

For the last thirty-five years, my aunt and uncle have been building a life and love together. By now, their patterns are long established. Settled and in their grooves, they resist any change that might disturb their comfortable routines. The last time I visited was evidence of this; I listened to them argue for a solid hour over a stick of deodorant. My uncle insisted that my aunt bought the wrong stick. My aunt insisted it was the same. My uncle disagreed. My aunt refused to go back to the store. My uncle refused to put on the deodorant. My aunt insisted he use the deodorant because it was the same. My uncle insisted it wasn't, and that if my aunt wanted him to wear deodorant, she needed to go back to the store to get the right kind. My aunt refused but insisted he wear the deodorant. They repeated these points until it was time for lunch.



Instead of choosing from dozens of brands every time they go to the store, customers often default to the same deodorant over and over again. Image Credit: Flickr User [Clean Wal-Mart](#) (CC BY 2.0)

Color Consistency Is Essential to Maintaining Deodorant Brand Loyalty

Consistency is important to people purchasing consumable products. Over the course of years of repeated purchases, customers grow accustomed to the particular brand they're used to purchasing. They know which stick of deodorant they like. Instead of making a new decision every time they go to the store, they choose the same stick over and over again.

For deodorant manufacturers, this is a double-edged sword. Cutting one way, this means that brand loyalty will be strong and that customers can recur for decades. Cutting the other way, this means that the product must always be consistent. Changes to the formula of a deodorant or antiperspirant

stick will be noticed by consumers. If the product they're purchasing no longer seems to be the product they like, they may rethink their decision and switch to a different brand.

Manufacturers are aware that the color of a stick of solid deodorant is determined by the addition of a few colorants late in the mixing process, and that it has little to do with the efficacy of the product. The average customer, however, only sees the finished product, not the process. To them, a difference in a stick's color is more noticeable than other changes in formula, and an indicator that other changes may also have occurred. In short, to a customer, two sticks of deodorant that are exactly the same except for color are two entirely different sticks.



Not all customers understand the intricacies of the formulation—or usage—of deodorant & antiperspirant. Image Credit: Flickr User [Toby Bradbury](#) (CC BY 2.0)

Spectrophotometers Deliver Repeatable Color Quality Control Results

So, color consistency is a serious concern for manufacturers of solid deodorants and antiperspirants. That's why rigorous color quality control and quality assurance processes have been implemented across the industry. In company quality control laboratories, manufacturers test each batch of deodorant with spectrophotometers to ensure that the final color meets standards before it is

shipped. They also conduct quality assurance studies using spectrophotometers to ensure that their processes consistently result in correctly colored deodorant.

Spectrophotometers are essential instruments for color quality control. By measuring light reflected off opaque substances, such as deodorant, they can generate objective, repeatable reports on that substance's color. These instruments are significantly more effective than human observers. Human observation is subjective, varying from person to person and from day to day. Humans can also be thrown off by differences in lighting, which spectrophotometers control for with standard illumination settings. Finally, while humans lack specific language for describing small color differences, spectrophotometers generate numerical results. These numerical descriptions allow manufacturers to establish precise tolerances for acceptable deodorant color, that are repeatable across an enterprise and over decades.

With over 65 years of experience developing spectrophotometers to measure the color of deodorant and other products, HunterLab intimately understands the industry's demands. Whether you're considering upgrading outdated color measurement technology or improving your color quality control process, HunterLab has the experience, tools, and knowledge to help. To learn more, [contact the color measurement experts](#) today.