

Photography as a Scientific and Marketing Tool

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Introduction

The use of photography, unquestionably, has been employed for a long time as a tool in a very wide range of scientific pursuits and has been used by scientists in many useful ways. In the cosmetic testing laboratory we have used photographs to record the actual testing and maintain a systematic record of our methodology to make possible a recreation of our experimental procedure. By following this method, we maximize the precision of our testing methods and assure the greatest degree of quality control. When used in this way, photography has been a vital part of the internal process and has aided the testing laboratory in its ability to obtain, in every instance, accurate and precise results. More recently however, photography has come to play an even more important and useful part of the work in our laboratory.

Methods and Procedures

Traditionally, our work consists of testing cosmetic products to determine or verify their purported efficacy with various methods applicable to those products or samples. This invariably necessitates the use of many different scientific instruments commonly used in the cosmetic industry. For example, the use of a Novameter (a specific type of galvanometer) to measure moisture content across the surface of the skin or a Cutometer to measure the elasticity of the skin. These and the many other instruments that are used in our testing laboratory yield a plethora of bio-physical measurements and data which are employed to evaluate a product's efficacy. This information is recorded, tabulated, and statistically analyzed before a report is prepared providing the client with the results of tests we conducted on their product. While this remains the *modus operandi* of all testing laboratories, we believe that our laboratory has enhanced the testing process significantly. By adding a new dimension to what we provide as an adjunct to

all of our tests, we now offer the client a creative capability to compliment this scientific methodology.

'A picture is worth a thousand words', 'Show me the difference' or 'Seeing is believing'. Such statements have been said with such frequency, and so often, they have become well-worn clichés in the English language. Nonetheless, these statements are certainly true. This is very much the case when we have a client wishing to demonstrate his or her product in a visual medium. Whether that medium is print advertising or television, the competitive nature of the cosmetic industry and the extremely crowded marketplace, in which these products are offered for sale, has made the use of a visual medium absolutely inevitable and necessary. Our company understands this very well and has come to embrace this philosophy. We have said many times that a successful TV commercial will sell the product with the sound turned off, or a good picture, alone, can make for a very successful print ad. Both of these situations should lead to the successful purchase of the featured product by the customer, all other things being equal.

At our company we have developed what we refer to as the Photo Study. It is our attempt to add that important



Wrinkle reduction efficacy: six week