



IFPRI BRIEF TEMPLATE

Check One: Project Review Collaboration
 Workshop Other

Descriptive Title	How Does It Feel? – From Rheometry to Mouth and Skin: Connection to the Methods of Haptics and Leptics
Working Title¹	Psycho-Rheology
Technical Area²	W, D, C
Date	6/26/19 8:43 AM
Short Description	Rheological properties influence the way our products are perceived by consumers. The science of haptics and leptics relate skin and mouth perception to tribology, rheology, and other physical properties. Consumers seek a variety of responses from our wet and dry particulate products. We seek to understand the academic state of the art in this area, and identify current methodologies for relating physical properties to consumer experience (haptic and leptic evaluations).
Objectives	<ol style="list-style-type: none"> 1) Current methods in haptic and leptic evaluations. How do we quantify sensory perception? 2) Description of relevant human surface geometries and contact mechanisms. 3) Description of bio-physical interactions between products and mechano-receptors in cells. 4) Evaluations and their connection to physical properties 5) Identify gaps to enable future project to link these needs to other product attributes such as delivery.
Scope	<ol style="list-style-type: none"> 1) Open to all measurement methods, not just rheology 2) Materials acceptable for human contact 3) Consider range of particulate systems (e.g. sun cream, lipstick, talc, food, suspensions, etc).

Recommended Contractors (2 or 3) in order of priority		
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Anwasha Sarkar (1 st choice)	U. Leeds	A.Sarkar@leeds.ac.uk
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Alex Lips (skin)	U Edinburgh	v1alips@ed.ac.uk

¹ Title used in meeting agendas and file archives

² One or more from the following list: W = wet systems; D = dry systems; F = particle formation; SR = size reduction; M = modeling; SE = systems engineering

Submitted By:	
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Other companies with interest: Proctor & Gamble, Keurig, Ingredion, Hormel	