

Flash Profiling of Medicinal Oils

Who We Are

The Institute for Sensory Research is one of the most experienced scientific sensory research organizations in the nation with more than fifteen years working with manufacturers from across the United States and around the globe.

Our insights help companies leverage the human senses to create products with strong consumer appeal. By uncovering a product's "fingerprint," we can help benchmark your product against the competition and craft a product that is truly unique and satisfying.

What We Did

We conducted an evaluation of 7 marketed medicinal oils to understand their perceived sensory differences in both aroma and flavor.

We utilized our panel of trained sensory experts and identified 29 attributes to evaluate the medicinal oils and understand their ranked intensity.

- Sana & Salu Medicinal Oil (500 mg)
- Beyond Bliss Medicinal Oil
- Nature Driven Medicinal Oil (250 mg)
- Hemp Garden Organic Medicinal Oil (500 mg)
- Sigmund and Gjordis Medicinal Oil (1000 mg)
- Nutive Cold Pressed Medicinal Oil (500 mg)
- Natural Virgin Medicinal Oil



Attribute

AROMA

Earthy Aroma
Mint Aroma
Nutty Aroma
Green Aroma
Hemp Aroma
Oil Aroma
Sesame Aroma

BASIC TASTES

Bitter
Sweet
Salty

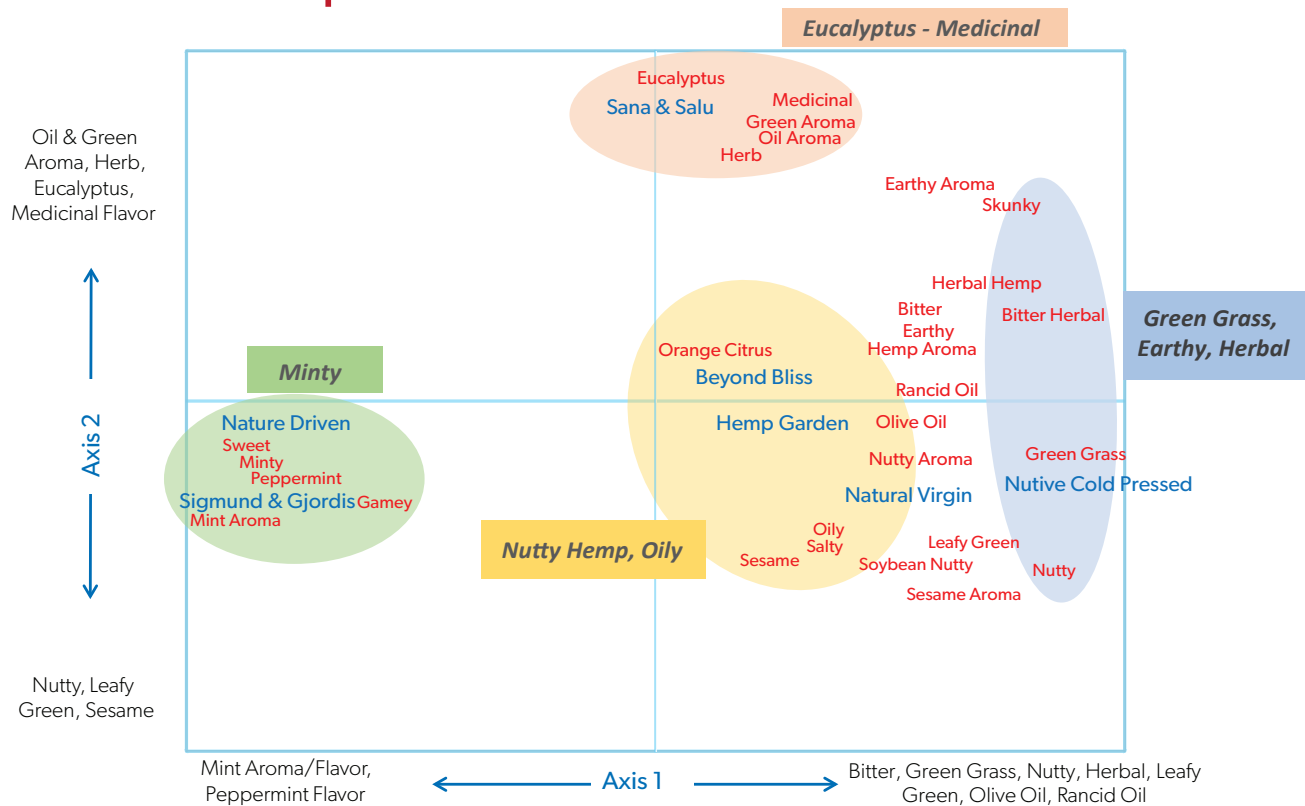
FLAVOR

Grassy/Green Grass Flavor
Leafy Green Flavor
Minty Flavor
Peppermint Flavor
Rancid Oil Flavor
Oily Flavor
Herb Flavor
Herbal Hemp Flavor

FLAVOR (CONT.)

Bitter Herbal Flavor
Earthy Flavor
Eucalyptus Flavor
Soybean Nutty Flavor
Sesame Flavor
Orange Citrus Flavor
Skunky Flavor
Medicinal Flavor
Gamey Flavor

Our Product Map



Results

The 7 samples fell into 4 distinct categories. These categories can be used across the product development and marketing spectrum, from developing product improvements or line extensions to crafting marketing and packaging that aligns with the sensory experience:

GROUP 1	<p style="text-align: center; font-size: 1.2em;"><i>Minty</i></p> <ul style="list-style-type: none"> • Nature Driven • Sigmund & Gjordis <p style="text-align: center;">Minty flavor with clean aftertaste</p>	GROUP 2	<p style="text-align: center; font-size: 1.2em;"><i>Eucalyptus/Medicinal</i></p> <ul style="list-style-type: none"> • Sana & Salu <p>The most different product among the tested samples Eucalyptus taste with a hint of freshly cut grass and an herbal-medicine-like flavor</p>
GROUP 3	<p style="text-align: center; font-size: 1.2em;"><i>Nutty Hemp, Oily</i></p> <ul style="list-style-type: none"> • Beyond Bliss • Hemp Garden • Natural Virgin • Similar in their flavor profiles with nutty hemp, sesame, oily flavors and light citrus notes 	GROUP 4	<p style="text-align: center; font-size: 1.2em;"><i>Earthy, Herbal, & Green</i></p> <ul style="list-style-type: none"> • Nutive Cold-Pressed <p>Similar flavor notes as Group 3 with the addition of earthy, bitter herbal, green notes</p>

Further research can be done to understand the consumer liking of products that are similar to each other in their sensory profile (groups 3 and 4). This will help us understand attributes that are positive and negative drivers of liking and gain competitive advantage.