**GLAXOSMITHKLINE**

A science-led global healthcare company with a mission: to help people do more, feel better, live longer.

**Size:** The world’s sixth-largest pharmaceutical company with over 95,000 employees in 150 countries.

**Organisational structure:**
- GSK has three businesses: pharmaceutical, vaccines and consumer healthcare.
- Within Consumer Healthcare, R&D was divided into categories e.g. Oral Health, Respiratory and Nutrition.
- Each category had and Innovation subcategory and a New Product Development, Sensory and Product Understanding (S&PU) group sits within innovation category.

**MY ROLE**

The Sensory Innovation team conducts sensory tests to measure key sensorial attributes of products to drive superior product design and help to deliver products that delight consumers.

- Organised sensory and consumer studies across Oral Care, Skin Health and Pain Relief categories.
- Engaged with people both internally and externally on a daily basis.
- Wrote protocols and supporting documentation for each individual study.
- Wrote reports and presented the outcomes of the study to the relevant project teams.
- Organised and gave tours of the CSL facility to over 50 people in total, including PTY students.

**PRODUCTS**

**Consumer Healthcare** business develops and markets a portfolio of globally recognised consumer-preferred and expert-recommended brands.

**LOCATION**

I was based between 2 sites:
- GSK House/Consumer Sensory Lab, London
- Weybridge, Surrey

**APPLICATION OF SENSORY SCIENCE**

*Sensory evaluation is a scientific discipline used to evoke, measure, analyse and interpret reactions to those characteristics of foods and materials as they are perceived by the senses of sight, smell, taste, touch and hearing*.

**ORAL CARE: Selecting toothpaste flavours to be launched**

- The study was to select flavours to be launched in the three variants – one Extra Fresh, one Whitening and one to be sold via Pharmacy channel.
- Consumer study was conducted with the internal GSK employees to assess the perception such as likeness of the toothpaste samples.

**SKILLS + EXCITING ASPECTS**

- Opportunity to work on a variety of projects from the start to finish
- Being part of the international team
- Working closely with internal expert sensory panel
- Opportunity to attend workshops, focus groups and interviews with target consumers
- Adding value to the business and directly seeing your contribution as a final product on the shelf
- Clearer career path

---

**Figure 1:** Potential sites for science placements in either Global Manufacturing & Supply organisation (GMS) or in Research and Development organisation (R&D).

**Figure 2:** Sensory booths provide controlled environment in terms of light, airflow and surfaces for product evaluation.

**Figure 3:** The Consumer Sensory Lab (CSL)

**Figure 4:** Five sensory modules to measure the sensory characteristics of consumer products are assessed.

**Figure 5:** Consumer frequency distribution for the attribute Overall liking.

**Figure 6:** Consumer perception of the foam consistency. Just About Right (JAR) scale was used with 5-point scale. Too thin, a little too thin, just about right, a little too thick or Too thick. Orange section represents percentage of consumers scoring in the two bottom boxes (Too thin and a little too thin), black represents Just about right and grey represents the top two boxes (A little too thick and Too thick).

**Figure 7:** Consumer responses to the statement “leaves my mouth noticeably fresh”. Scale used: 1 – Strongly disagree, 2 – Somewhat disagree, 3 – Neither agree or disagree, 4 – Somewhat agree, 5 – Strongly agree.