



# PULSE

Pioneering hUman Lab  
for Sensory Evaluation

**Improve the sensory impact of your product and enrich the customer experience using an innovative scientific diagnosis of perceived sensations**

**Get a fine and objective measure**

- > under usual detection thresholds
- > linked to conscious and unconscious responses
- > allowing to go round verbalization problems (especially for children, elderly, animals, etc.)

## COMPLEMENTARY METHODOLOGIES FOR TAILORED-MADE STUDIES

★  
**Sensory analysis**  
Panelists' statements  
for conscious  
perceptions

★  
**Physiological  
measurements**  
Capturing body's  
unconscious  
reactions

★  
**Physical and  
chemical analysis**  
Analysis of product  
composition and  
molecule impact

★  
**Test in controlled  
environment**  
Performed  
in CSTB climatic  
wind tunnel

## SERVICE OFFERS

- > Design of innovative sensory methodologies
- > Applied statistics
- > Instrumentation and measurements
- > Research and innovation

## APPLICATIONS



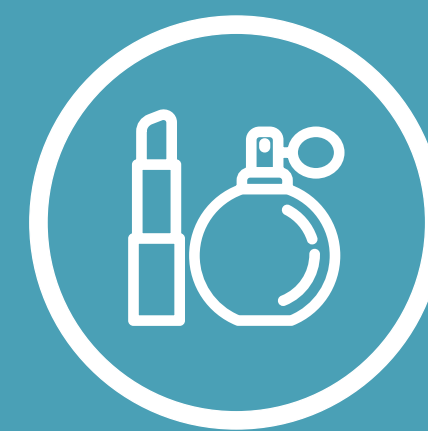
Food industry



Sports



Urban design



Cosmetics



Transportation



Beverages