

REVIEW MONITORING- 2-page Report

An American brand, Neutrogena is a company that primarily focuses and markets skin care, hair care, and cosmetic products. Started in the year 1930, it was a supplier of film-industry beauty salons. Later, it worked itself into the department and drug store to ensure that science-based skin care was available to the public. Eventually, based on customer preferences it widened its product catalogue. Being a skin care enthusiast myself, I decided to pick products from their “Skin Care Minimalist” category to see how the products were performing in the market, understand the pertaining issues and provide recommendations wherever possible.

The products chosen for this report were Neutrogena Hydro-boost face moisturizer, Neutrogena liquid fragrance free gentle facial cleanser, Neutrogena Rapid wrinkle repair retinol eye cream, and Neutrogena Ultra sheer sunscreen lotion. Each of these products had around 40,000 global ratings with about more than 1000 reviews.

1. Neutrogena Hydro-boost face Moisturizer:

After carefully analyzing the data gathered from Reviewmonitoring.com, we can see that the word “skin” had 234 positive mentions which is 41% of all the positive reviews, followed by “product” with 158 positive Mentions (28%), “moisturizer” 141 positive mentions (25%), and “face” 134 positive mentions (23%). Based on the last year’s reviews, it was mentioned that the moisturizer clearly blends into the skin leaving it well hydrated even when the customer has dry skin type. Consumers claim that their skin feels much softer and silky smooth since they started using this product. Interestingly, the same mention attributes were leading in the negative reviews. “Product” had 102 negative mentions which is 43% of all negative reviews, “skin” 80 negative mentions (34%), “face” 57 negative mentions (24%), and “eyes” 39 negative mentions (16%) (please refer to **Appendix 1**). Many reviews pertaining to the product were concerned about the condition in which the consumer received the product – in most cases making it seem like it had already been used by someone else. Moreover, it was not sealed properly and did not have a protective layer that would separate the product from the twist off top. A customer also mentioned that the product’s condition was poor and looked like it was picked from Neutrogena’s trash pile, hence she was reluctant to even try it. A lot of them also complained that the product when applied around the eyes seemed to give them a burning sensation and teared up for a while. It also caused itchiness and irritation leading to skin break out. Overall, the ratings for the product have been consistent year after year, with an average of 4.62 from 2016 to 2021. From last year October 2021 to October 2022, the average rating had fallen to 3.96 and the negative reviews mentioned above play a role in this downfall.

2. Neutrogena liquid fragrance free gentle facial cleanser

Looking at the ratings and reviews chart over the years, it can be stated that this facial cleanser, did not receive any popularity during 2013 and 2014, but later picked well from the year 2016 and had been consistent throughout with an average rating of 4.64. Recently, in the ending of 2021 the rating of this product was fallen to 2.72 and had been fluctuating since then. Upon analyzing the keyword in the reviews, the most popular negative keywords were the “product” 63 negative mentions (47%), “smell” 81 negative mentions (60%), and “bottle” 36 negative mentions (refer to **Appendix 2**). The consumers stated that they have been using this product for a very long time and were satisfied with its performance, but lately, this product started to smell terrible. It had a strong chemical and musty scent which discouraged them from buying this product.

3. Neutrogena Rapid wrinkle repair retinol eye cream.

This retinol eye cream, with an average rating of 4.36 over the years had been quite consistent with the ratings. It had performed well in the last year with none to minimal fluctuations in ratings. It is quite fascinating to see how the same keywords top in both the positive and negative reviews. “product” has 33 positive mentions (33%) while it has 32 negative mentions (43%) “cream” has 25 positive mentions (25%) and 18 negative mentions (24%), “eyes” has 27 positive mentions (27%) and 16 negative mentions (21%) (refer to **Appendix 3**). Interestingly, the one with less positive mentions has more negative mentions and the one with more positive mentions has fewer negative mentions. Upon digging into the reviews, few customers felt that after using this product the area around their eyes felt more youthful and vibrant, helping them look less tired. Consistently using this product helped in reducing the fine lines around the eye. The creamy consistency hydrates the under eye making them feel fresh. However, others complained that this product caused a burning sensation and area around the eye immediately turned red for solid 2 days. The product is advertised to tighten area around the eyes but looks like it isn’t suitable for every skin type.

4. Neutrogena Ultra sheer sunscreen lotion

The ratings for this sunscreen were inconsistent across several years. But in the last couple of years, they were consistent with minimum to no fluctuations. The top keywords in reviews were “Skin” with 65 positive mentions (25%) while it also had 32 negative mentions (27%), “greasy” had 49 positive mentions (19%), and “sunscreen” had 48 positive mentions (18%) while it had 36 negative mentions (31%) (refer to **Appendix 4**). Many customers mentioned that this sunscreen left a silky touch and was very easy to apply. It protected well from sun, leading to no sunburn. This product didn’t feel sticky like any other sunscreens and its non-

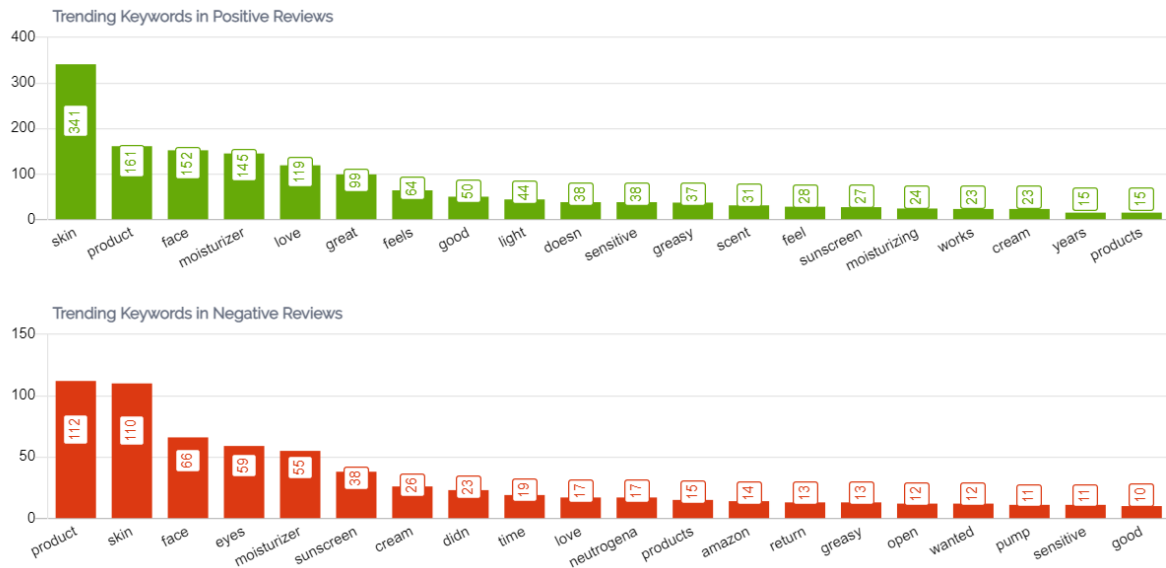
greasy properties helped in blending well leaving no white cast. But later many customers complained that after a point the skin felt dry and led to cracking and peeling in some areas. Majority of them even stated that initially it left no white cast, but after a few hours of application, it left white streaks making their face look ashy.

After conscientiously inspecting and looking at the NPS of each product, Neutrogena's Hydro-boost had a better market and higher NPS compared to the others. Hence, it will benefit the company if they promote this product intensively. With the world becoming a more digitalized place, attracting, and communicating with customers on social media platform is a better option. According to the reviews the customers using this product are aged between 18 to 67 years, so the company can target social media platforms like Instagram and TikTok to attract the younger generations and Facebook for the older population. It can lead campaigns where customers can post videos of using the product and advertise the benefits. They can also create fun challenges to draw the attention of customers and increase their revenue. Moreover, these influencers can be used to address the issues this product has. Like they can make videos of opening the new products which will help to educate the customers that these products do not come with a protective layer which doesn't make the product a defective one.

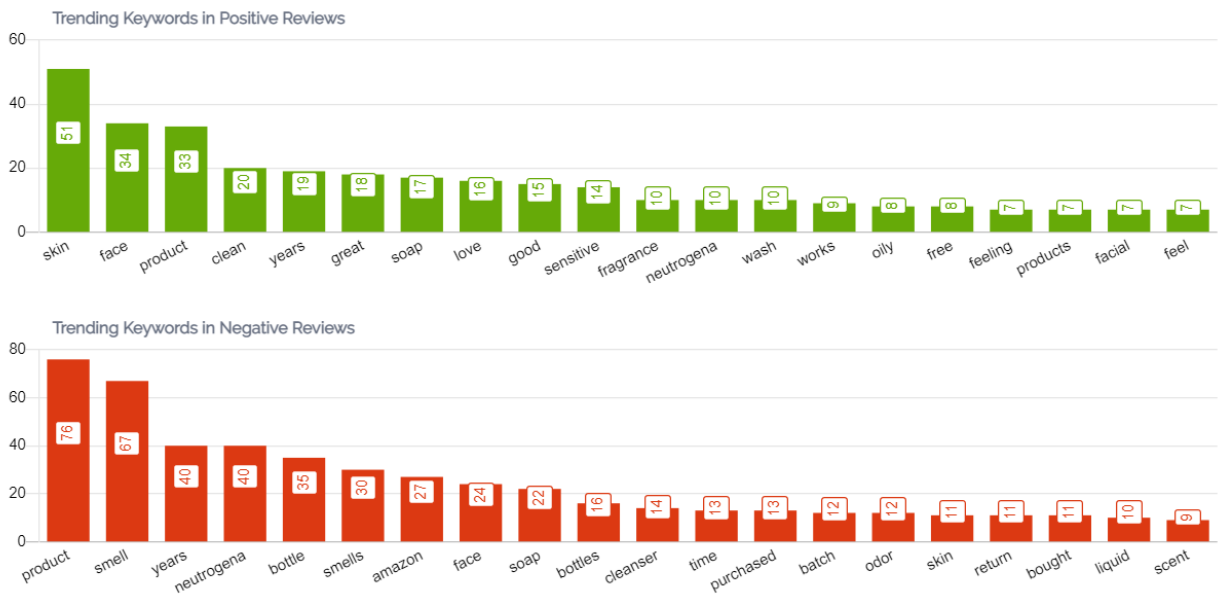
For the other products, though they had good reviews about the product itself, there were few concerns that had to be considered. So, Neutrogena, needs to take this issue the research and development department to make few product modifications so that they can cater to the customers' concerns. Like for the liquid cleanser, a thorough investigation needs to be done to understand what is leading to the chemical and musty smell in the newly produced batch.

Overall, the products in the "Skin care minimalist" category perform well in the market, having very good number of positive responses than the negative ones. So, by targeting new and young people like the teenagers who are starting to invest in basic skincare can act as a good revenue generating opportunity.

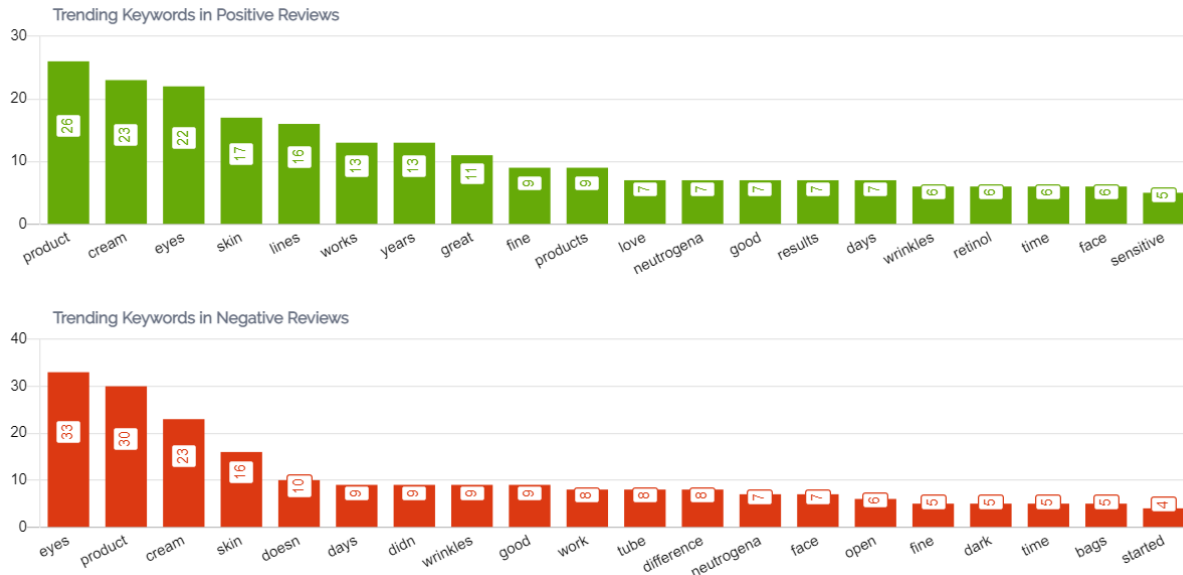
Appendix



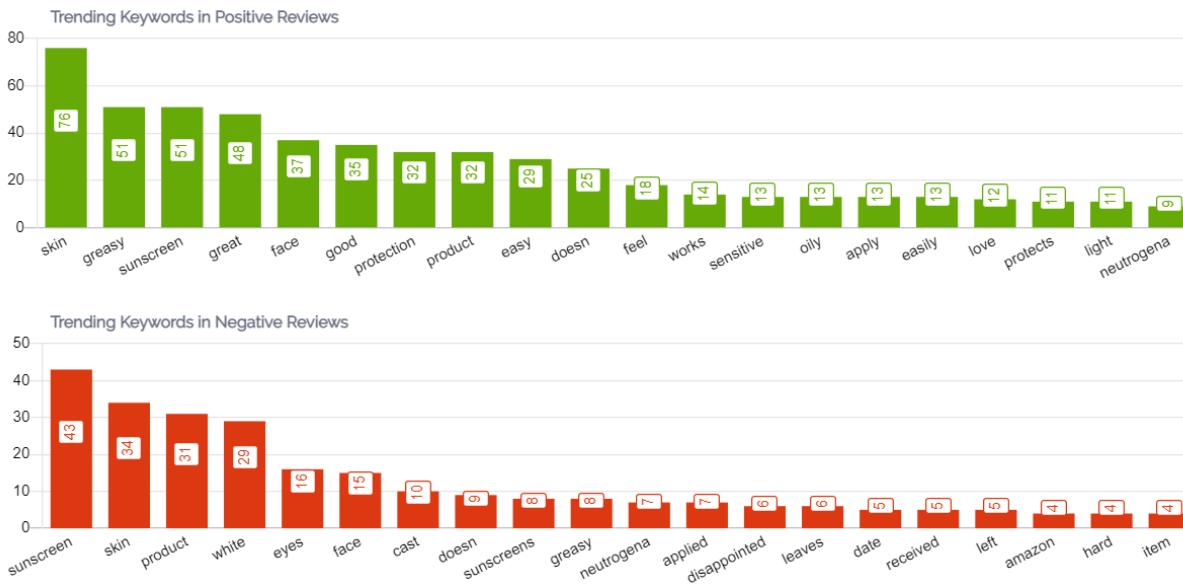
Appendix 1: Trending keywords for Neutrogena Hydro boost face moisturizer.



Appendix 2: Trending keywords for Neutrogena liquid fragrance free gentle facial cleanser.



Appendix 3: Trending keywords for Neutrogena rapid wrinkle repair retinol eye cream



Appendix 4: Trending keywords for Neutrogena ultra-sheer sunscreen lotion