



TESTING LAB

TEST YOUR PRODUCT

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, functionality 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 tiredness and tiredness after meals





RESULTS



Xylitol pastilles

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 attention
 - Sawtooth pattern between white and colourfull parts is functional and memorable
- Inside the circular 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 wick has a whisper of the seabuckthorns taste
- Flavour is fresh but mild and not too sweet

Chaga

- Test subjects liked the taste Voimakas maku, joka maistuu salmiakilta
- Good and effectual taste
- Tastes vigorous and addictive in a positive way
- Clearly tastes like Polar Nutritions chaga extract 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 welfare was taken care of by using pastilles

EFFECTS OF USING PASTILLES

- Pastilles gave a needed refreshment after meal and tiredness was reduced
- 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 Lab is a sign for quality
- Polar Nutrition Xylitol pastilles get´s licence for using "Tested in testing Lab" logo



Polar Nutrition täyskysylitolipastillit - Käyttäjättestaus



High concentration of berry and natural extracts

Lack of frosting

Rich and natural taste

Powerful and Pure taste

Kids like the taste

Healthy

Fresh and natural taste

Pastilles left a fresh mouthfeel

Pleasant alternate to chewing gum

Long lasting taste

Prevents craving of sweets after meal



Chaga extract



Impression of product package

- Nice and natural appearance with birch pattern and round package
 - Strengthens an idea of natural product and you'll be prepared 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 of tea

Vitality

- Chaga extract had a invigorating effect and it brought much needed vitality
- Great for recovering and refreshing after exercise
- 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 exercise 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

■ **“Vitality and healthiness were at top level during test period”**

■ **“Strengt during training camp was at top level”**

■ **“Im suffering of reflux but chaga seemed to balance stomachs acid levels and burning in food pipe was reduced”**

“My stomach problems have balanced after using chaga extract every day

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 exercise
- Mornings start a bit better
- Works well against tiredness instead of coffee
- After exercise and in long car rides it works better than coffee against tiredness
- 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

- Tested in Testing Lab is a sign for quality
- Polar Nutrition Chaga Extract gets licence for using "Tested in testing Lab" logo



Polar Nutrition Pakuriute - Käyttäjättestaus

Source of antioxidants at its own level (ORAC-Score)

Vitality and healthiness stay at top level

Natural and nutritious

Makes a beginning flu stop

Pleasing salty liquorice flavour

Works well against tiredness instead of coffee

Ready to use (instant)

Mornings start a bit better

Revitalises and brings much needed vitality

Recovers and refreshes after exercise

Extract can be used completely unlike chaga tea



Additional information

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