



Polar Nutrition xylitol pastille and chaga extract user test

- User testing content
- Tested products
- Test group
- Results
- Tested-Trade mark







User test content

- Testing period 3 weeks
- Actual using circumstance and environment
 - Objective user experience
 - Users opinions and observations
 - Unbiased testers take note on products flavour, functionanlity and quality. Also the advantages and positive affects of using the product



Tested products

- Polar Nutrition xylitol pastilles and chaga extract
- 20 pcs of each xylitol pastille flavours for each tester
- 80 pcs of pastilles per test subject







Test group

- Size of group 20 test subjects
- Versatile group interested in exercise, well-being and healthy diet
- Group was selected by people having general tireness and tireness after meals













Impression of package

- Fresh and natural colours which suit the products flavour nicely
- Pictures in package are great and combined with general view they give a nutrient rich impression of the product
- Memorable and distinct packaging
 - Especially natural, vivacious and fresh colours raise attencion
 - Sawtooth pattern between white and colourfull parts is functional and memorable
- Inside the circulal icon "aito" (real) is elegantly delicate and it comes across as natural
- Similiar icon hasn't been seen before and it makes you ponder on the products origins
- Each flavour is branded in a great way and all the different flavours form a coherent totality so that you have to have and taste them all





Blueberry-Rhodeola Rosea

- Blueberry-Rhodeola roseas taste was so good, natural and fresh that we didn't want to chew the pastille even in the very end
- Flavour was really pleasing, authentic and natural. Tasted like blueberry
- Flavour was also suitably tasty and sweet
- Tastes better than regular xylitol pastilles
- Testers comment: "Tastes just like candy and at the same time natural and healthy



Seabuckthorn

- Test subjects liked the fresh flavour
- Mild and delicate flavour wich has a whisper of the seabuckthorns taste
- Flavour is fresh but mild and not too sweet



Chaga

- Test subjects liked the tasteVoimakas maku, joka maistuu salmiakilta
- Good and effectual taste
- Tastes vigorous and addictive in a positive way
- Clearly tastes like Polar Nutritions chaga extact mixed in water



Composition

- Testers were pleased by lack of frosting
- Pastilles had right amount of solidness to suck for a long time



MOUTHFEEL AFTER USING

- Testers accepted pastiller with pleasure and were pleased by the tasty and strong flavours
- Flavour remained for a long time
- Pastilles left a fresh mouthfeel
- After using teeth and mouth felt clean and naturally fresh
- Teeth wellfare was taken care of by using pastilles



EFFECTS OF USING PASTILLES

- Pastilles gave a needed refreshment after meal and tireness was redused
- Freshness and the perky and strong flavour abolished the need of sweets after meal
- Testers found that healthy pastilles are pleasing alternate for chewing gum
- Testers comment: "Healthy effect was strongly present in pastilles"



BEST ABOUT XYLITOL PASTILLES

- Big amount of berry- and natural extracts in pastilles
- Authentic and strong flavours unlike in any other pastilles
- Fresh and natural taste (Blueberry-Rhodeola Rosea and Seabuckthorn)
- Strong and natural taste (Chaga)
- Pastilles left a fresh mouthfeel(Blueberry-Rhodeola Rosea and Seabuckthorn)
- Taste stayed for a long time (Chaga)
- Lack of frosting
- Right amount of composition for sucking
- Pleasing alternate to chewing gum
- Freshness and the perky and strong flavour abolished the need of sweets after meal
- After using teeth and mouth felt clean and naturally fresh
- Nice little refreshment after meal



WOULD YOU RECOMMEND POLAR NUTRITIONS 100% XYLITOL PASTILLES TO YOUR FRIENDS?

 90% of testers would recommend pastilles to a friend





Tested-mark

- Tested in Testing Labissa is a sing for quality
- Polar Nutrition Xylitol pastilles get's licence for using "Tested in testing Lab" logo







Polar Nutrition täysksylitolipastillit - Käyttäjätestaus









Chaga extract





Impression of product package

- Nice and natural appearance with pirch pattern and round package
 - Strengthens an idea of natural product and you'll be prepaired to pay a little more





Taste

- Test subjects liked the chaga extract's flavour
- Flavour was very neutral and clean
- Flavour was pleasing and little bit of salty liquorice
- When mixed in hot water it tasted better than other kind ot tea



Vitality

- Chaga extract had a invigorating effect and it brought much needed vitality
- Great for recovering and refreshing after excercise
- When enjoyed in the morning it kept our body in great shape for the whole day
- Chaga extract works well against tireness instead of coffee
- After excercise and in long car rides chaga extract works better against tireness than coffee



IMMUNE SYSTEM

- 3/12 testers had a flu at the beginning of the testing period and they were able to stop it with chaga extract
- 1 Tester was spared of flu even his/her whole family was sick



OTHER BENEFITS OF USING CHAGA EXTRACT





BEST ABOUT CHAGA EXTRACT

- Source of antioxidants at its own level (ORAC-Score)
- Natural and nutritious
- Pleasing salty liquorice flavour
- Ready to use
- Extract can be used completely unlike chaga tea
- Revitalises and brings much needed vitality
- Recovers and refreshes after excercise
- Mornings start a bit better
- Works well against tireness instead of coffee
- After excercise and in long car rides it works better than coffee against tireness
- Makes a beginning flu stop
- Vitality and healthiness stay at top level
- Help for reflux



WOULD YOU RECOMMEND POLAR NUTRITIONS CHAGA EXTRACT TO YOUR FRIENDS?

 92% of testers would recommend chaga extract to a friend





Tested-mark

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Source of antioxidants at its own level (ORAC-

Score)







Natural and nutritious

Makes a beginning flustop



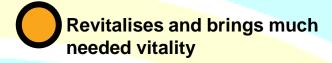


Pleasing salty liquorice flavour



Works well against tireness instead of coffee





Mornings start a bit better







Extract can be used completely unlike chaga tea

Recovers and refreshes after excercise



Additional information

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