



# Skincare iHut Case Study

*Real-World Insights to Power Confident Product Launches*

## Why Focus Forward?

- Expert recruiting
- Seamless logistics
- Unmatched project support

**Focus Forward delivers product testing that feels effortless for our clients.**

## Overview

Focus Forward conducted an in-home usage test (IHUT) of a new skincare product for a leading personal care brand. The goal was to collect real-world feedback from a diverse group of 100 women across the U.S., with varying skin types—including sensitive, dry, oily, and combination skin.

## Approach

Participants were carefully recruited based on demographic and skincare criteria. Focus Forward managed end-to-end logistics, including:

- Shipping skincare samples directly to participants
- Providing clear product usage instructions
- Collecting feedback through online surveys and check-ins over a two-week period

## Results

The IHUT revealed valuable insights into product texture, absorption, fragrance, and performance across different skin types.

Feedback helped the brand:

- Refine formulation
- Adjust marketing language
- Build confidence in product readiness for launch



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