



MARY KAY GEL

SEMI-MATTE *Lipstick*

1. Which 3 shades are you most likely to purchase?
2. Which 3 shades are you least likely to purchase?
3. Which brand of lipsticks do you tend to purchase?
4. How much do you normally pay for these brands?
5. What is most important to you in a lipstick?
6. Rate the lipstick: Like it Love it Must have
7. Do you typically use lip liner or lip primer?
8. What is your opinion on the texture & color of the lipstick?
9. Does the design of the product packaging affect your purchase decision? If so, how?
10. Would you recommend this product to your friends?

Additional Comments ::

PANELIST :: ____/30



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