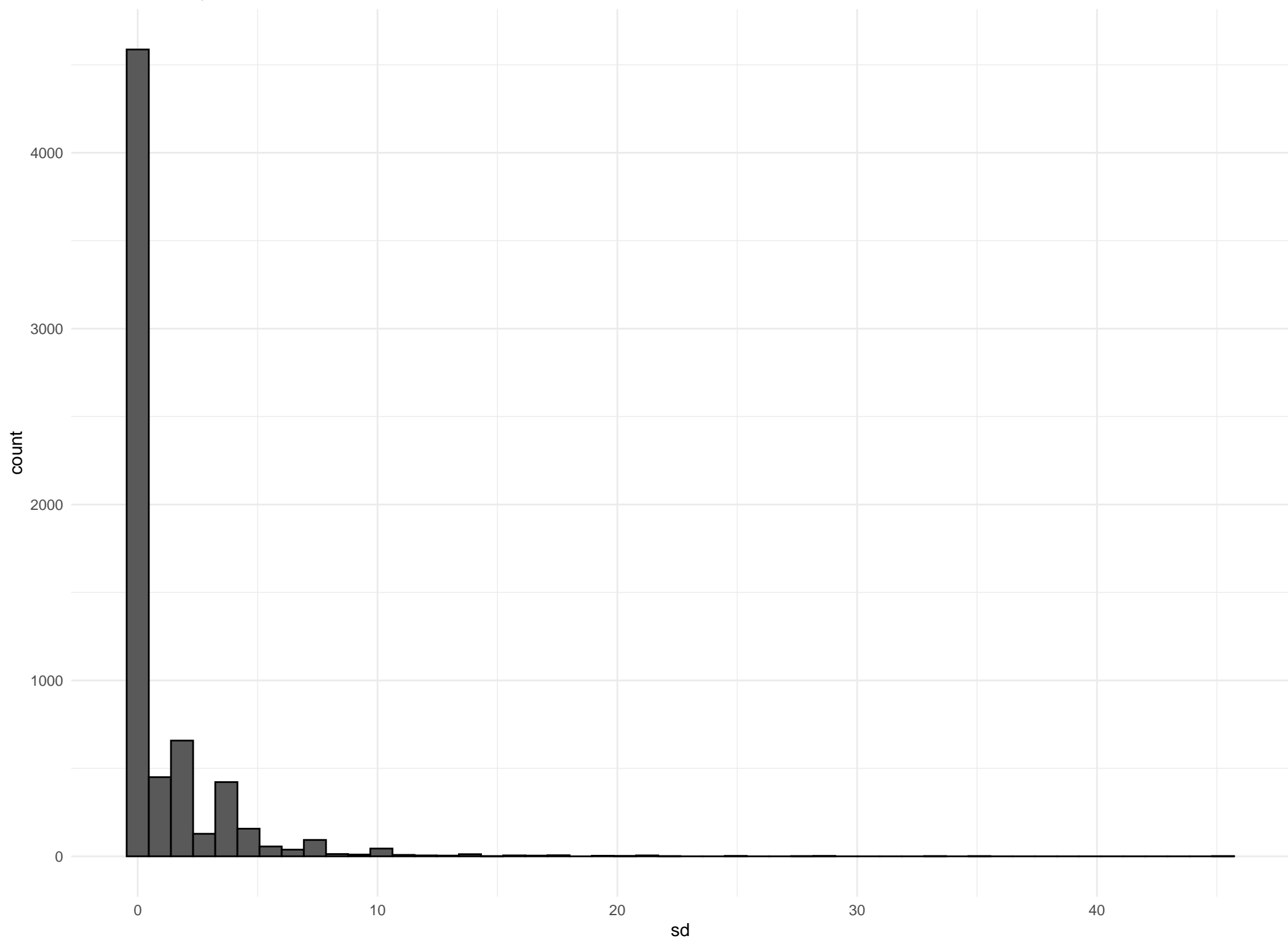
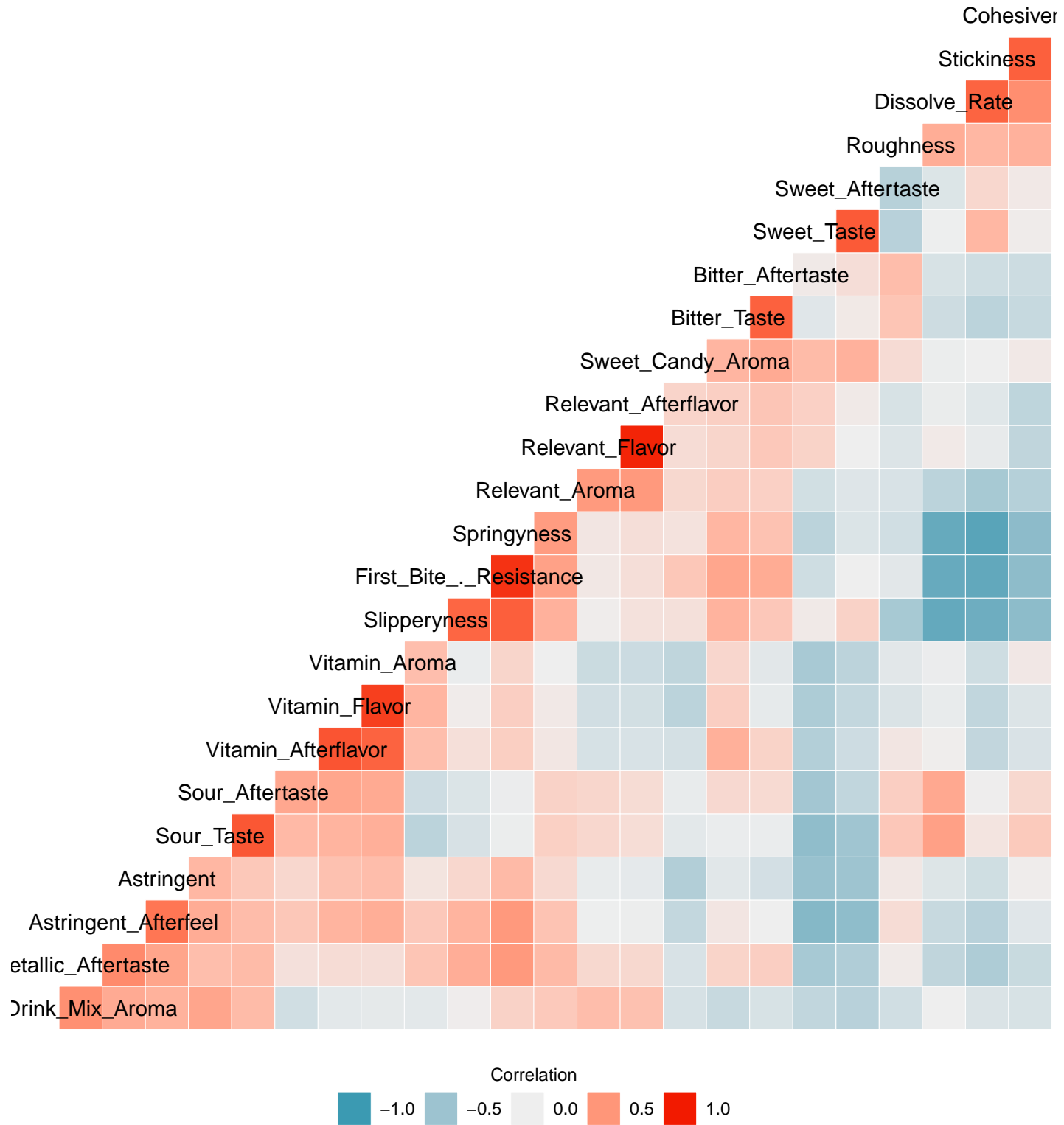


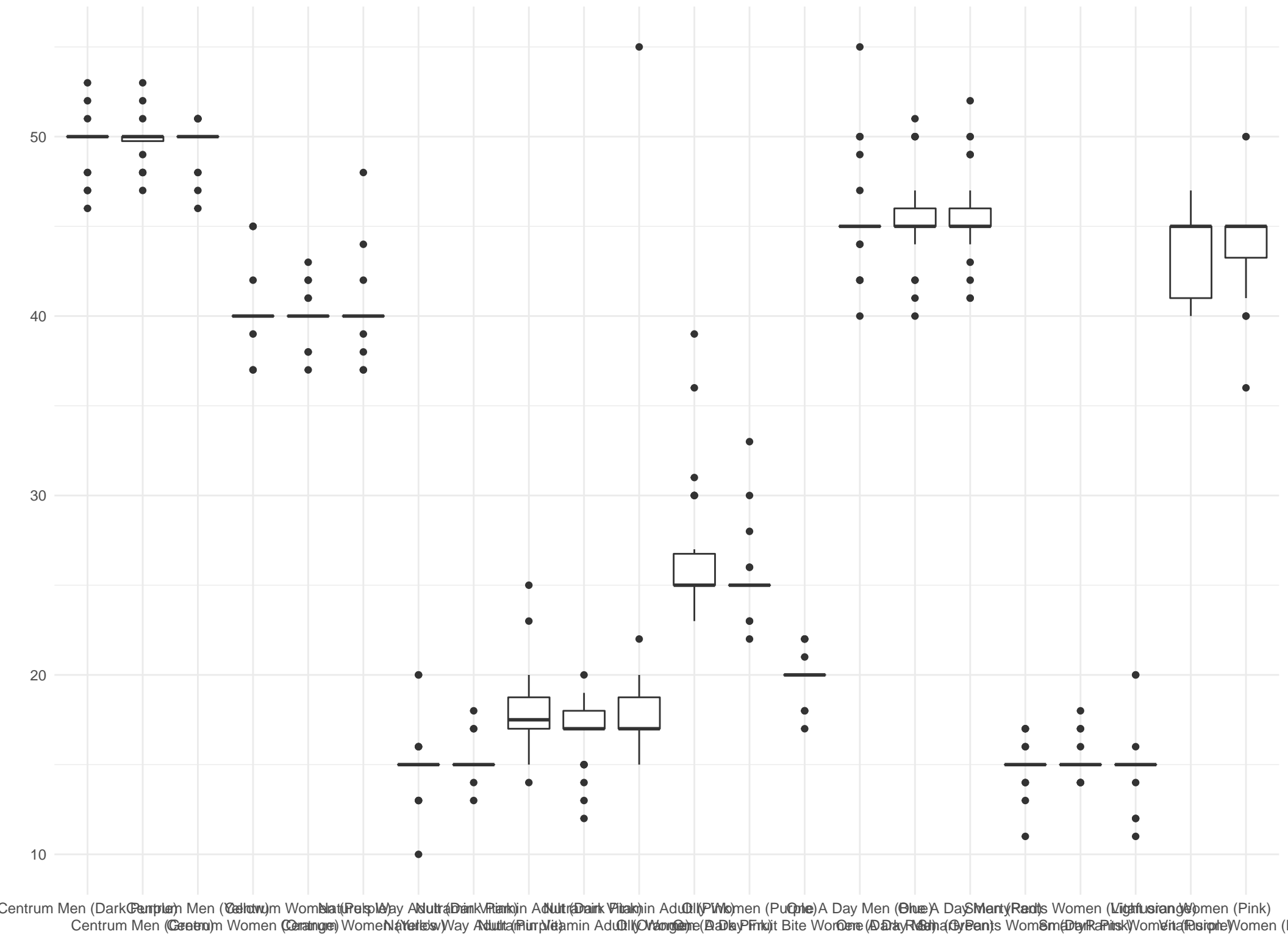
Panelist Standard Deviation across Sessions

Should be mostly close to zero





Centrum Men (Dark Purple) Centrum Men (Yellow) Women (Peach) A Day Adult Drink Pinkin Adult Drink Pinkin Adult Oily P.Women (Purple) A Day Men (Blue) A Day Smart Red Women (Light Orange) Women (Pink)
Centrum Men (Green) Women (Orange) Women (Teal) A Day Adult Drink Purple Vitamin Adult Oily Overcome Bad Day Pinkit Bite Women (Dark Red) Greens Women (Small Dark Pink) Women (Desire) Women (L)

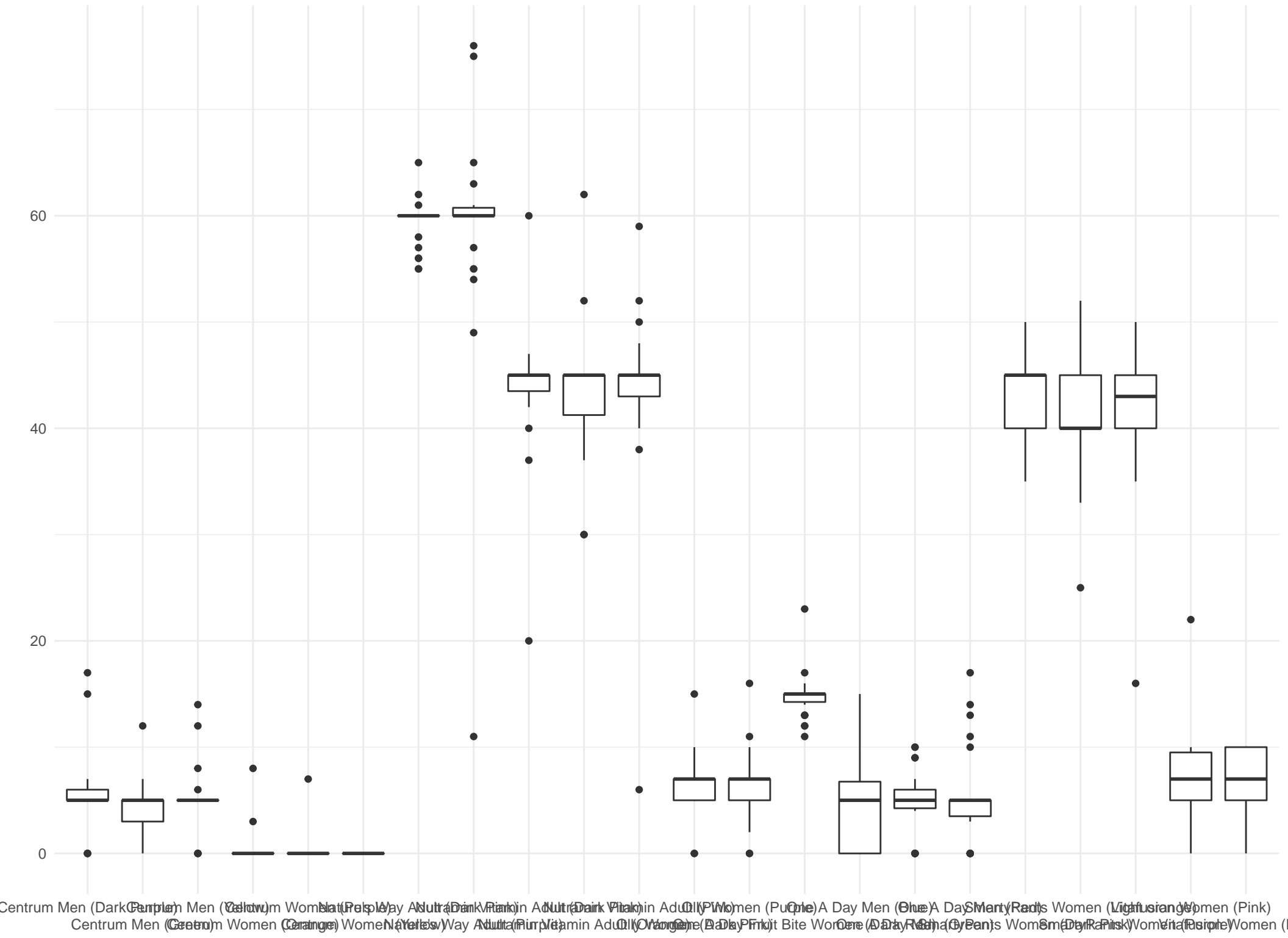


Springyness

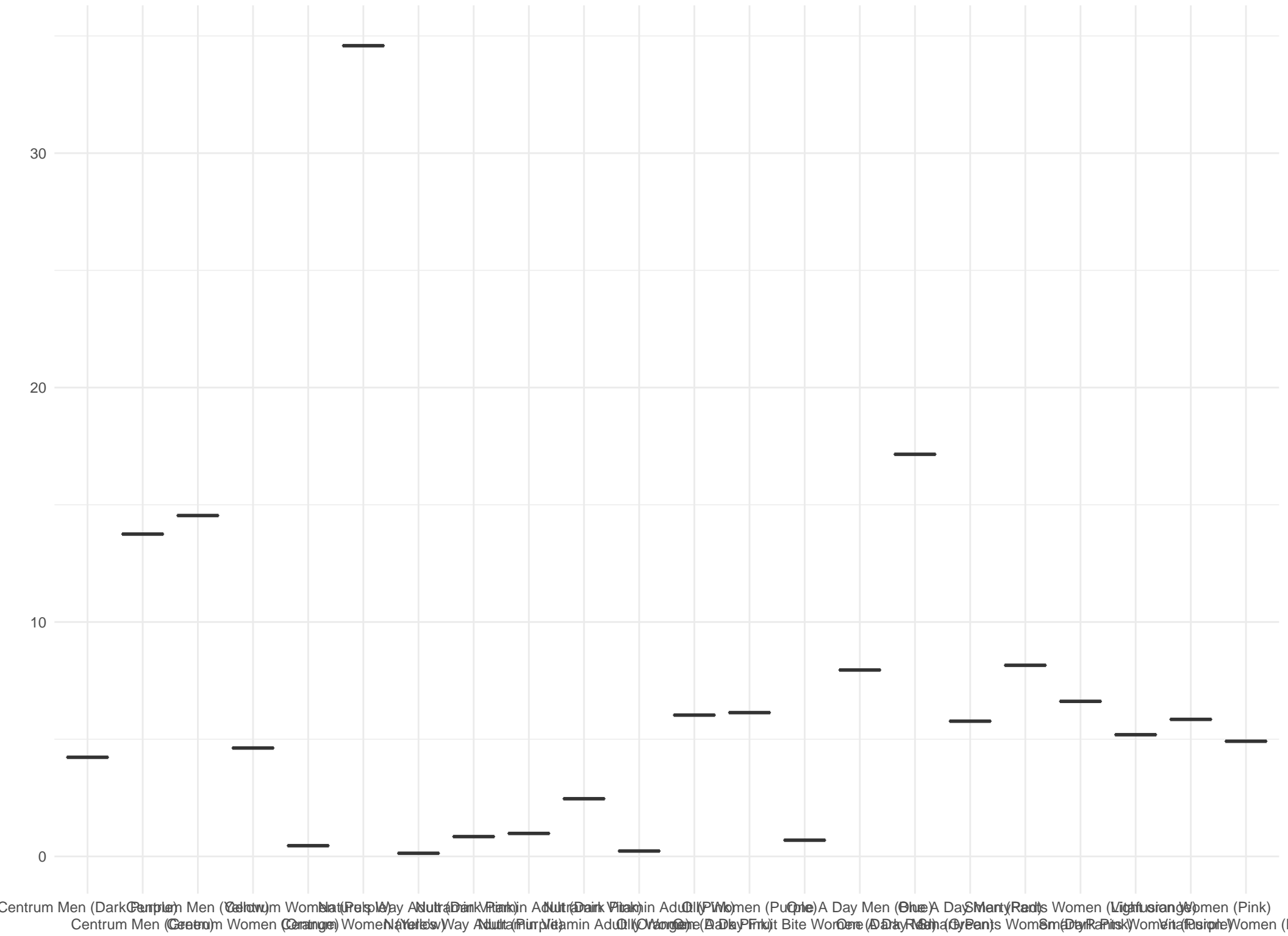
Box plot showing Springyness (Y-axis, 0 to 80) for 20 different Centrum products (X-axis). The products are grouped into four categories: Centrum Men (Dark Purple), Centrum Men (Green), Centrum Men (Yellow), and Centrum Women (Pink). The plot displays the median, quartiles, and individual data points (dots) for each product.

Product	Median	Q1	Q3	Min	Max
Centrum Men (Dark Purple)	75	70	78	65	85
Centrum Men (Green)	75	70	78	65	85
Centrum Men (Yellow)	75	70	78	65	85
Centrum Women (Pink)	75	70	78	65	85
Centrum Women (Orange)	75	70	78	65	85
Centrum Women (Purple)	75	70	78	65	85
Centrum Women (Blue)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75	70	78	65	85
Centrum Women (Light Pink)	75	70	78	65	85
Centrum Women (Light Orange)	75	70	78	65	85
Centrum Women (Light Purple)	75	70	78	65	85
Centrum Women (Light Blue)	75	70	78	65	85
Centrum Women (Light Green)	75	70	78	65	85
Centrum Women (Light Yellow)	75				

Stickiness



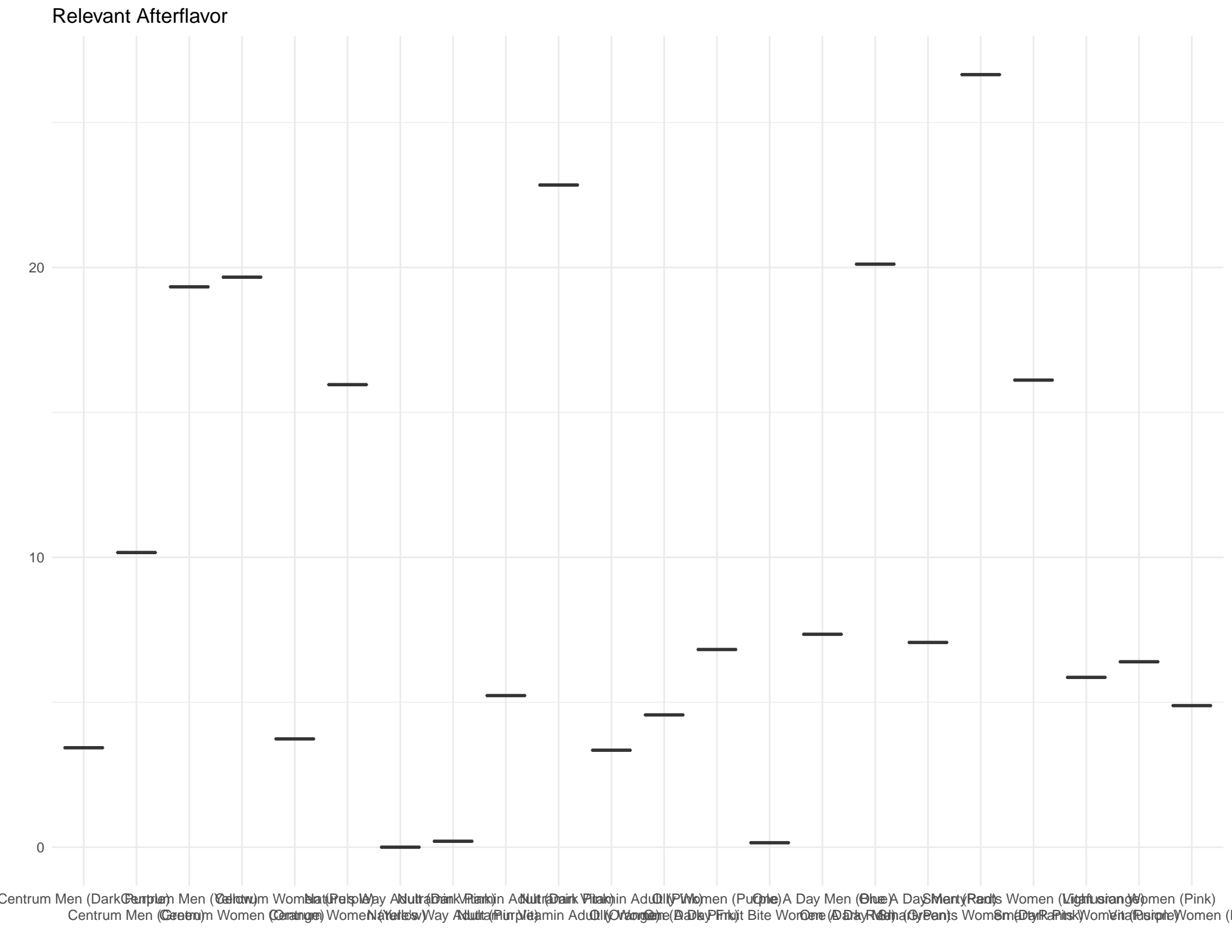
Relevant Aroma



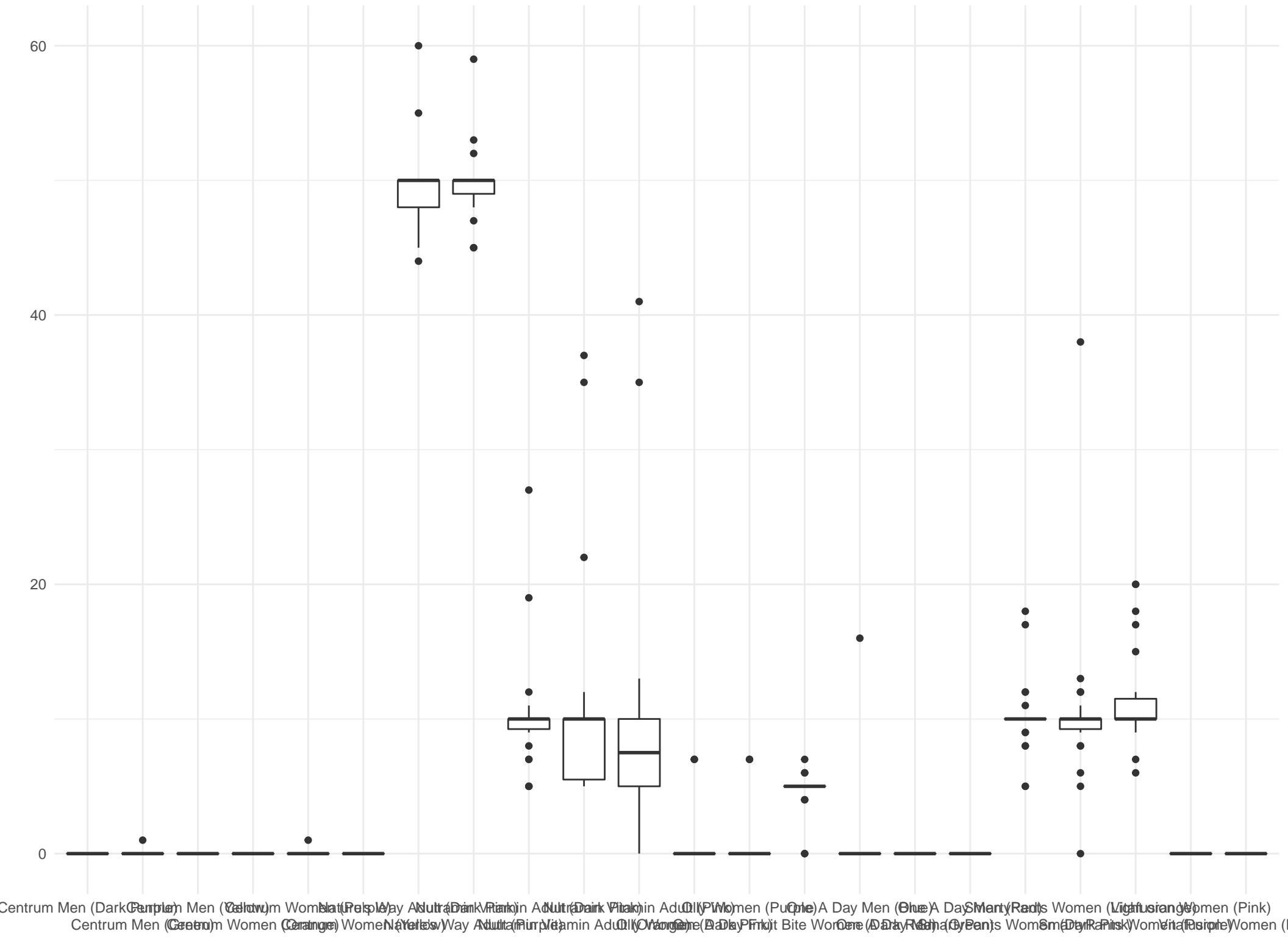
Relevant Flavor

Product	Relevant Flavor (%)
Centrum Men (Dark Purple)	6
Centrum Men (Purple)	24
Centrum Men (Yellow)	28
Centrum Women (Yellow)	30
Centrum Women (Orange)	9
Centrum Women (Pink)	30
Centrum Women (Light Orange)	0
Centrum Women (Light Purple)	1
Centrum Women (Light Blue)	10
Centrum Women (Light Green)	43
Centrum Women (Light Pink)	6
Centrum Women (Light Orange)	9
Centrum Women (Light Purple)	11
Centrum Women (Light Blue)	11
Centrum Women (Light Green)	31
Centrum Women (Light Pink)	11
Centrum Women (Light Orange)	37
Centrum Women (Light Purple)	32
Centrum Women (Light Blue)	12
Centrum Women (Light Green)	11
Centrum Women (Light Pink)	10

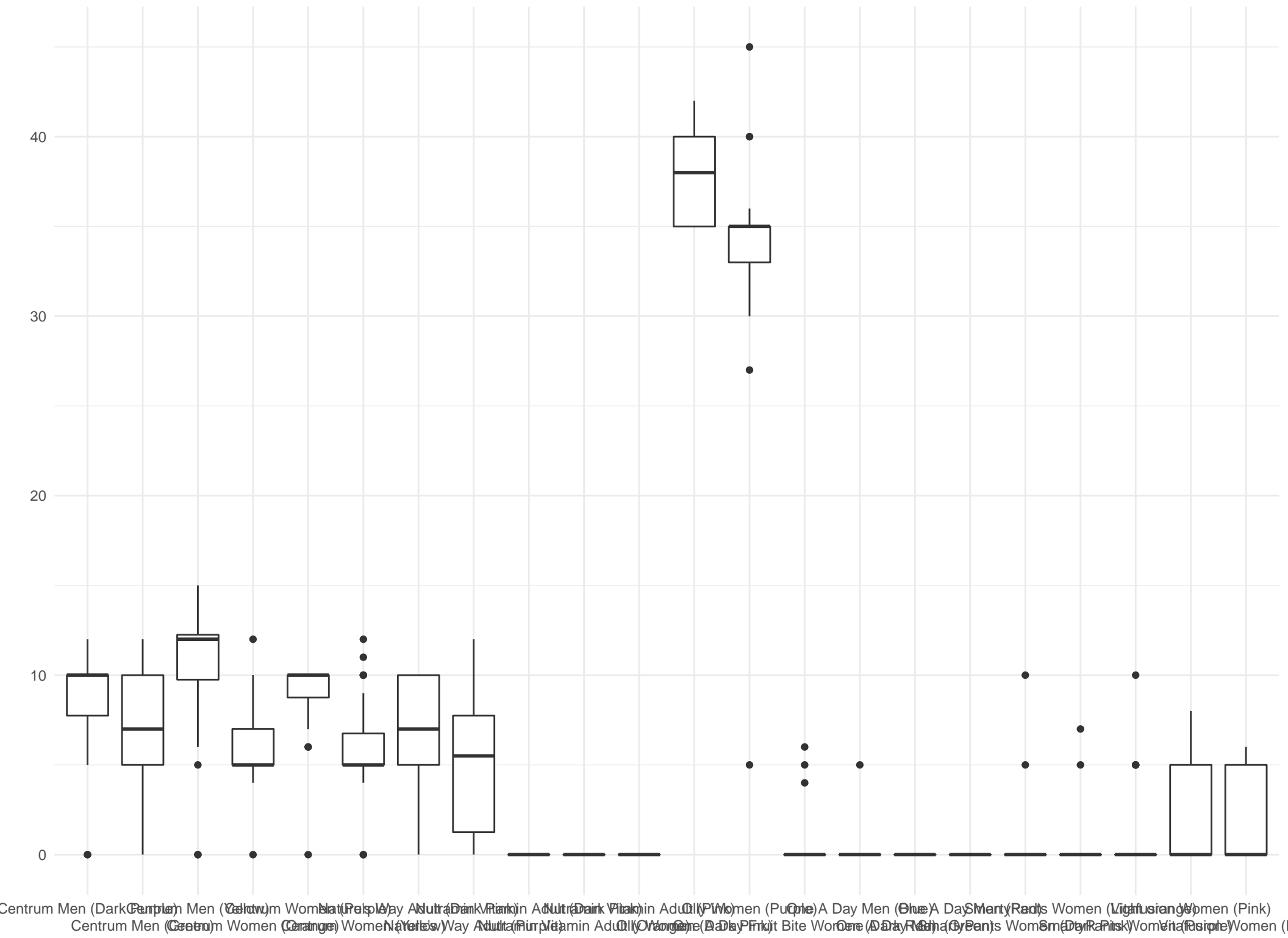
Relevant Afterflavor



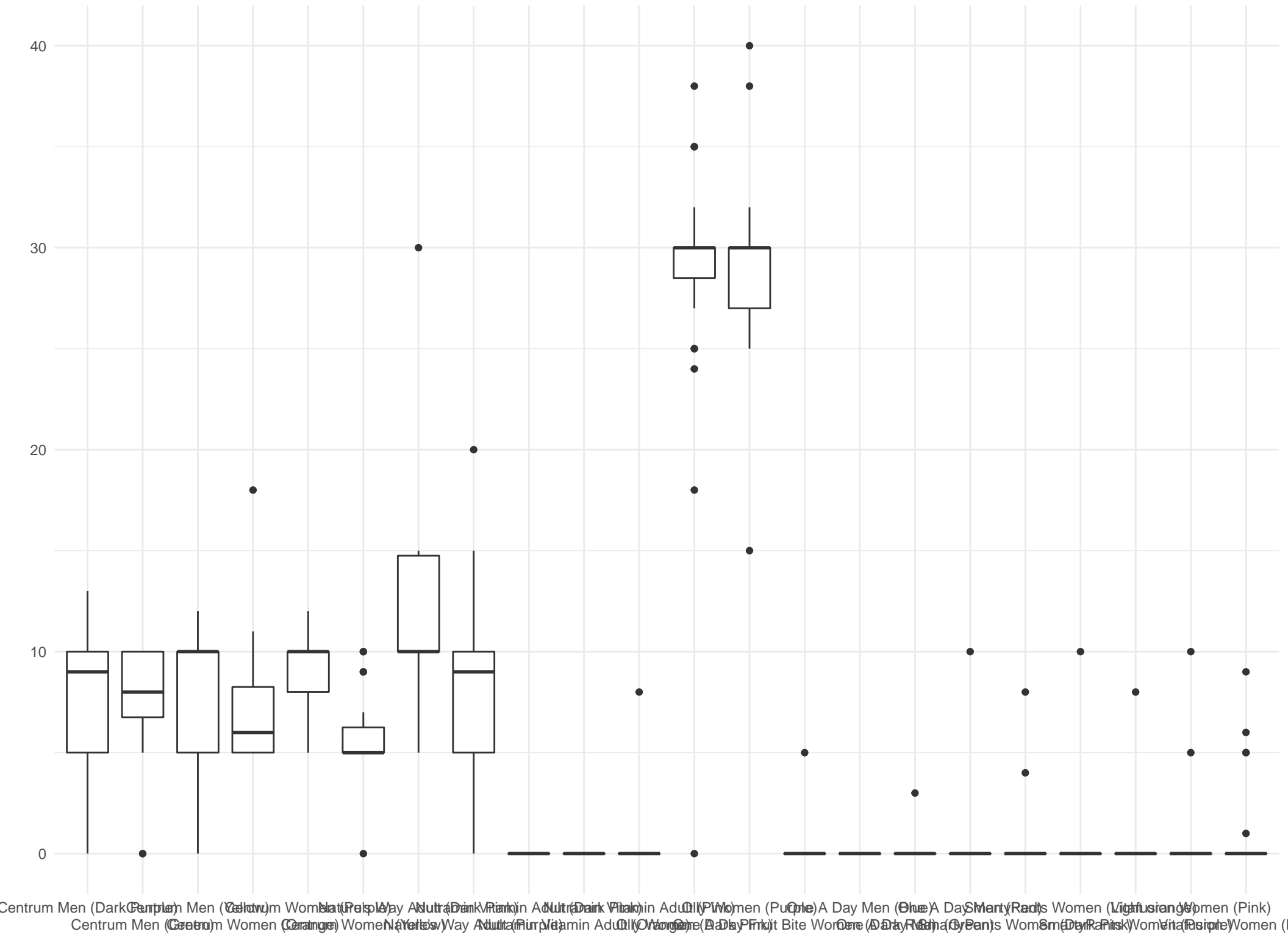
Cohesiveness



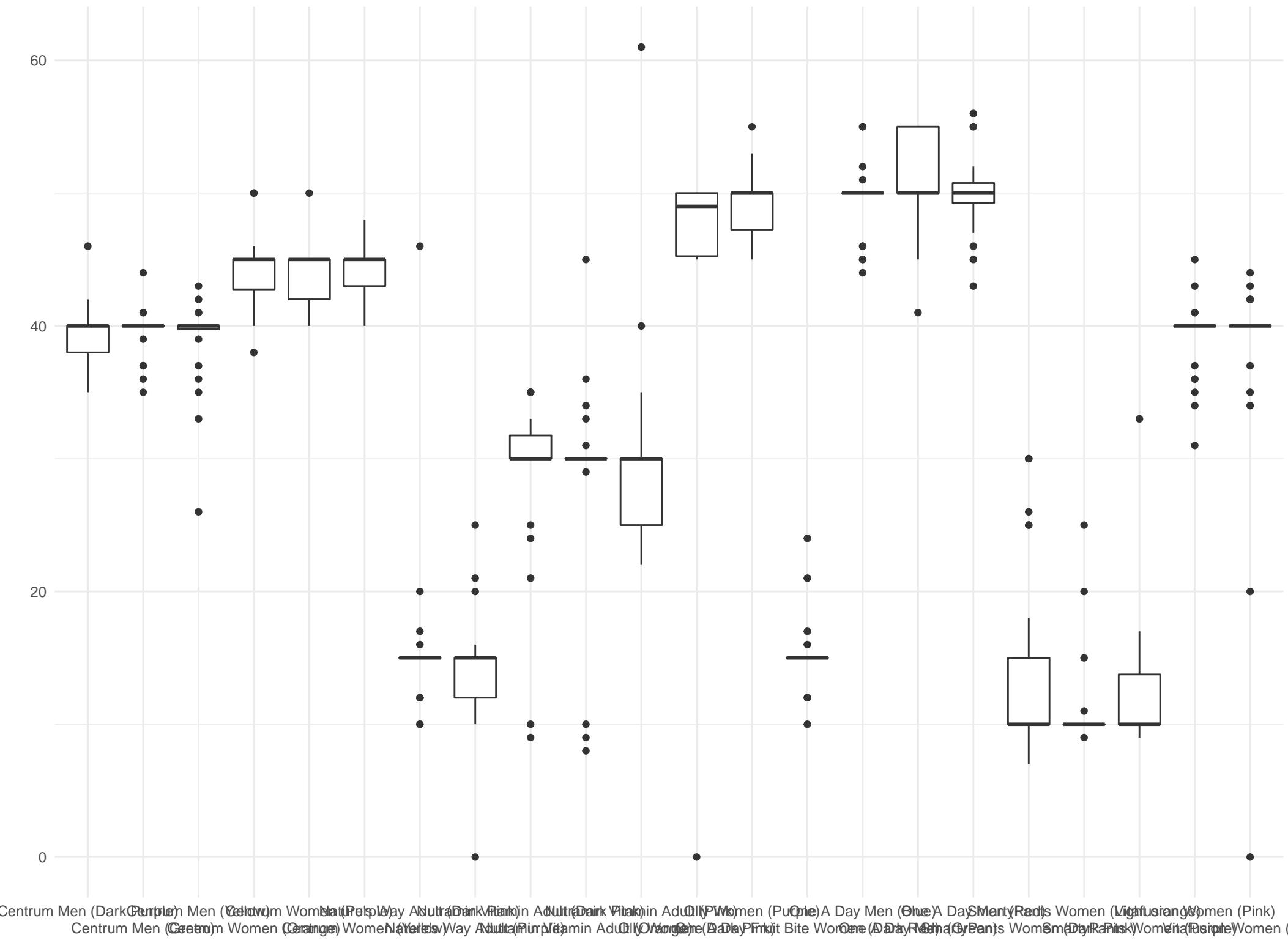
Vitamin Flavor



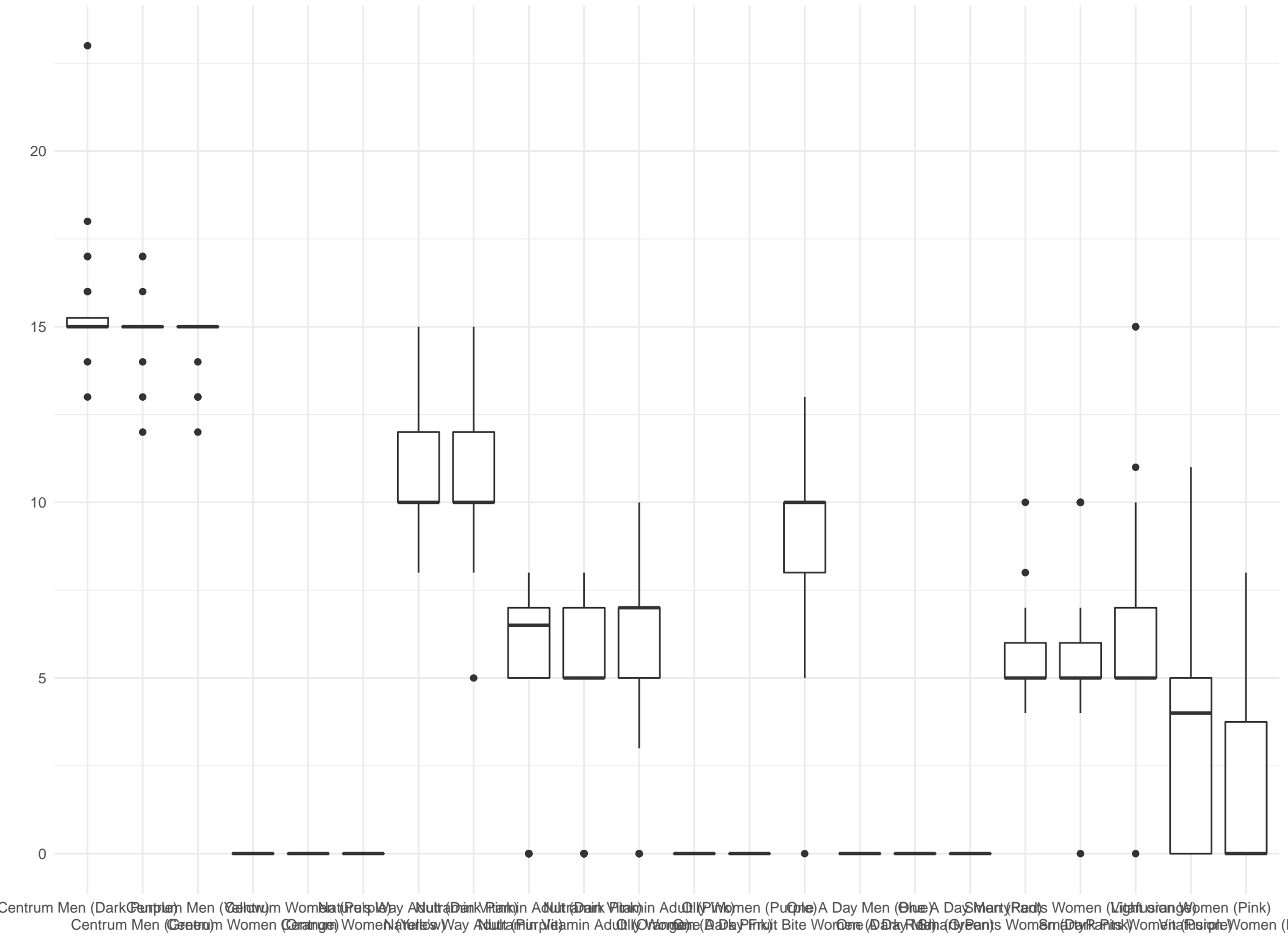
Vitamin Aroma



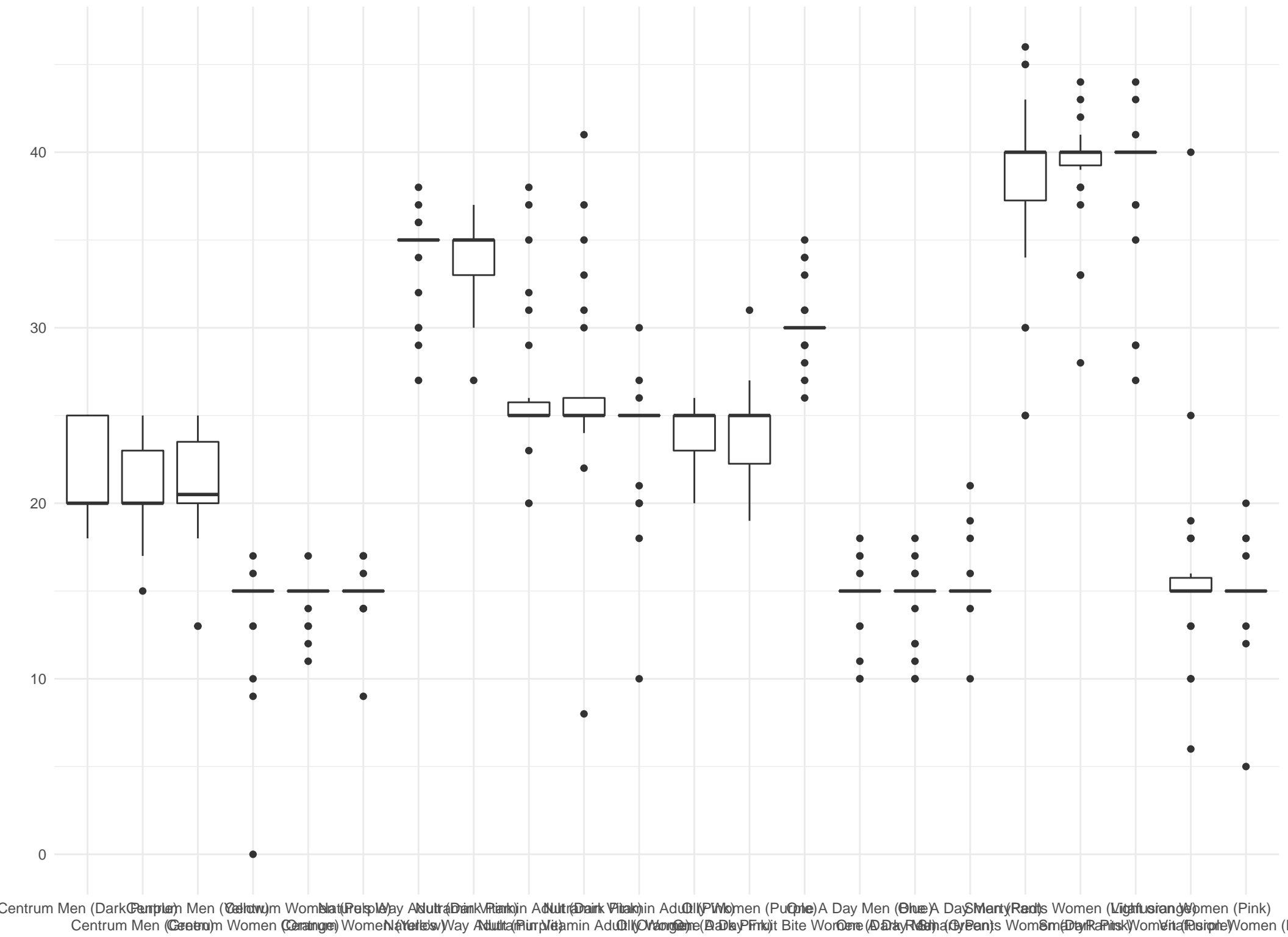
Slipperyness



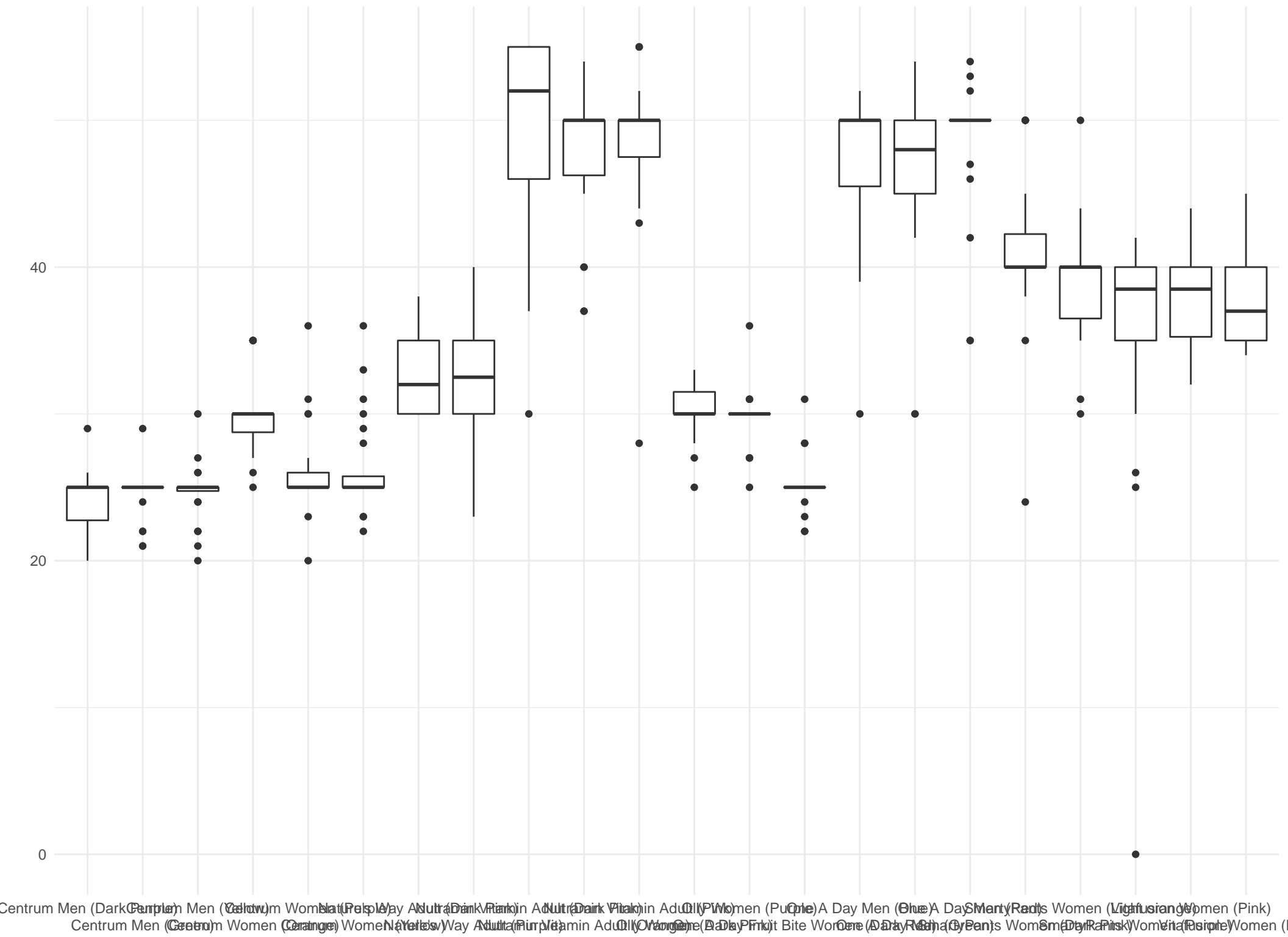
Roughness



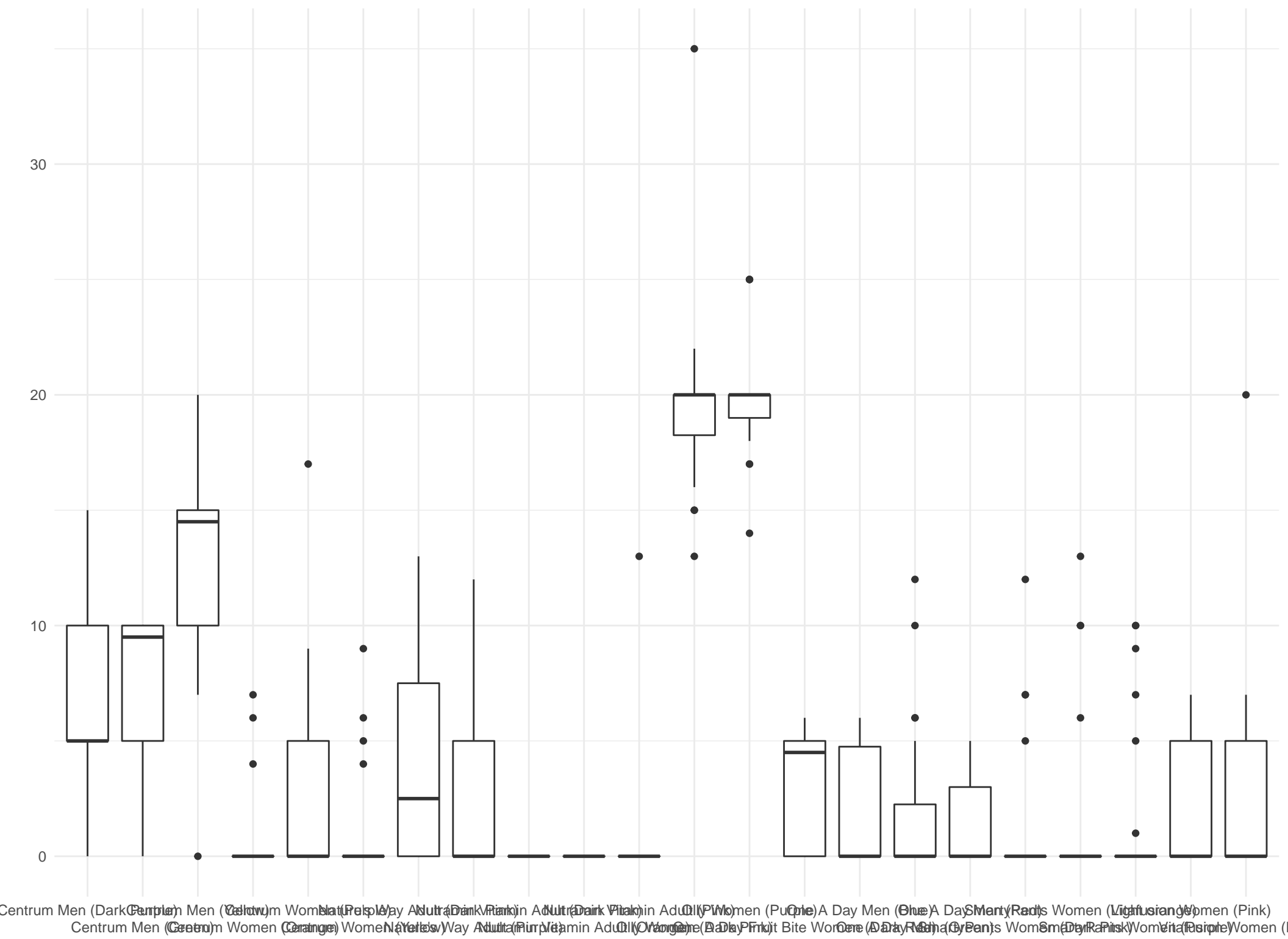
Dissolve Rate



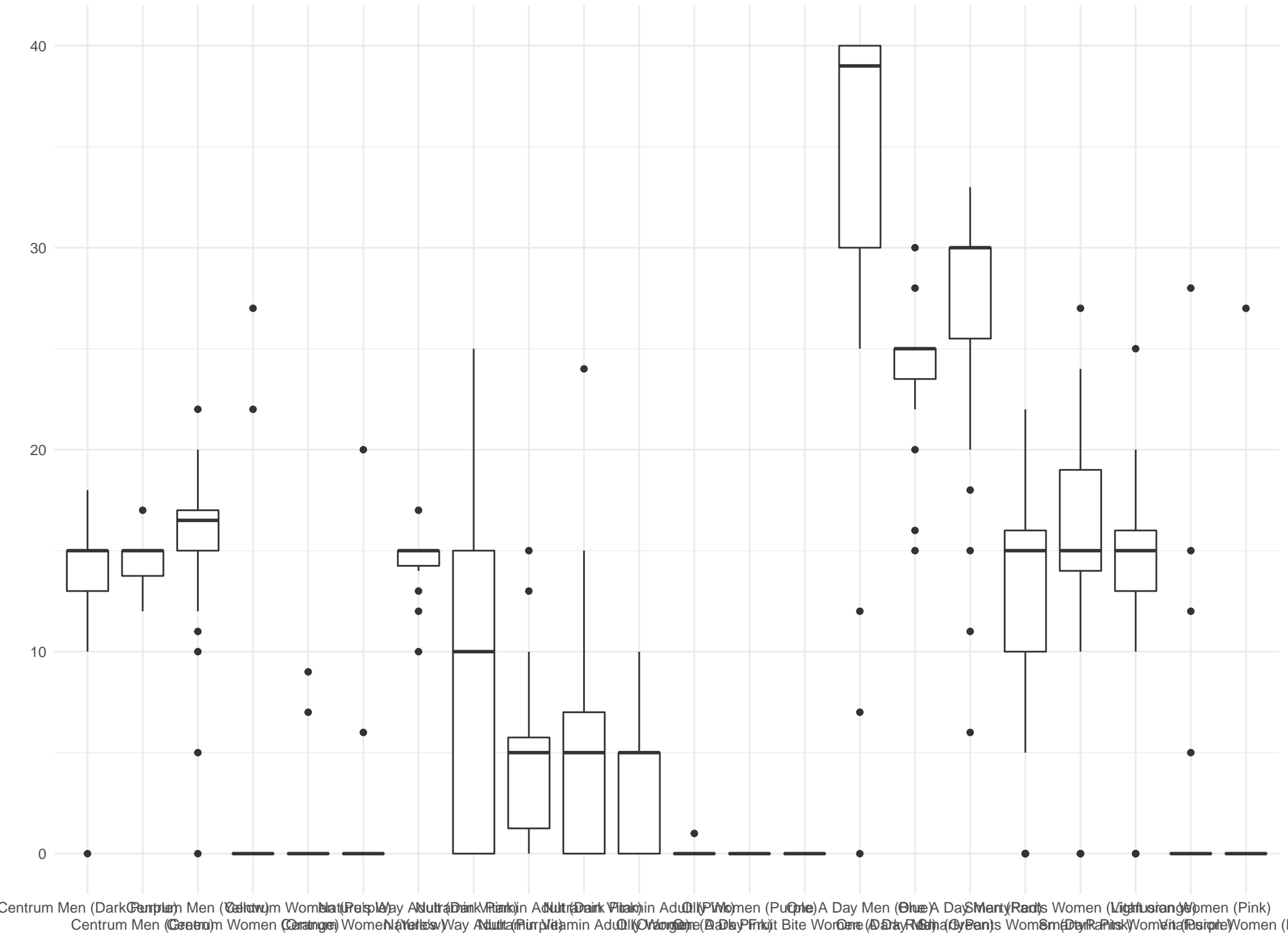
Sweet Taste



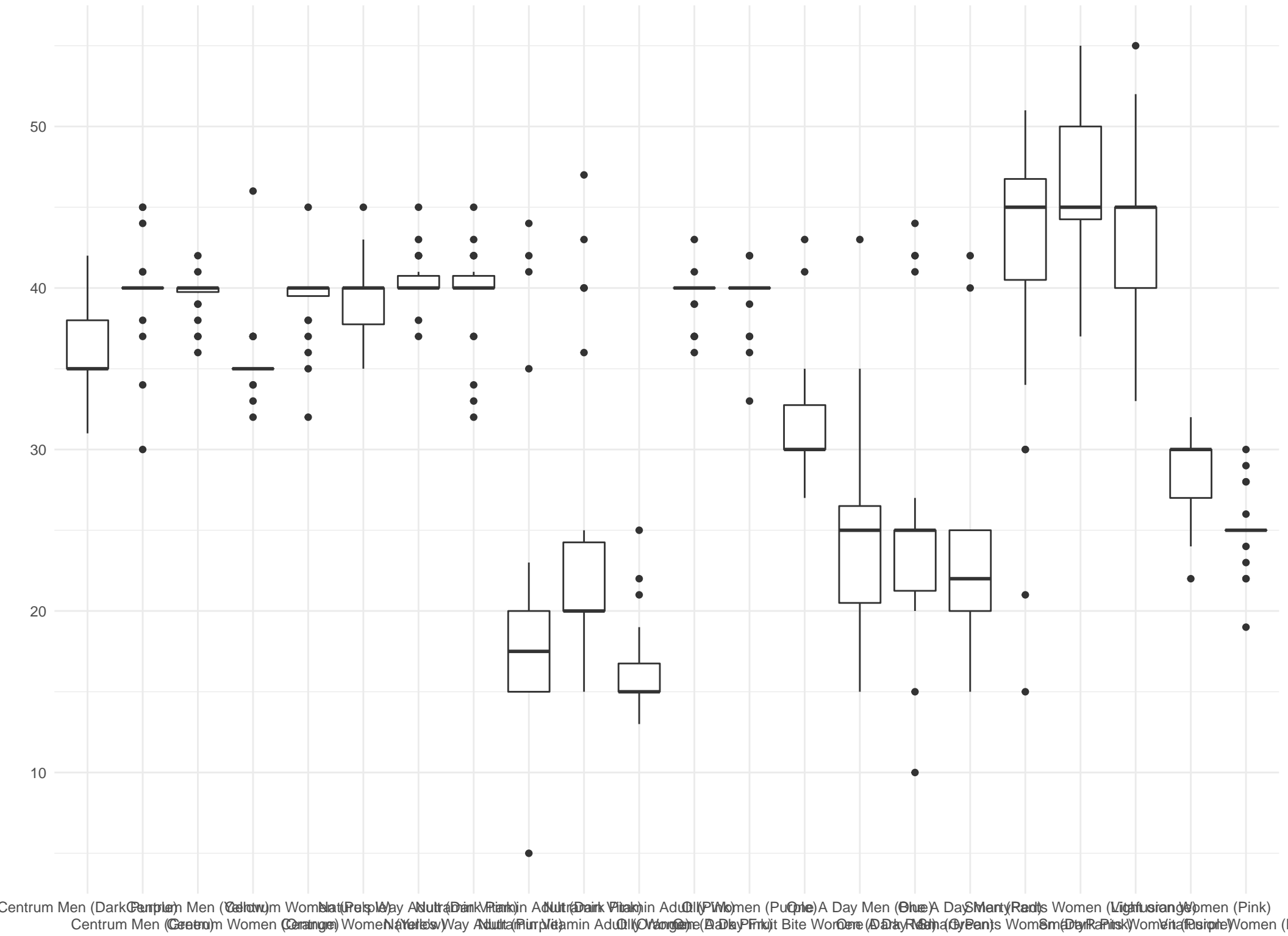
Vitamin Afterflavor



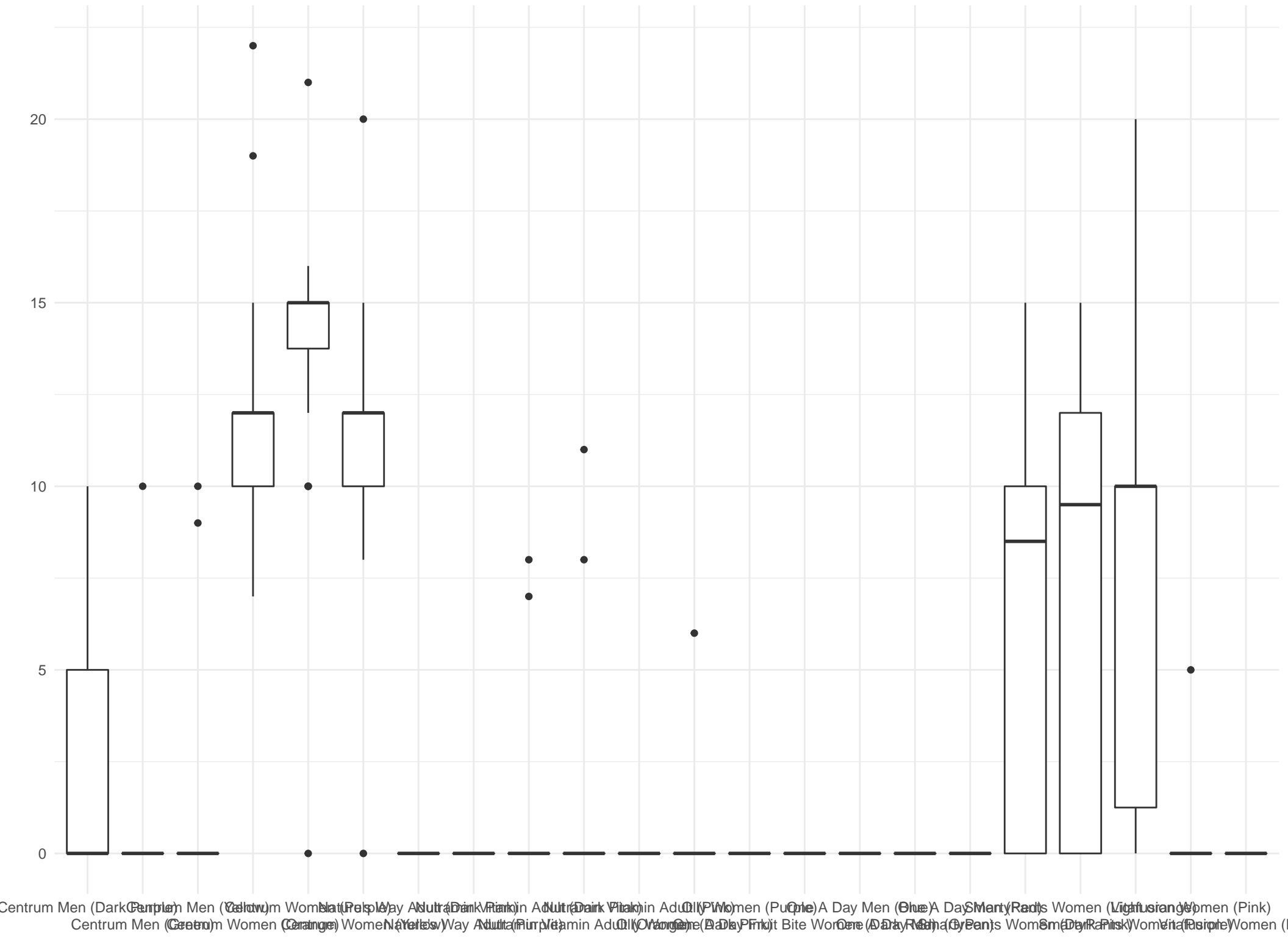
Sweet Candy Aroma



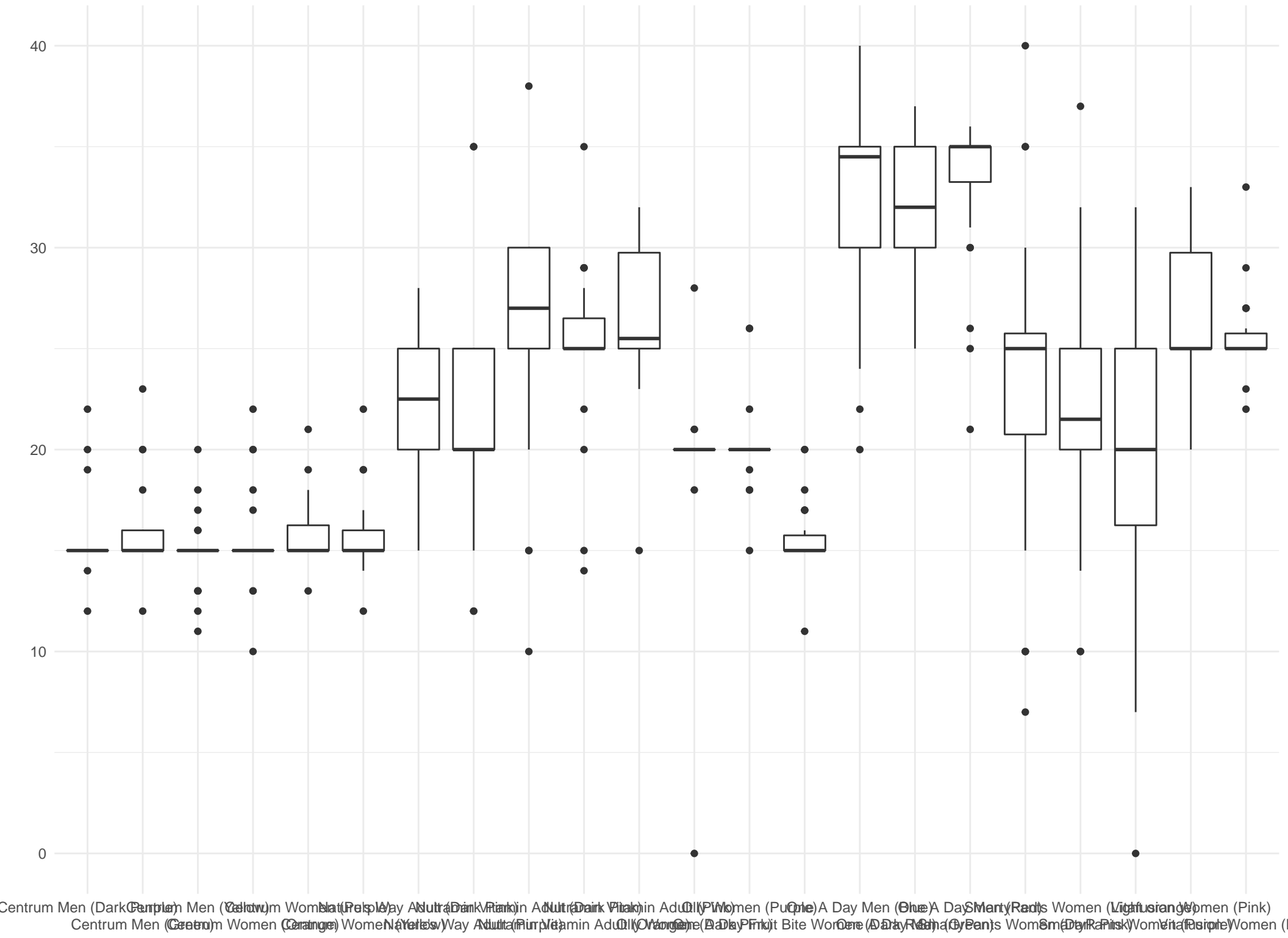
Sour Taste



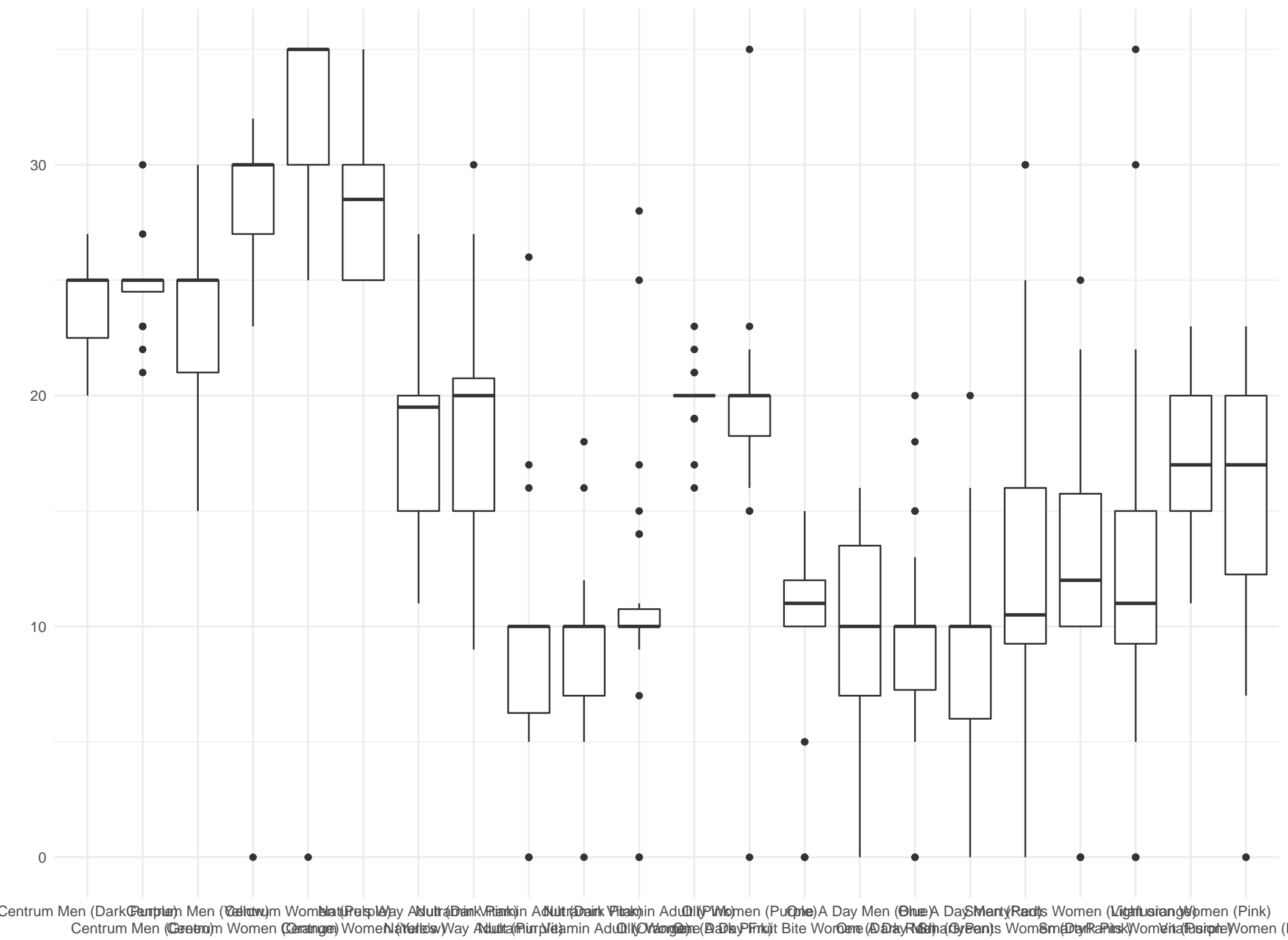
Powdered Drink Mix Aroma



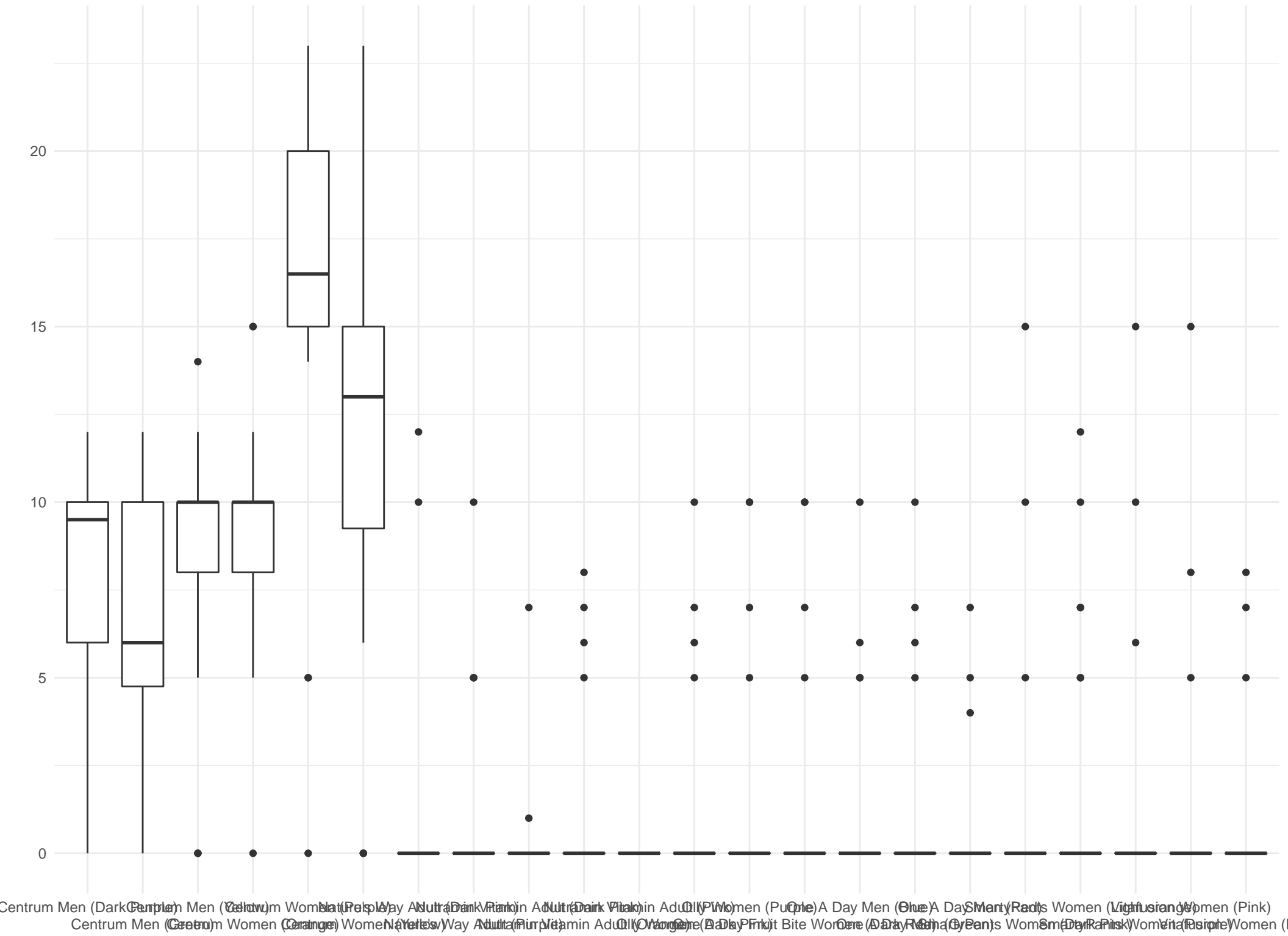
Sweet Aftertaste



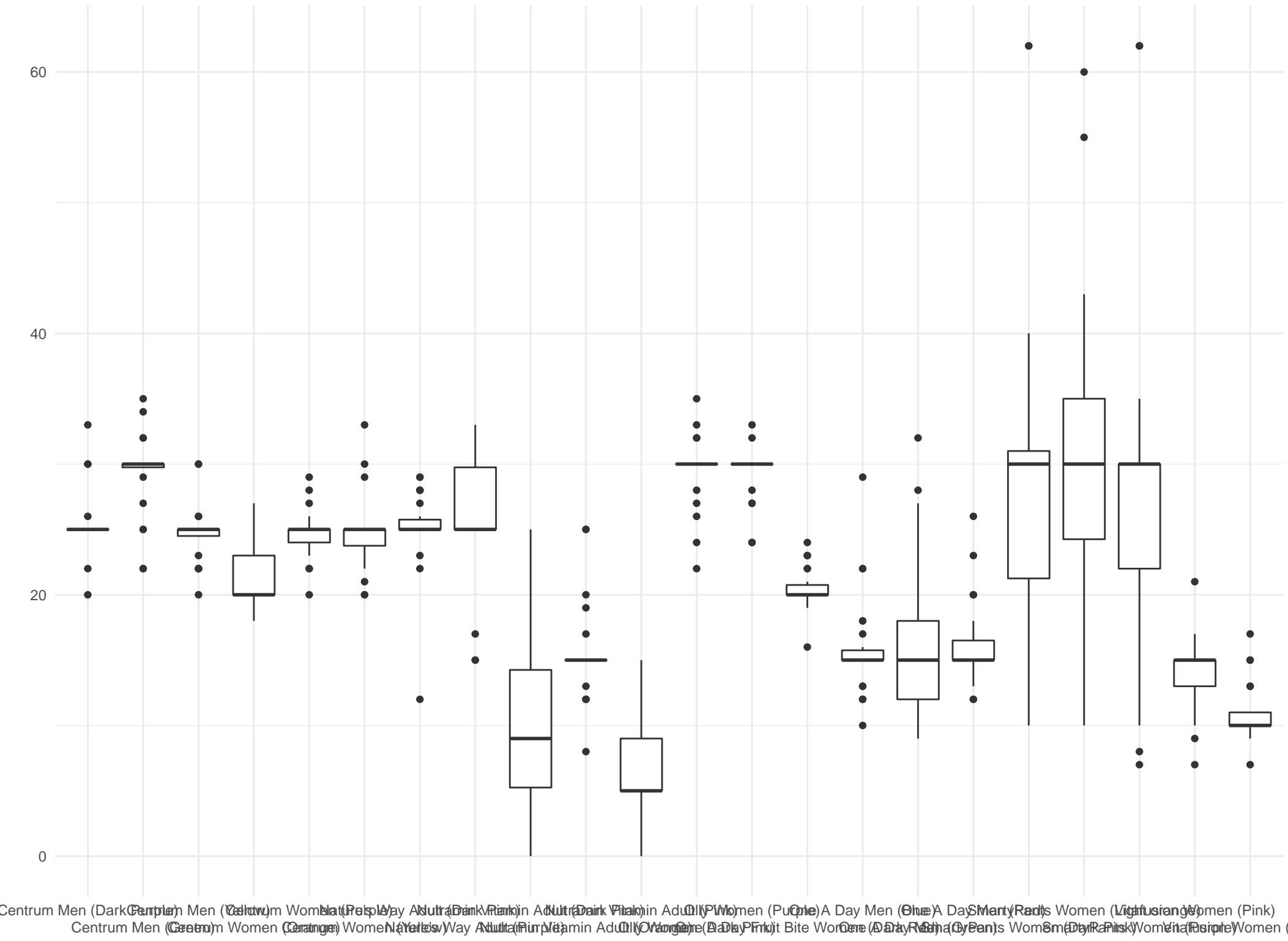
Astringent Afterfeel



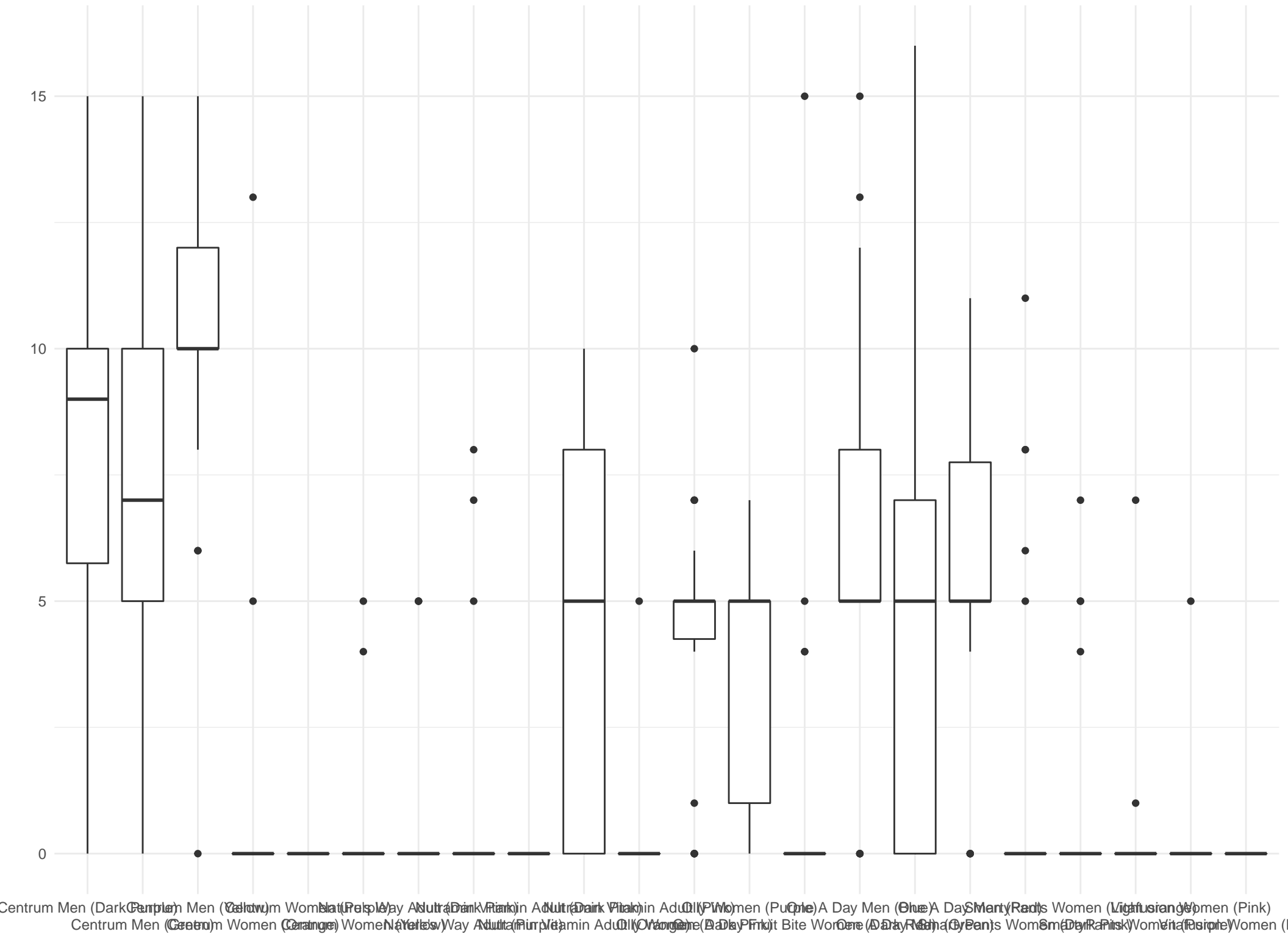
Metallic Aftertaste



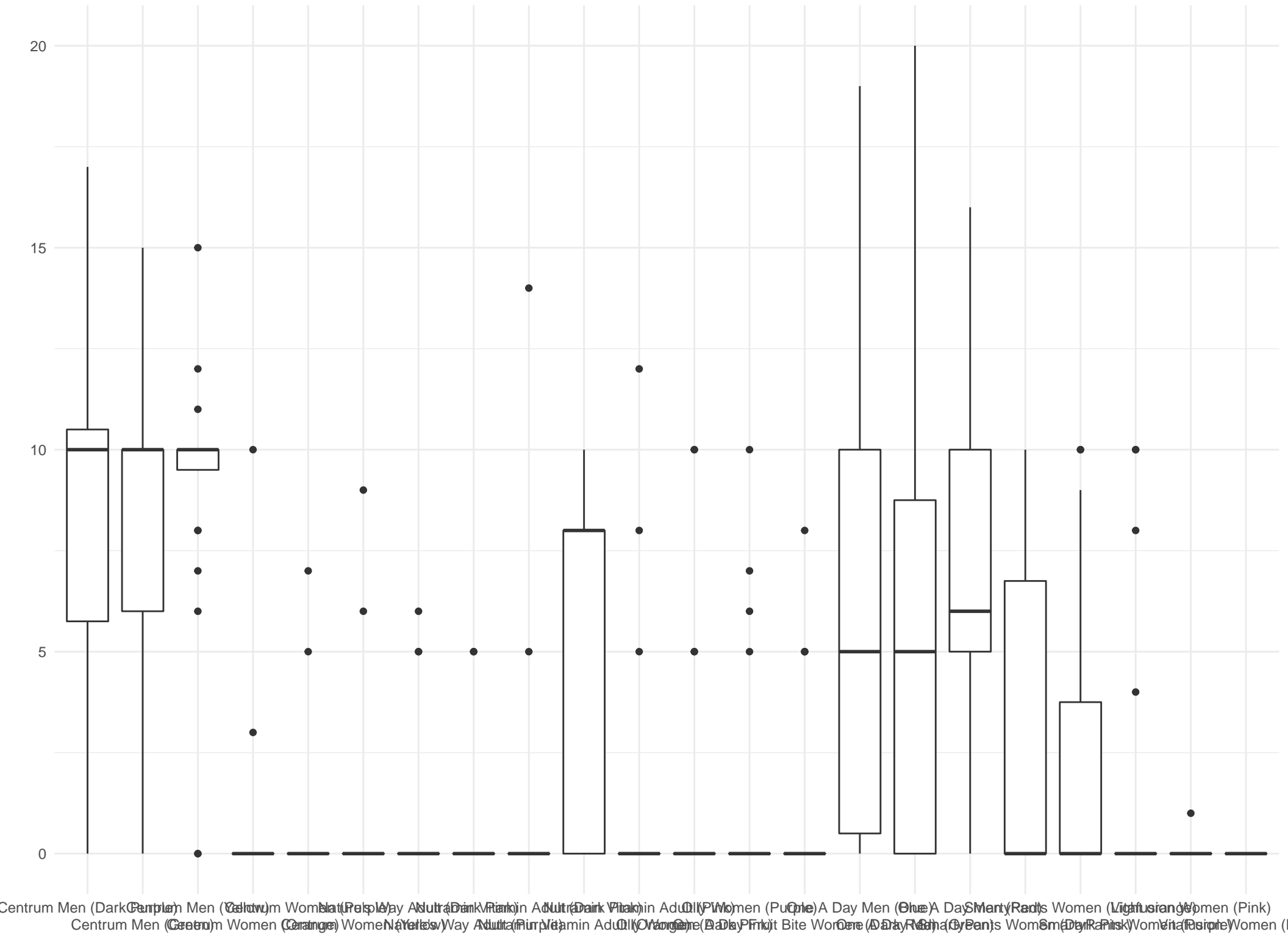
Sour Aftertaste



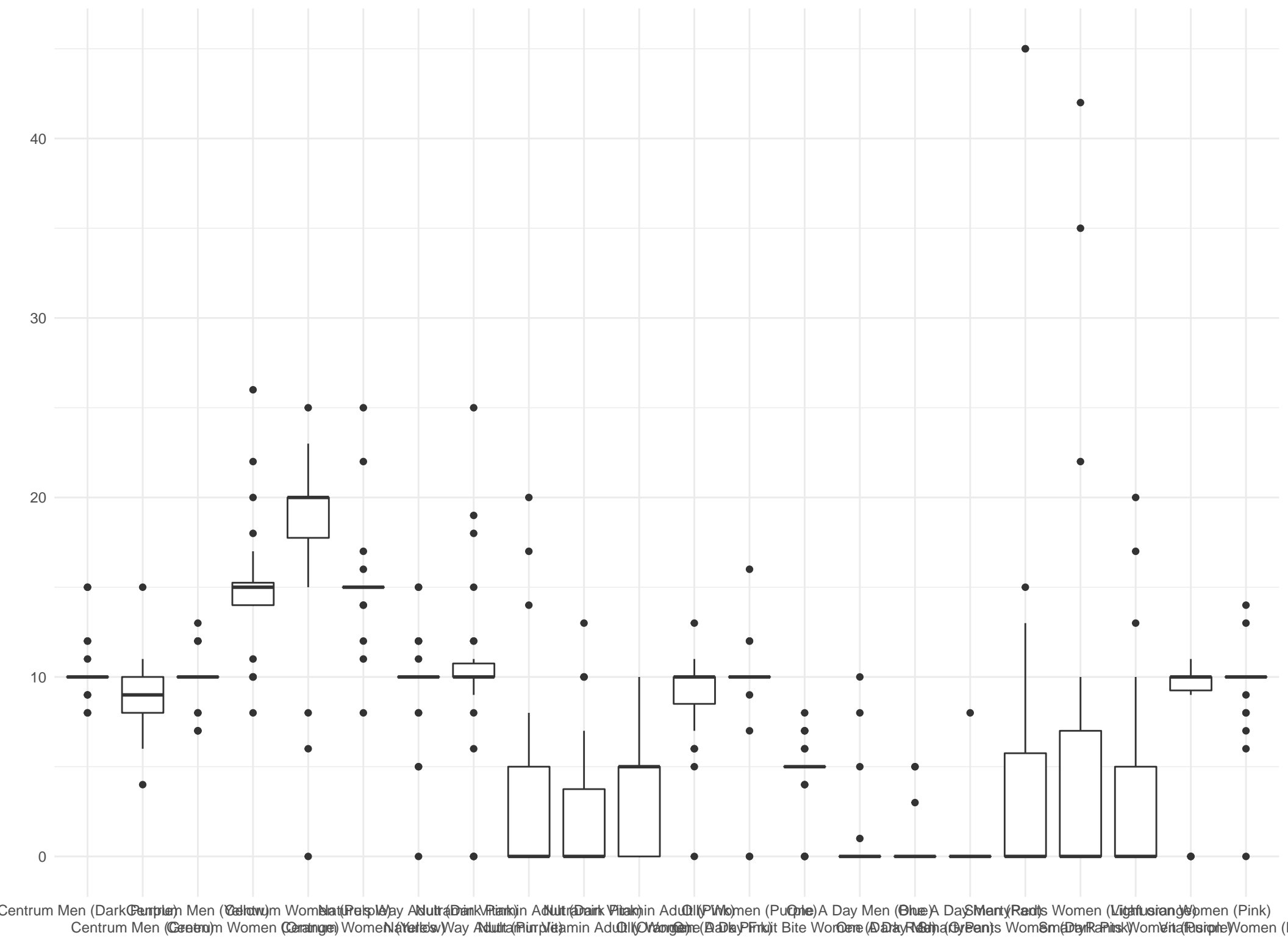
Bitter Taste



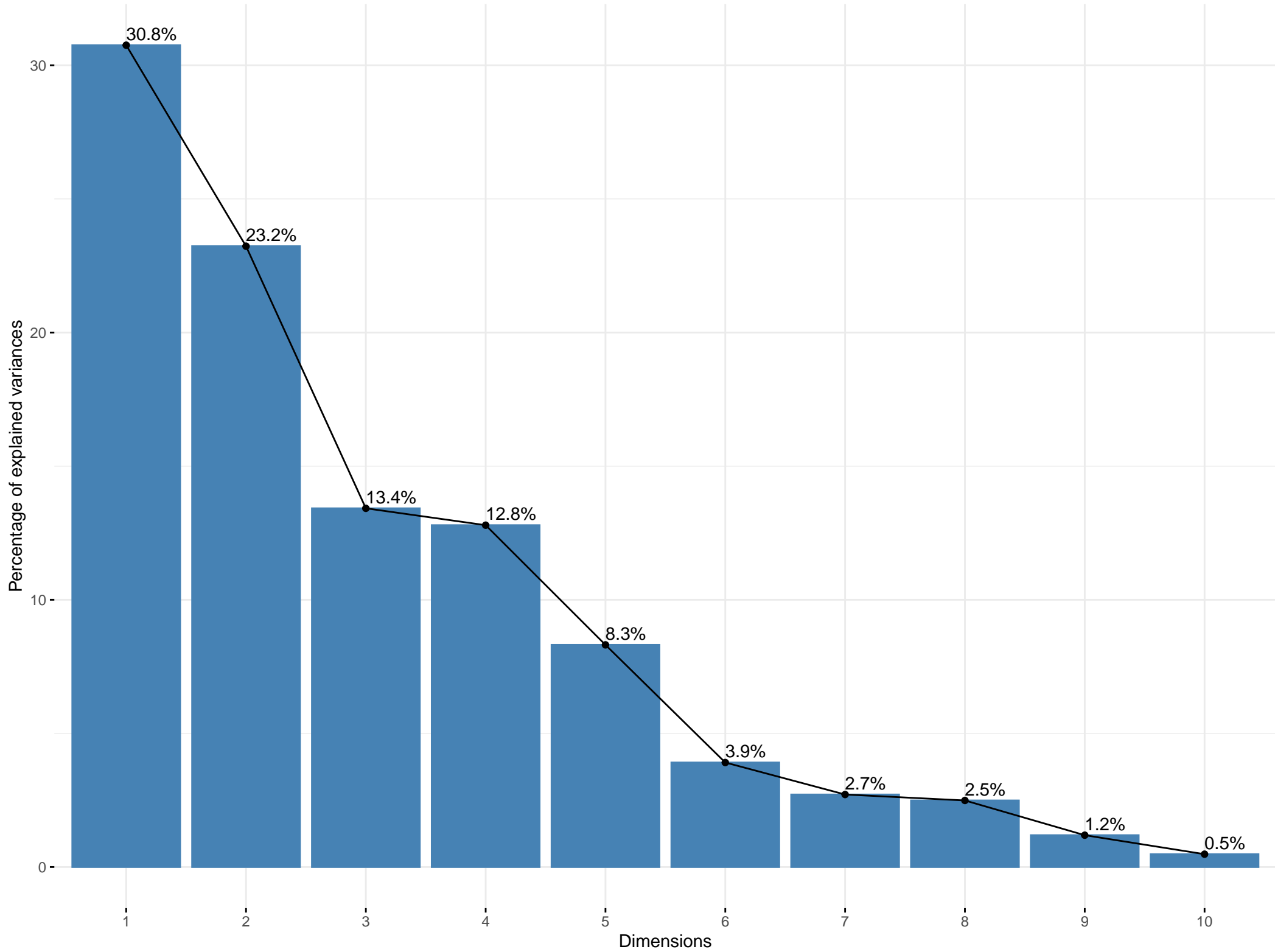
Bitter Aftertaste



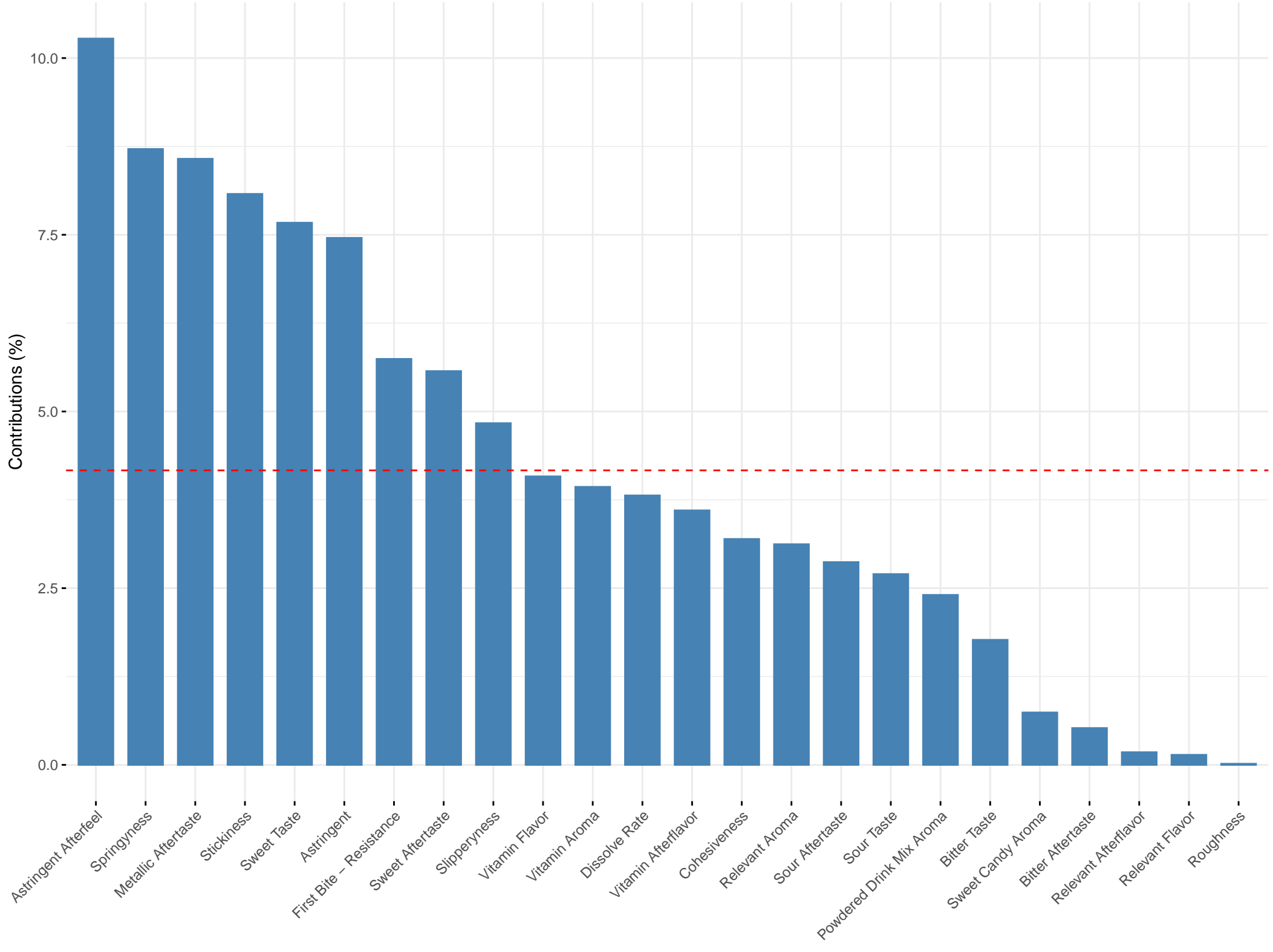
Astringent



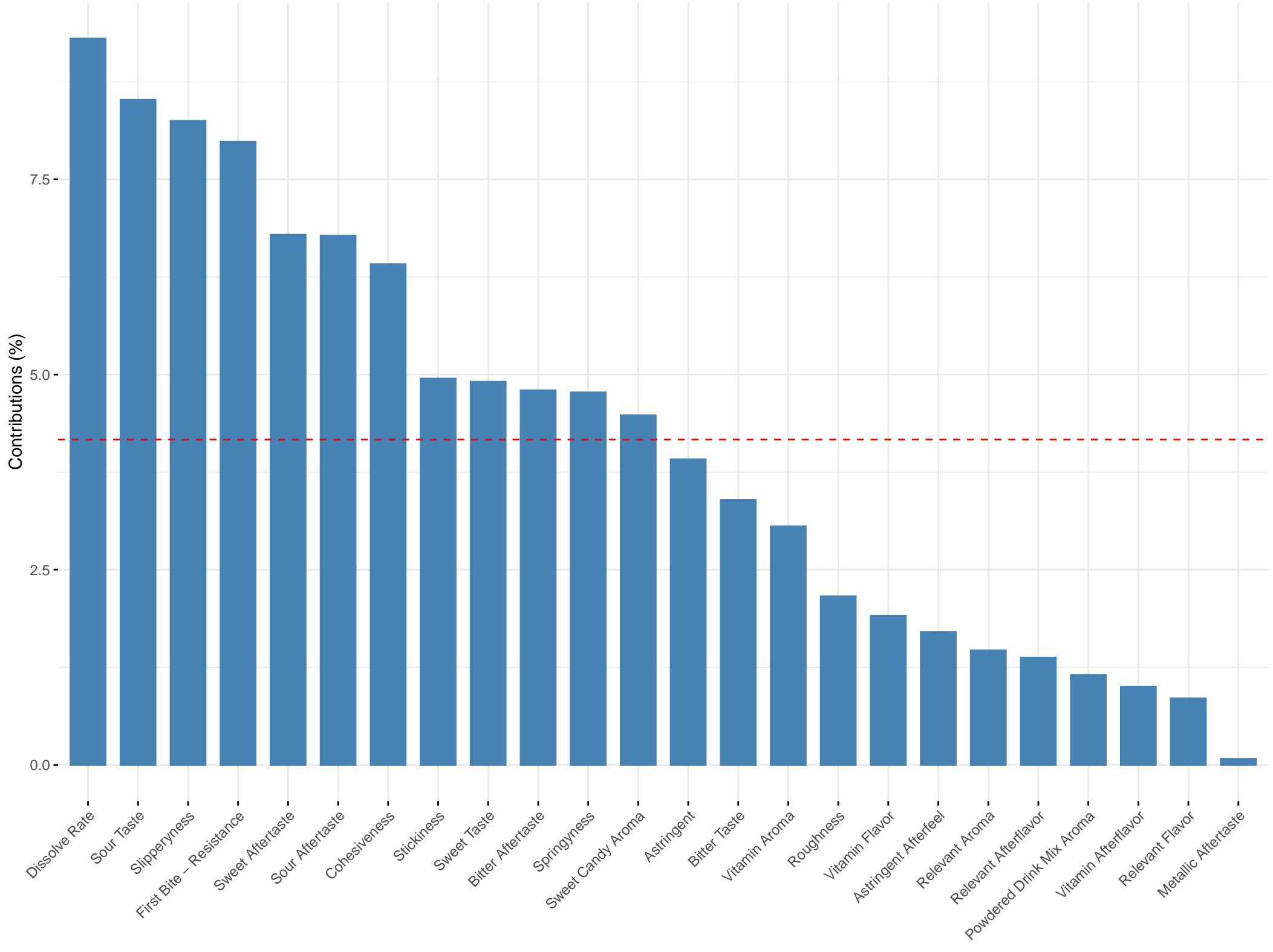
Scree plot



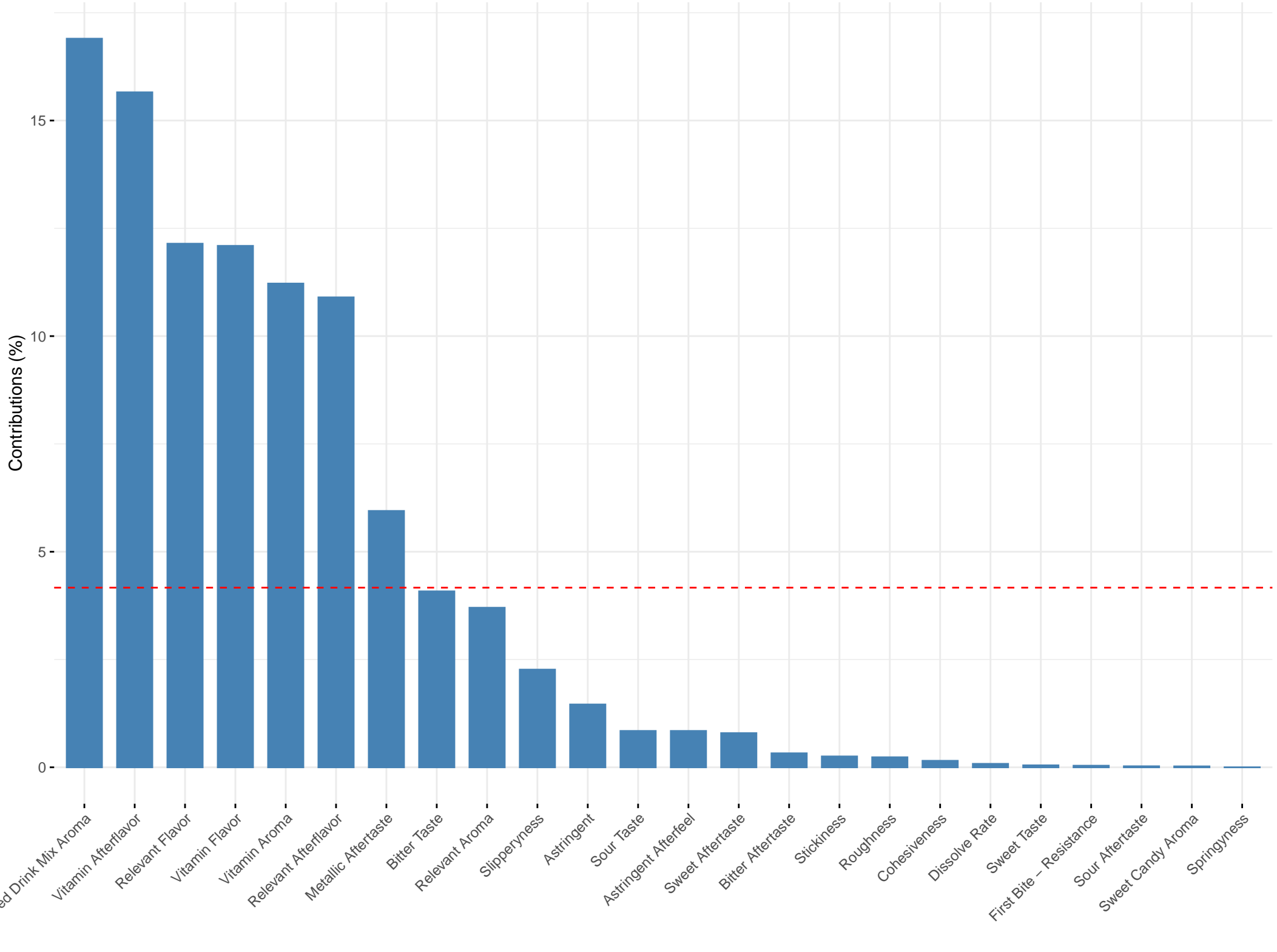
Contribution of variables to Dim-1



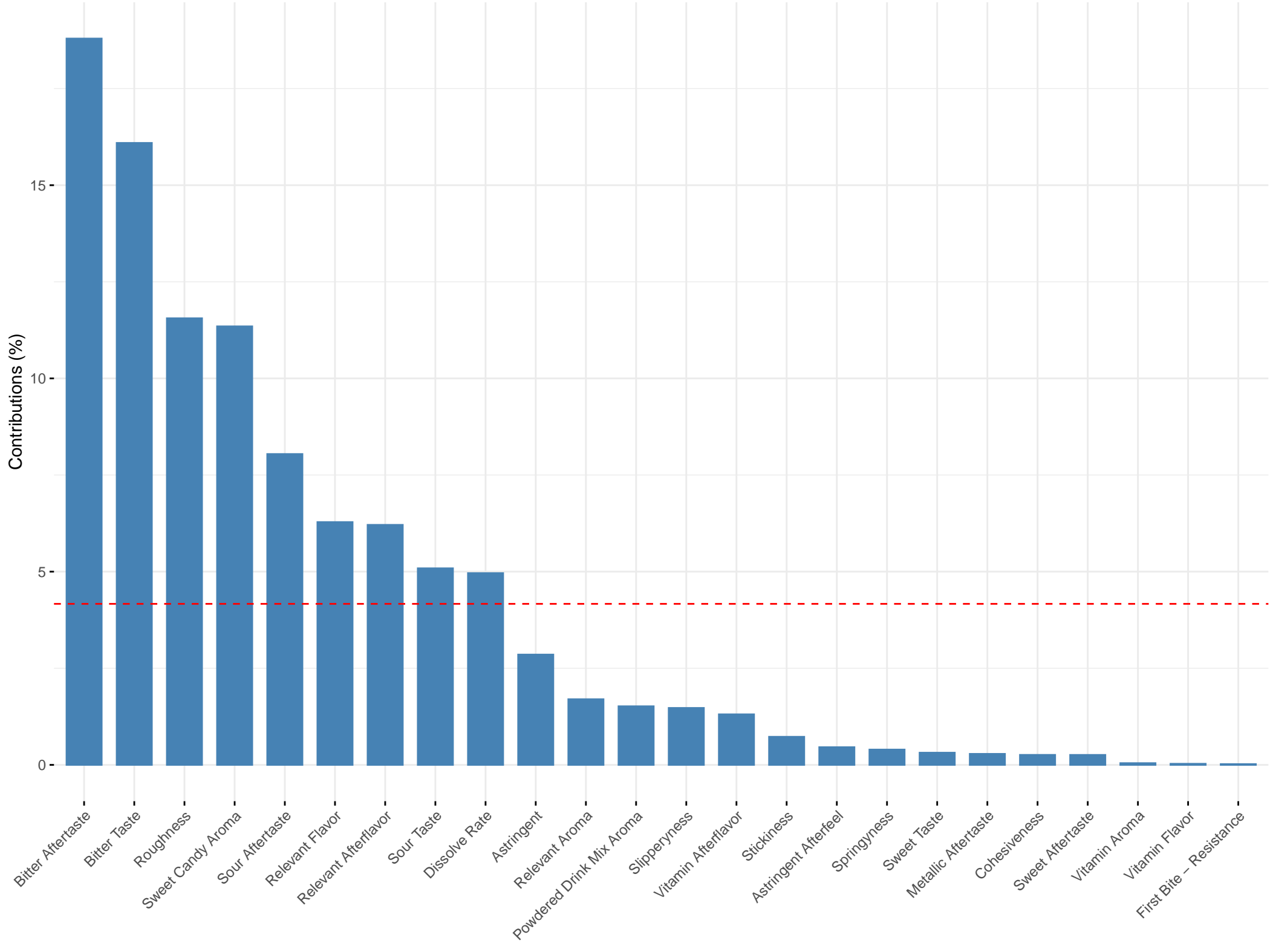
Contribution of variables to Dim-2



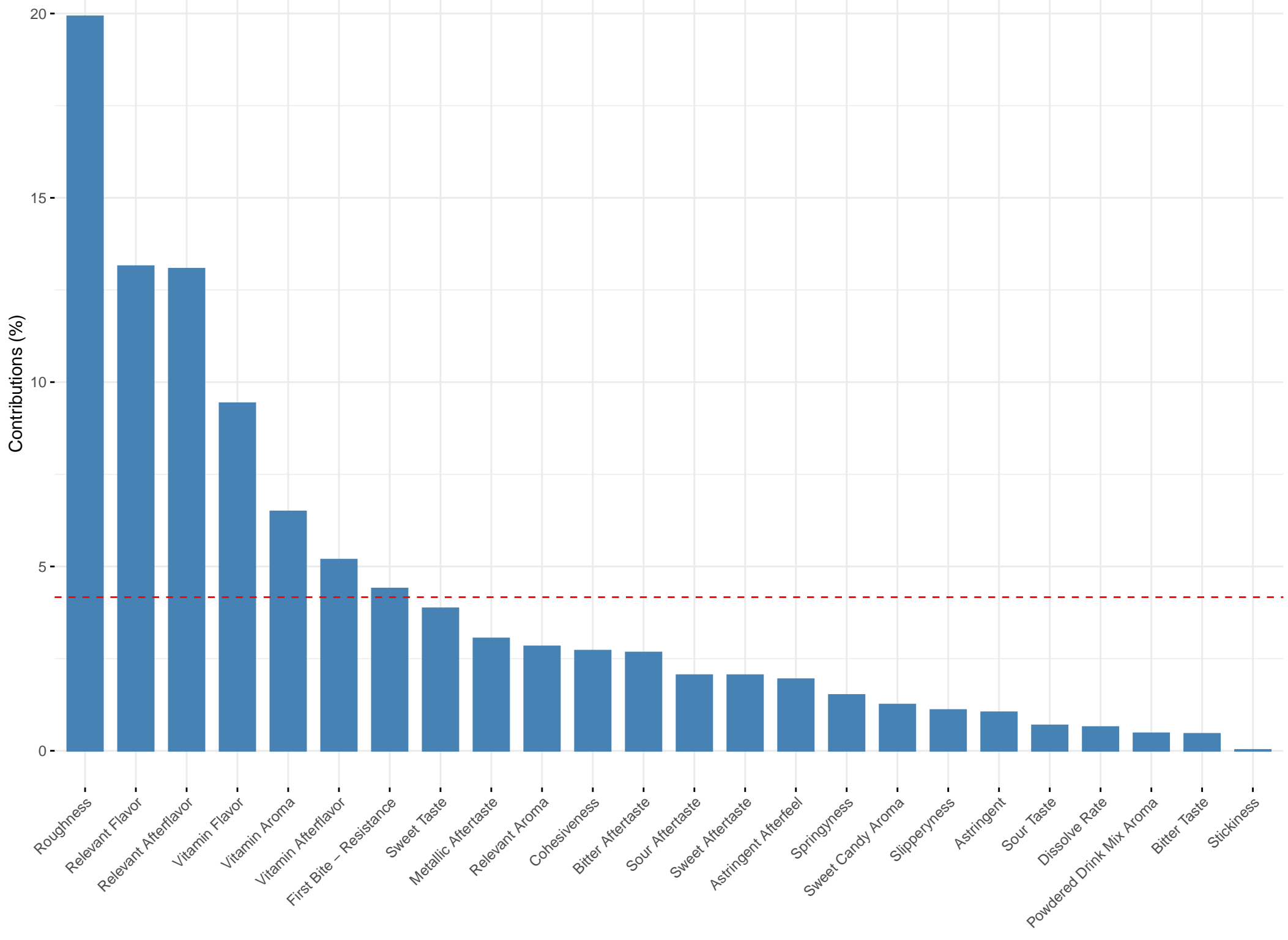
Contribution of variables to Dim-3



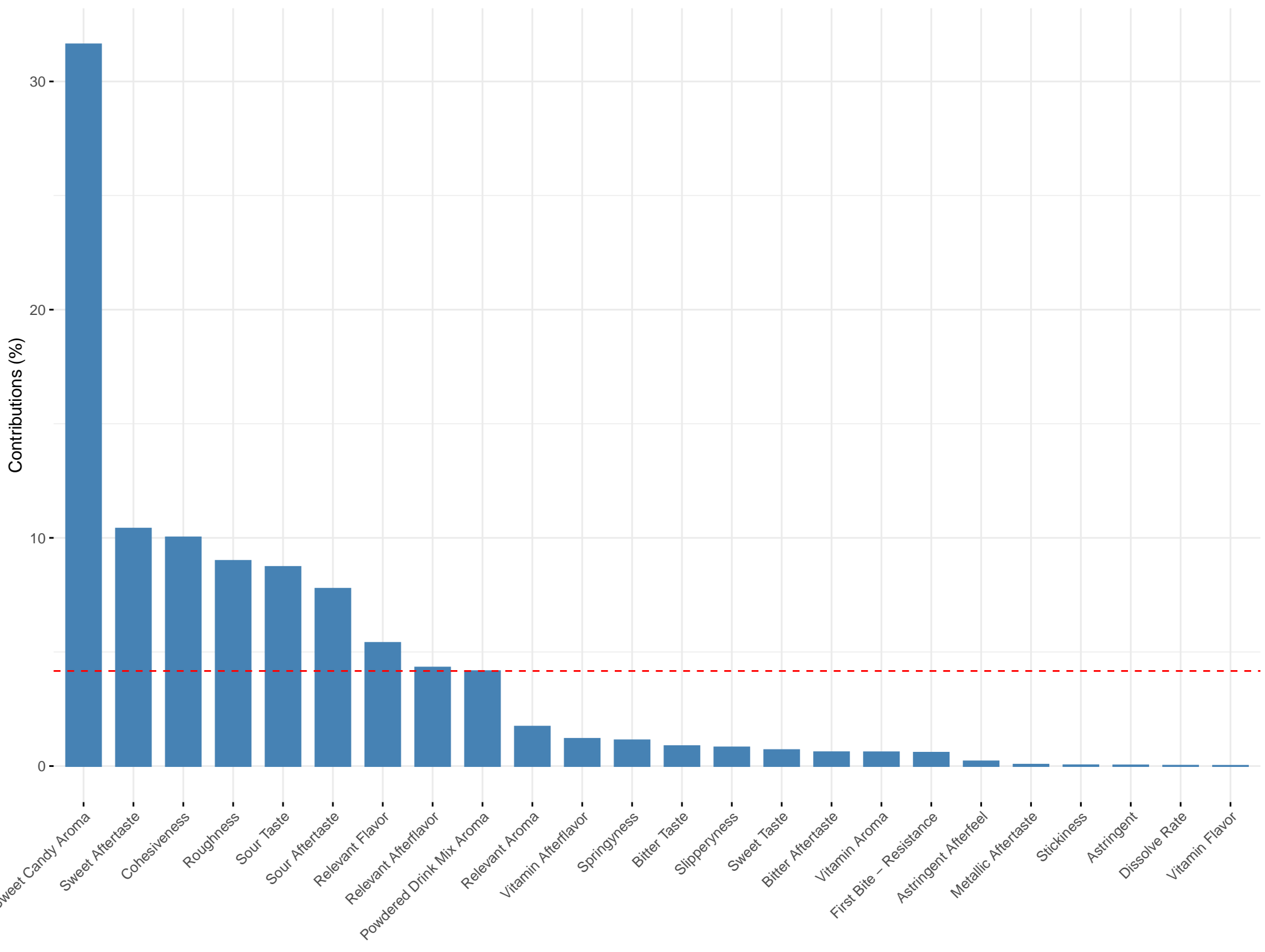
Contribution of variables to Dim-4



Contribution of variables to Dim-5



Contribution of variables to Dim-6



Contribution of variables to Dim-7

