ratio	22.33561	9	.00787
Mantel-Haenszel test for linear association	3.23399	1	.07212

Minimum Expected Frequency - .030
Cells with Expected Frequency < 5 - 11 OF 16 (68.8%)

Number of Missing Observations: 3

Q13 PREFERENCE by Q12B UTILITE LISTE CODES

Page 1 of 1

Q13	Count / Row Pct / Col Pct / Tot Pct	Q12B 1 TRES UTILE	2 UTILE	3 PEU UTILE	4 PAS DUT UTIL	Row Total
1 LISTE 1	1	1	2	5	40	48
		2.1	4.2	10.4	83.3	24.5
		100.0	40.0	50.0	22.2	
		.5	1.0	2.6	20.4	
2 LISTE 2	2		1	5	132	138
			.7	3.6	95.7	70.4
			20.0	50.0	73.3	
			.5	2.6	67.3	
3 LISTE 3	3		2			2
			100.0			1.0
			40.0			
			1.0			
4 AUCUNE	4				8	8
					100.0	4.1
					4.4	
					4.1	
	Column Total	1	5	10	180	196
		.5	2.6	5.1	91.8	100.0

Chi-Square	Value	DF	Significance
Pearson	86.28458	9	.00000
Likelihood Ratio	24.98448	9	.00299
Mantel-Haenszel test for linear association	1.39253	1	.23798

Minimum Expected Frequency - .010
Cells with Expected Frequency < 5 - 12 OF 16 (75.0%)

Number of Missing Observations: 4

- - Description of Subpopulations - -

Summaries of Q21 DEPENSES MENSUELLES COSMETIQUES
By levels of Q13 PREFERENCE

Variable	Value	Label	Mean	Std Dev	Cases
For Entire Population			25.6406	27.3852	192
Q13	1	LISTE 1	26.6383	29.5704	47
Q13	2	LISTE 2	26.4593	27.0491	135
Q13	3	LISTE 3	40.0000	.0000	2
Q13	4	AUCUNE	2.3750	3.7009	8

Total Cases = 200
Missing Cases = 8 or 4.0 Pct

- - Analysis of Variance - -

Dependent Variable Q21 DEPENSES MENSUELLES COSMETIQUES
By levels of Q13 PREFERENCE

Value	Label	Sum	Mean	Std Dev	Sum of Sq	Cases
1	LISTE 1	1252	26.6383	29.5704	40222.8511	47
2	LISTE 2	3572	26.4593	27.0491	98041.5259	135
3	LISTE 3	80	40.0000	.0000	.0000	2
4	AUCUNE	19	2.3750	3.7009	95.8750	8
Within Groups Total		4923	25.6406	27.1286	138360.252	192

Source	Sum of Squares	d.f.	Mean Square	F	Sig.
Between Groups	4879.9511	3	1626.6504	2.2102	.0883
Within Groups	138360.2520	188	735.9588		

Eta = .1846 Eta Squared = .0341

- - Description of Subpopulations - -

Summaries of @22 DEPENSES MENSUELLES HYGIENIQUES
By levels of @13 PREFERENCE

Variable	Value	Label	Mean	Std Dev	Cases
For Entire Population			29.4286	19.8414	189
@13	1	LISTE 1	25.1042	18.8072	48
@13	2	LISTE 2	31.3409	20.3616	132
@13	3	LISTE 3	25.0000	7.0711	2
@13	4	AUCUNE	24.2857	15.3917	7

Total Cases = 200
Missing Cases = 11 or 5.5 Pct

- - Analysis of Variance - -

Dependent Variable Q22 DEPENSES MENSUELLES HYGIENIQUES
By levels of Q13 PREFERENCE

Value	Label	Sum	Mean	Std Dev	Sum of Sq	Cases
1	LISTE 1	1205	25.1042	18.8072	16624.4792	48
2	LISTE 2	4137	31.3409	20.3616	54311.6591	132
3	LISTE 3	50	25.0000	7.0711	50.0000	2
4	AUCUNE	170	24.2857	15.3917	1421.4286	7
Within Groups Total		5562	29.4286	19.7836	72407.5668	189

Source	Sum of Squares	d.f.	Mean Square	F	Sig.
Between Groups	1604.7189	3	534.9063	1.3667	.2544
Within Groups	72407.5668	185	391.3923		

Eta = .1472 Eta Squared = .0217

Number of valid observations (listwise) = 188.00

Variable	Mean	Std Dev	Minimum	Maximum	Valid N	Label
@21	25.56	27.34	0	200	193	DEPENSES MENSUELLES COSMETIQUES
@22	29.51	19.80	0	100	191	DEPENSES MENSUELLES HYGIENIQUES

Q15 INTERET LISTE by Q14A DATE D EXPIRATION

Q15 / Count / Row Pct / Col Pct / Tot Pct	Q14A OUI 1	Q14A NON 2	Q14A NE SAIT PAS 3	Row Total
1 TRES INTERESSE	114 99.1 59.4 57.3	1 .9 20.0 .5		115 57.8
2 INTERESSE	68 94.4 35.4 34.2	3 4.2 60.0 1.5	1 1.4 50.0 .5	72 36.2
3 PEU INTERESSE	8 88.9 4.2 4.0		1 11.1 50.0 .5	9 4.5
4 PAS DU TOUT INTE	2 66.7 1.0 1.0	1 33.3 20.0 .5		3 1.5
Column Total	192 96.5	5 2.5	2 1.0	199 100.0

Chi-Square	Value	DF	Significance
Pearson	24.47003	6	.00043
Likelihood Ratio	12.01573	6	.06162
Mantel-Haenszel test for linear association	10.37640	1	.00128

Minimum Expected Frequency - .030
Cells with Expected Frequency < 5 - 9 OF 12 (75.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q16 AGE

Q16 Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	18-24 ANS 1	25-34 ANS 2	35-44 ANS 3	45-54 ANS 4	55-64 ANS 5	65 ANS ET PLUS 6	Row Total
1 TRES INTERESSE		16	34	18	28	12	7	115
		13.9	29.6	15.7	24.3	10.4	6.1	57.8
		50.0	54.8	52.9	75.7	66.7	43.8	
		8.0	17.1	9.0	14.1	6.0	3.5	
2 INTERESSE		15	24	12	9	6	6	72
		20.8	33.3	16.7	12.5	8.3	8.3	36.2
		46.9	38.7	35.3	24.3	33.3	37.5	
		7.5	12.1	6.0	4.5	3.0	3.0	
3 PEU INTERESSE		1	4	2			2	9
		11.1	44.4	22.2			22.2	4.5
		3.1	6.5	5.9			12.5	
		.5	2.0	1.0			1.0	
4 PAS DU TOUT INTE				2			1	3
				66.7			33.3	1.5
				5.9			6.3	
				1.0			.5	
Column Total		32	62	34	37	18	16	199
		16.1	31.2	17.1	18.6	9.0	8.0	100.0

Chi-Square	Value	DF	Significance
Pearson	20.49719	15	.15368
Likelihood Ratio	21.50980	15	.12132
Mantel-Haenszel test for linear association	.06433	1	.79978

Minimum Expected Frequency - .241
Cells with Expected Frequency < 5 - 12 OF 24 (50.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q17 REVENU DU MENAGE

Q17 Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	MOINS DE 25 000$ 1	25-34 99 9$ 2	35-49 99 9$ 3	50 000 ET PLUS 4	Row Total
1 TRES INTERESSE		39	33	16	21	109
		35.8	30.3	14.7	19.3	58.9
		57.4	58.9	55.2	65.6	
		21.1	17.8	8.6	11.4	
2 INTERESSE		24	21	11	10	66
		36.4	31.8	16.7	15.2	35.7
		35.3	37.5	37.9	31.3	
		13.0	11.4	5.9	5.4	
3 PEU INTERESSE		3	1	2	1	7
		42.9	14.3	28.6	14.3	3.8
		4.4	1.8	6.9	3.1	
		1.6	.5	1.1	.5	
4 PAS DU TOUT INTE		2	1			3
		66.7	33.3			1.6
		2.9	1.8			
		1.1	.5			
Column Total		68	56	29	32	185
		36.8	30.3	15.7	17.3	100.0

Chi-Square	Value	DF	Significance
Pearson	3.78338	9	.92508
Likelihood Ratio	4.62515	9	.86569
Mantel-Haenszel test for linear association	.86532	1	.35225

Minimum Expected Frequency - .470
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 15

Q15 INTERET LISTE by Q18 TAILLE DU MENAGE

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q18 1	2	3	4	5	6	Row Total
1 TRES INTERESSE		31	38	23	16	6	1	115
		27.0	33.0	20.0	13.9	5.2	.9	57.8
		57.4	55.1	69.7	51.6	60.0	50.0	
		15.6	19.1	11.6	8.0	3.0	.5	
2 INTERESSE		20	25	8	14	4	1	72
		27.8	34.7	11.1	19.4	5.6	1.4	36.2
		37.0	36.2	24.2	45.2	40.0	50.0	
		10.1	12.6	4.0	7.0	2.0	.5	
3 PEU INTERESSE		2	5	1	1			9
		22.2	55.6	11.1	11.1			4.5
		3.7	7.2	3.0	3.2			
		1.0	2.5	.5	.5			
4 PAS DU TOUT INTE		1	1	1				3
		33.3	33.3	33.3				1.5
		1.9	1.4	3.0				
		.5	.5	.5				
Column Total		54	69	33	31	10	2	199
		27.1	34.7	16.6	15.6	5.0	1.0	100.0

Chi-Square	Value	DF	Significance
Pearson	6.51338	15	.96978
Likelihood Ratio	7.51684	15	.94169
Mantel-Haenszel test for linear association	.21515	1	.64276

Minimum Expected Frequency - .030
Cells with Expected Frequency < 5 - 15 OF 24 (62.5%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q19 NOMBRE D ENFANTS

Page 1 of 1

Q15 / Count / Row Pct / Col Pct / Tot Pct	Q19 0	1	2	3	4	Row Total
1 TRES INTERESSE	85	18	9	3		115
	73.9	15.7	7.8	2.6		57.8
	55.9	64.3	69.2	60.0		
	42.7	9.0	4.5	1.5		
2 INTERESSE	55	10	4	2	1	72
	76.4	13.9	5.6	2.8	1.4	36.2
	36.2	35.7	30.8	40.0	100.0	
	27.6	5.0	2.0	1.0	.5	
3 PEU INTERESSE	9					9
	100.0					4.5
	5.9					
	4.5					
4 PAS DU TOUT INTE	3					3
	100.0					1.5
	2.0					
	1.5					
Column Total	152	28	13	5	1	199
	76.4	14.1	6.5	2.5	.5	100.0

Chi-Square	Value	DF	Significance
Pearson	6.13619	12	.90906
Likelihood Ratio	9.08192	12	.69592
Mantel-Haenszel test for linear association	1.39824	1	.23702

Minimum Expected Frequency - .015
Cells with Expected Frequency < 5 - 14 OF 20 (70.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q20 SCOLARITE

Q20 Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	PRIMAIRE 1	SECONDAIRE 2	CEGEP 3	UNIVERSITAIRE 4	Row Total
1 TRES INTERESSE		21	43	23	28	115
		18.3	37.4	20.0	24.3	57.8
		67.7	58.9	50.0	57.1	
		10.6	21.6	11.6	14.1	
2 INTERESSE		8	26	20	18	72
		11.1	36.1	27.8	25.0	36.2
		25.8	35.6	43.5	36.7	
		4.0	13.1	10.1	9.0	
3 PEU INTERESSE		1	3	3	2	9
		11.1	33.3	33.3	22.2	4.5
		3.2	4.1	6.5	4.1	
		.5	1.5	1.5	1.0	
4 PAS DU TOUT INTE		1	1		1	3
		33.3	33.3		33.3	1.5
		3.2	1.4		2.0	
		.5	.5		.5	
Column Total		31	73	46	49	199
		15.6	36.7	23.1	24.6	100.0

Chi-Square	Value	DF	Significance
Pearson	4.61592	9	.86642
Likelihood Ratio	5.17165	9	.81910
Mantel-Haenszel test for linear association	.50886	1	.47563

Minimum Expected Frequency - .467
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by SEXE

Page 1 of 1

Q15	SEXE HOMME (1)	SEXE FEMME (2)	Row Total
1 TRES INTERESSE	29	86	115
	25.2	74.8	57.8
	54.7	58.9	
	14.6	43.2	
2 INTERESSE	22	50	72
	30.6	69.4	36.2
	41.5	34.2	
	11.1	25.1	
3 PEU INTERESSE	2	7	9
	22.2	77.8	4.5
	3.8	4.8	
	1.0	3.5	
4 PAS DU TOUT INTE		3	3
		100.0	1.5
		2.1	
		1.5	
Column Total	53	146	199
	26.6	73.4	100.0

Chi-Square	Value	DF	Significance
Pearson	1.86353	3	.60121
Likelihood Ratio	2.62130	3	.45377
Mantel-Haenszel test for linear association	.00799	1	.92877

Minimum Expected Frequency - .799
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 1

Q15 INTERET LISTE by LANGUE

LANGUE Page 1 of 1

Q15 / Count, Row Pct, Col Pct, Tot Pct	FRANCAIS 1	ANGLAIS 2	Row Total
1 TRES INTERESSE	99 86.1 59.6 49.7	16 13.9 48.5 8.0	115 57.8
2 INTERESSE	58 80.6 34.9 29.1	14 19.4 42.4 7.0	72 36.2
3 PEU INTERESSE	7 77.8 4.2 3.5	2 22.2 6.1 1.0	9 4.5
4 PAS DU TOUT INTE	2 66.7 1.2 1.0	1 33.3 3.0 .5	3 1.5
Column Total	166 83.4	33 16.6	199 100.0

Chi-Square	Value	DF	Significance
Pearson	1.83420	3	.60752
Likelihood Ratio	1.71932	3	.63265
Mantel-Haenszel test for linear association	1.76178	1	.18440

Minimum Expected Frequency - .497
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q1A UTILISATION PRODUITS HYGIENIQUES

Q1A Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q1A OUI 1	Row Total
1 TRES INTERESSE		115	115
		100.0	57.8
		57.8	
		57.8	
2 INTERESSE		72	72
		100.0	36.2
		36.2	
		36.2	
3 PEU INTERESSE		9	9
		100.0	4.5
		4.5	
		4.5	
4 PAS DU TOUT INTE		3	3
		100.0	1.5
		1.5	
		1.5	
Column Total		199 100.0	199 100.0

>Warning # 10307
>Statistics cannot be computed when the number of non-empty rows or columns is
>one.

Number of Missing Observations: 1

Q15 INTERET LISTE by Q1B UTILISATION PRODUITS COSMETIQUES

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q1B OUI 1	Q1B NON 2	Row Total
1 TRES INTERESSE		113 98.3 59.5 56.8	2 1.7 22.2 1.0	115 57.8
2 INTERESSE		65 90.3 34.2 32.7	7 9.7 77.8 3.5	72 36.2
3 PEU INTERESSE		9 100.0 4.7 4.5		9 4.5
4 PAS DU TOUT INTE		3 100.0 1.6 1.5		3 1.5
Column Total		190 95.5	9 4.5	199 100.0

Chi-Square	Value	DF	Significance
Pearson	7.13983	3	.06757
Likelihood Ratio	7.21715	3	.06529
Mantel-Haenszel test for linear association	1.71000	1	.19099

Minimum Expected Frequency - .136
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q2A REACTION PRODUITS HYGIENIQUE

Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	Q2A OUI 1	Q2A NON 2	Row Total
Q15 1 TRES INTERESSE	29 / 25.2 / 74.4 / 14.6	86 / 74.8 / 54.1 / 43.4	115 / 58.1
2 INTERESSE	7 / 9.9 / 17.9 / 3.5	64 / 90.1 / 40.3 / 32.3	71 / 35.9
3 PEU INTERESSE	2 / 22.2 / 5.1 / 1.0	7 / 77.8 / 4.4 / 3.5	9 / 4.5
4 PAS DU TOUT INTE	1 / 33.3 / 2.6 / .5	2 / 66.7 / 1.3 / 1.0	3 / 1.5
Column Total	39 / 19.7	159 / 80.3	198 / 100.0

Chi-Square	Value	DF	Significance
Pearson	6.94901	3	.07354
Likelihood Ratio	7.52633	3	.05689
Mantel-Haenszel test for linear association	2.06908	1	.15031

Minimum Expected Frequency - .591
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q2B REACTION PRODUITS COSMETIQUES

Page 1 of 1

Count / Row Pct / Col Pct / Tot Pct	Q2B OUI (1)	Q2B NON (2)	Row Total
Q15 1 TRES INTERESSE	30 26.1 65.2 15.2	85 73.9 55.9 42.9	115 58.1
2 INTERESSE	14 19.7 30.4 7.1	57 80.3 37.5 28.8	71 35.9
3 PEU INTERESSE	2 22.2 4.3 1.0	7 77.8 4.6 3.5	9 4.5
4 PAS DU TOUT INTE	 	3 100.0 2.0 1.5	3 1.5
Column Total	46 23.2	152 76.8	198 100.0

Chi-Square	Value	DF	Significance
Pearson	1.93007	3	.58705
Likelihood Ratio	2.61342	3	.45514
Mantel-Haenszel test for linear association	1.48321	1	.22327

Minimum Expected Frequency - .697
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q3 DEMANDE INFORMATION LORS ACHAT

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q3 OUI 1	Q3 NON 2	Row Total
1 TRES INTERESSE		42	73	115
		36.5	63.5	57.8
		59.2	57.0	
		21.1	36.7	
2 INTERESSE		25	47	72
		34.7	65.3	36.2
		35.2	36.7	
		12.6	23.6	
3 PEU INTERESSE		3	6	9
		33.3	66.7	4.5
		4.2	4.7	
		1.5	3.0	
4 PAS DU TOUT INTE		1	2	3
		33.3	66.7	1.5
		1.4	1.6	
		.5	1.0	
Column Total		71	128	199
		35.7	64.3	100.0

Chi-Square	Value	DF	Significance
Pearson	.09308	3	.99265
Likelihood Ratio	.09336	3	.99262
Mantel-Haenszel test for linear association	.08831	1	.76633

Minimum Expected Frequency - 1.070
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 1

@15 INTERET LISTE by @4A TYPE INFO: INGREDIENTS

Page 1 of 1

@15	@4A OUI 1	@4A NON 2	Row Total
1 TRES INTERESSE	27	15	42
	64.3	35.7	60.0
	77.1	42.9	
	38.6	21.4	
2 INTERESSE	8	16	24
	33.3	66.7	34.3
	22.9	45.7	
	11.4	22.9	
3 PEU INTERESSE		3	3
		100.0	4.3
		8.6	
		4.3	
4 PAS DU TOUT INTE		1	1
		100.0	1.4
		2.9	
		1.4	
Column Total	35	35	70
	50.0	50.0	100.0

Chi-Square	Value	DF	Significance
Pearson	10.09524	3	.01777
Likelihood Ratio	11.74038	3	.00833
Mantel-Haenszel test for linear association	9.67540	1	.00187

Minimum Expected Frequency - .500
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 130

Q15 INTERET LISTE by Q4B TYPE INFO:REACTIONS

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q4B OUI 1	Q4B NON 2	Row Total
1 TRES INTERESSE		29	11	40
		72.5	27.5	58.8
		65.9	45.8	
		42.6	16.2	
2 INTERESSE		13	11	24
		54.2	45.8	35.3
		29.5	45.8	
		19.1	16.2	
3 PEU INTERESSE		1	2	3
		33.3	66.7	4.4
		2.3	8.3	
		1.5	2.9	
4 PAS DU TOUT INTE		1		1
		100.0		1.5
		2.3		
		1.5		
Column Total		44	24	68
		64.7	35.3	100.0

Chi-Square	Value	DF	Significance
Pearson	4.06970	3	.25404
Likelihood Ratio	4.32098	3	.22883
Mantel-Haenszel test for linear association	1.67338	1	.19581

Minimum Expected Frequency - .353
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 132

Q15 INTERET LISTE by Q4C TYPE INFO:QUALITE

Q4C Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q4C OUI 1	Q4C NON 2	Row Total
1 TRES INTERESSE		30	11	41
		73.2	26.8	58.6
		56.6	64.7	
		42.9	15.7	
2 INTERESSE		20	5	25
		80.0	20.0	35.7
		37.7	29.4	
		28.6	7.1	
3 PEU INTERESSE		2	1	3
		66.7	33.3	4.3
		3.8	5.9	
		2.9	1.4	
4 PAS DU TOUT INTE		1		1
		100.0		1.4
		1.9		
		1.4		
Column Total		53	17	70
		75.7	24.3	100.0

Chi-Square	Value	DF	Significance
Pearson	.84829	3	.83789
Likelihood Ratio	1.08256	3	.78129
Mantel-Haenszel test for linear association	.28733	1	.59194

Minimum Expected Frequency - .243
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 130

@15 INTERET LISTE by @4D TYPE INFO:PRIX

Page 1 of 1

@15	Count / Row Pct / Col Pct / Tot Pct	@4D OUI 1	@4D NON 2	Row Total
1 TRES INTERESSE		20	20	40
		50.0	50.0	58.8
		52.6	66.7	
		29.4	29.4	
2 INTERESSE		15	9	24
		62.5	37.5	35.3
		39.5	30.0	
		22.1	13.2	
3 PEU INTERESSE		2	1	3
		66.7	33.3	4.4
		5.3	3.3	
		2.9	1.5	
4 PAS DU TOUT INTE		1		1
		100.0		1.5
		2.6		
		1.5		
Column Total		38	30	68
		55.9	44.1	100.0

Chi-Square	Value	DF	Significance
Pearson	1.91871	3	.58945
Likelihood Ratio	2.26876	3	.51276
Mantel-Haenszel test for linear association	1.74628	1	.18634

Minimum Expected Frequency - .441
Cells with Expected Frequency < 5 - 4 OF 8 (50.0%)

Number of Missing Observations: 132

Q15 INTERET LISTE by Q5 ASSEZ INFORMATION SUR INGREDIENTS

Q15 / Count, Row Pct, Col Pct, Tot Pct	Q5 DUI (1)	Q5 NON (2)	Row Total
1 TRES INTERESSE	60 54.1 51.3 31.4	51 45.9 68.9 26.7	111 58.1
2 INTERESSE	47 69.1 40.2 24.6	21 30.9 28.4 11.0	68 35.6
3 PEU INTERESSE	7 77.8 6.0 3.7	2 22.2 2.7 1.0	9 4.7
4 PAS DU TOUT INTE	3 100.0 2.6 1.6		3 1.6
Column Total	117 61.3	74 38.7	191 100.0

Chi-Square	Value	DF	Significance
Pearson	7.12940	3	.06789
Likelihood Ratio	8.26602	3	.04082
Mantel-Haenszel test for linear association	6.97618	1	.00826

Minimum Expected Frequency - 1.162
Cells with Expected Frequency < 5 - 3 OF 8 (37.5%)

Number of Missing Observations: 9

Q15 INTERET LISTE by Q6 LECTURE DE INFORMATION SUR LE PRODUIT

Q6 Page 1 of 1

Q15	OUI EN P ARTIE (1)	OUI, AU COMPLET (2)	NON (3)	Row Total
1 TRES INTERESSE	40 34.8 52.6 20.1	63 54.8 67.0 31.7	12 10.4 41.4 6.0	115 57.8
2 INTERESSE	31 43.1 40.8 15.6	28 38.9 29.8 14.1	13 18.1 44.8 6.5	72 36.2
3 PEU INTERESSE	3 33.3 3.9 1.5	3 33.3 3.2 1.5	3 33.3 10.3 1.5	9 4.5
4 PAS DU TOUT INTE	2 66.7 2.6 1.0		1 33.3 3.4 .5	3 1.5
Column Total	76 38.2	94 47.2	29 14.6	199 100.0

Chi-Square	Value	DF	Significance
Pearson	10.57111	6	.10257
Likelihood Ratio	11.23528	6	.08137
Mantel-Haenszel test for linear association	.13952	1	.70876

Minimum Expected Frequency - .437
Cells with Expected Frequency < 5 - 6 OF 12 (50.0%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q7 CONTENU DE LA LISTE

Page 1 of 1

Q15 / Count / Row Pct / Col Pct / Tot Pct	Q7 1 COMPREND TOUS	Q7 2 COMPREND LES P	Q7 3 LES ELEMENTS RIS	Row Total
1 TRES INTERESSE	68	10	37	115
	59.1	8.7	32.2	58.1
	60.2	43.5	59.7	
	34.3	5.1	18.7	
2 INTERESSE	40	9	22	71
	56.3	12.7	31.0	35.9
	35.4	39.1	35.5	
	20.2	4.5	11.1	
3 PEU INTERESSE	3	3	3	9
	33.3	33.3	33.3	4.5
	2.7	13.0	4.8	
	1.5	1.5	1.5	
4 PAS DU TOUT INTE	2	1		3
	66.7	33.3		1.5
	1.8	4.3		
	1.0	.5		
Column Total	113	23	62	198
	57.1	11.6	31.3	100.0

Chi-Square	Value	DF	Significance
Pearson	7.79518	6	.25350
Likelihood Ratio	7.31660	6	.29256
Mantel-Haenszel test for linear association	.02197	1	.88216

Minimum Expected Frequency - .348
Cells with Expected Frequency < 5 - 5 OF 12 (41.7%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q8 PRESENTATION DES INGREDIENTS

Q8 Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	POURCENTAGE OU 0 1	ORDRE IMPORTANCE 2	SANS ORDRE PRECI 3	Row Total
1 TRES INTERESSE		62	39	10	111
		55.9	35.1	9.0	58.4
		63.9	52.0	55.6	
		32.6	20.5	5.3	
2 INTERESSE		31	30	7	68
		45.6	44.1	10.3	35.8
		32.0	40.0	38.9	
		16.3	15.8	3.7	
3 PEU INTERESSE		4	5		9
		44.4	55.6		4.7
		4.1	6.7		
		2.1	2.6		
4 PAS DU TOUT INTE			1	1	2
			50.0	50.0	1.1
			1.3	5.6	
			.5	.5	
Column Total		97	75	18	190
		51.1	39.5	9.5	100.0

Chi-Square	Value	DF	Significance
Pearson	7.93749	6	.24272
Likelihood Ratio	7.98793	6	.23899
Mantel-Haenszel test for linear association	2.54293	1	.11079

Minimum Expected Frequency - .189
Cells with Expected Frequency < 5 - 6 OF 12 (50.0%)

Number of Missing Observations: 10

Q15 INTERET LISTE by Q9 LOCALISATION DE LA LISTE

Q9 Page 1 of 1

Q15	SUR EMBALLAGE (1)	SUR PRODUIT (2)	FEUILLET A L'INT (3)	FEUILLET SUR EMB (4)	Row Total
1 TRES INTERESSE	57 50.0 59.4 29.1	33 28.9 62.3 16.8	16 14.0 53.3 8.2	8 7.0 47.1 4.1	114 58.2
2 INTERESSE	35 49.3 36.5 17.9	18 25.4 34.0 9.2	12 16.9 40.0 6.1	6 8.5 35.3 3.1	71 36.2
3 PEU INTERESSE	3 37.5 3.1 1.5	2 25.0 3.8 1.0	2 25.0 6.7 1.0	1 12.5 5.9 .5	8 4.1
4 PAS DU TOUT INTE	1 33.3 1.0 .5			2 66.7 11.8 1.0	3 1.5
Column Total	96 49.0	53 27.0	30 15.3	17 8.7	196 100.0

Chi-Square	Value	DF	Significance
Pearson	14.76353	9	.09764
Likelihood Ratio	9.04484	9	.43315
Mantel-Haenszel test for linear association	3.05807	1	.08034

Minimum Expected Frequency - .260
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 4

Q15 INTERET LISTE by Q10A COMPREHENSION LISTE NOM CHIMIQUE

Q15	Q10A TRES FACILE 1	FACILE 2	DIFFICILE 3	TRES DIFFICILE 4	Row Total
1 TRES INTERESSE	4 3.5 100.0 2.0	31 27.2 62.0 15.7	61 53.5 56.0 30.8	18 15.8 51.4 9.1	114 57.6
2 INTERESSE		15 20.8 30.0 7.6	42 58.3 38.5 21.2	15 20.8 42.9 7.6	72 36.4
3 PEU INTERESSE		2 22.2 4.0 1.0	6 66.7 5.5 3.0	1 11.1 2.9 .5	9 4.5
4 PAS DU TOUT INTE		2 66.7 4.0 1.0		1 33.3 2.9 .5	3 1.5
Column Total	4 2.0	50 25.3	109 55.1	35 17.7	198 100.0

Chi-Square	Value	DF	Significance
Pearson	9.07782	9	.43012
Likelihood Ratio	11.50912	9	.24242
Mantel-Haenszel test for linear association	.99003	1	.31974

Minimum Expected Frequency - .061
Cells with Expected Frequency < 5 - 10 OF 16 (62.5%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q10B UTILITE LISTE NOM CHIMIQUE

Q15	Count / Row Pct / Col Pct / Tot Pct	Q10B 1	2	3	4	Row Total
1 TRES INTERESSE		12	35	50	17	114
		10.5	30.7	43.9	14.9	58.2
		70.6	57.4	64.9	41.5	
		6.1	17.9	25.5	8.7	
2 INTERESSE		5	25	23	17	70
		7.1	35.7	32.9	24.3	35.7
		29.4	41.0	29.9	41.5	
		2.6	12.8	11.7	8.7	
3 PEU INTERESSE			1	3	5	9
			11.1	33.3	55.6	4.6
			1.6	3.9	12.2	
			.5	1.5	2.6	
4 PAS DU TOUT INTE				1	2	3
				33.3	66.7	1.5
				1.3	4.9	
				.5	1.0	
Column Total		17	61	77	41	196
		8.7	31.1	39.3	20.9	100.0

Chi-Square	Value	DF	Significance
Pearson	16.21388	9	.06255
Likelihood Ratio	16.02431	9	.06638
Mantel-Haenszel test for linear association	7.63757	1	.00572

Minimum Expected Frequency - .260
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 4

Q15 INTERET LISTE by Q11A COMPREHENSION LISTE FONCTIONS ET CODES

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q11A TRES FACILE 1	FACILE 2	DIFFICILE 3	TRES DIFFICILE 4	Row Total
1 TRES INTERESSE		23	68	21	3	115
		20.0	59.1	18.3	2.6	57.8
		60.5	56.2	60.0	60.0	
		11.6	34.2	10.6	1.5	
2 INTERESSE		15	45	11	1	72
		20.8	62.5	15.3	1.4	36.2
		39.5	37.2	31.4	20.0	
		7.5	22.6	5.5	.5	
3 PEU INTERESSE			6	2	1	9
			66.7	22.2	11.1	4.5
			5.0	5.7	20.0	
			3.0	1.0	.5	
4 PAS DU TOUT INTE			2	1		3
			66.7	33.3		1.5
			1.7	2.9		
			1.0	.5		
Column Total		38	121	35	5	199
		19.1	60.8	17.6	2.5	100.0

Chi-Square	Value	DF	Significance
Pearson	6.48011	9	.69107
Likelihood Ratio	7.60120	9	.57478
Mantel-Haenszel test for linear association	.75789	1	.38399

Minimum Expected Frequency - .075
Cells with Expected Frequency < 5 - 9 OF 16 (56.3%)

Number of Missing Observations: 1

Q15 INTERET LISTE by Q11B UTILITE LISTE FONCTIONS ET CODES

Q11B

Q15	Count / Row Pct / Col Pct / Tot Pct	TRES UTILE 1	UTILE 2	PEU UTILE 3	PAS DU TOUT UTIL 4	Row Total
1 TRES INTERESSE		19 16.7 67.9 9.6	54 47.4 55.1 27.3	25 21.9 58.1 12.6	16 14.0 55.2 8.1	114 57.6
2 INTERESSE		9 12.5 32.1 4.5	39 54.2 39.8 19.7	15 20.8 34.9 7.6	9 12.5 31.0 4.5	72 36.4
3 PEU INTERESSE			5 55.6 5.1 2.5	2 22.2 4.7 1.0	2 22.2 6.9 1.0	9 4.5
4 PAS DU TOUT INTE				1 33.3 2.3 .5	2 66.7 6.9 1.0	3 1.5
	Column Total	28 14.1	98 49.5	43 21.7	29 14.6	198 100.0

Chi-Square	Value	DF	Significance
Pearson	10.68831	9	.29768
Likelihood Ratio	11.17255	9	.26407
Mantel-Haenszel test for linear association	3.02610	1	.08193

Minimum Expected Frequency - .424
Cells with Expected Frequency < 5 - 8 OF 16 (50.0%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q12A COMPREHENSION LISTE CODES

Page 1 of 1

Q15	Count / Row Pct / Col Pct / Tot Pct	Q12A TRES FACILE 1	FACILE 2	DIFFICILE 3	TRES DIFFICILE 4	Row Total
1 TRES INTERESSE		2	5	10	97	114
		1.8	4.4	8.8	85.1	57.6
		66.7	55.6	52.6	58.1	
		1.0	2.5	5.1	49.0	
2 INTERESSE		1	3	6	62	72
		1.4	4.2	8.3	86.1	36.4
		33.3	33.3	31.6	37.1	
		.5	1.5	3.0	31.3	
3 PEU INTERESSE				2	7	9
				22.2	77.8	4.5
				10.5	4.2	
				1.0	3.5	
4 PAS DU TOUT INTE			1	1	1	3
			33.3	33.3	33.3	1.5
			11.1	5.3	.6	
			.5	.5	.5	
Column Total		3	9	19	167	198
		1.5	4.5	9.6	84.3	100.0

Chi-Square	Value	DF	Significance
Pearson	10.60309	9	.30390
Likelihood Ratio	7.16391	9	.62006
Mantel-Haenszel test for linear association	.80774	1	.36879

Minimum Expected Frequency - .045
Cells with Expected Frequency < 5 - 10 OF 16 (62.5%)

Number of Missing Observations: 2

Q15 INTERET LISTE by Q12B UTILITE LISTE CODES

Q15 / Count / Row Pct / Col Pct / Tot Pct	Q12B TRES UTILE 1	UTILE 2	PEU UTILE 3	PAS DU TOUT UTILE 4	Row Total
1 TRES INTERESSE		4 3.5 80.0 2.0	4 3.5 36.4 2.0	105 92.9 58.3 53.3	113 57.4
2 INTERESSE	1 1.4 100.0 .5	1 1.4 20.0 .5	4 5.6 36.4 2.0	66 91.7 36.7 33.5	72 36.5
3 PEU INTERESSE			2 22.2 18.2 1.0	7 77.8 3.9 3.6	9 4.6
4 PAS DU TOUT INTE			1 33.3 9.1 .5	2 66.7 1.1 1.0	3 1.5
Column Total	1 .5	5 2.5	11 5.6	180 91.4	197 100.0

Chi-Square	Value	DF	Significance
Pearson	12.71975	9	.17570
Likelihood Ratio	9.32351	9	.40796
Mantel-Haenszel test for linear association	.96220	1	.32663

Minimum Expected Frequency - .015
Cells with Expected Frequency < 5 - 12 OF 16 (75.0%)

Number of Missing Observations: 3

APPENDIX D

INTERVIEW GUIDE - STAGE 3

Montreal, January 7th, 1993

YOUR OPINION IS IMPORTANT

In 1989, the Consumers' Association of Canada (Québec chapter) Inc. did a study on the interest and the potential for a List of Ingredients on Cosmetics. The results showed clearly that the consumers and the dermatologists were in favor of such a list. In 1992, we have conducted the second phase of that study, that is to define the content of such a list. Again consumers and specialists were consulted.

One list, above all the others, has emerged as the preferred one: it contains the function and the code of the ingredients. You will find attached a one page questionnaire with five open ended questions regarding your evaluation and your comments concerning that list. It will take you only five minutes to complete, but will be for us a valuable source of information. Your answers will remain strictly confidential and the results will be analysed on a global basis.

It is important that you evaluate that list in your role as a support to the buyers of cosmetics in their purchases, their questions or their interest in the product.

We would like to receive your questionnaire by January 26th, 1993. You can use the envelope provided or you can fax it to 514-938-1311.

THANK YOU FOR YOUR COOPERATION

Gail Lacombe
Coordinator
Consumers' Association of Canada (Québec) Inc.

QUESTIONNAIRE

NAME: _____
ADRESS: _____

EXAMPLE

LIPSTICK

0508	SKIN CONDITIONING AGENT	3504	PRESERVATIVE
2024	VISCOSITY INCREASING AGENT (NON AQUEOUS)	0071	ANTIOXIDANT
0499	BINDER	0776	COLORANT/OPACIFYING AGENT
0465	BINDER	1431	BIOLOGICAL ADDITIVE
1491	SKIN CONDITIONING AGENT - EMOLIENT	1092	BIOLOGICAL ADDITIVE
0252	SOLVENT	3013	COLORANTS
0561	EMULSION STABILIZER	3473	COLORANTS
0513	BINDER/VISOCITY INCREASING AGENT		
2856	EMULSIFYING AGENT - SURFACTANT		
0298	EMULSION STABILIZER FRAGRANCE		

Question 1 Are you (please check)? ( ) pharmacist ( ) cosmetician ( ) dermatologist ( ) manufacturer ( ) other _____

Question 2 How useful is that list for you in your profession, in order to guide, advise or answer to questions regarding the risks of using cosmetic products?

_____
_____
_____
_____
_____

Question 3 What is your evaluation of the impacts of the list on the operations of your enterprise in terms of costs, services, support to the consumers/patients, etc.

_____
_____
_____
_____
_____

Question 4 Are there other means of information you would suggest that could support that list for the professionnals and/or the consumers?

_____
_____
_____
_____
_____

Question 5 Would you have any other comments on such a list, this specific one or any other topics related to the information to be provided to the consumers regarding the use of cosmetics?

_____
_____
_____
_____
_____