

Topic: Face Jam

- **Aim :** Is to research about the success rate of a facial mask made up of fruit puree, free off any chemical or toxin and to keep it organic and playful, by making it edible as well.

Objectives:

- Scoping and Ideation, that would be where the author came up with the idea of Face Jam.
- Testing and validation this is where the product has to be tested by willing students or future product users/consumers.
- Product will be launched or a post launch will be made and a final product will be in place.

Literature Review:

- Most of the time new food product development is quite chaotic and maybe even archaic, but with the ever growing market and its consumer's needs, company do tons of research and spend loads of money and time on it (Brody and Lord, 2007).
- In Thai society, beauty has been highly valued and thus Thai woman have a higher standard for body and appearance, almost to the point that they spend lots of money on anything that will help them achieve that standard set by the myths and media (Wolf, 1992).

Anticipated Findings:

- How beneficial will the product be
- Is the product both edible and useable.
- How safe would the product be for both uses?



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