



ABSTRACT SUBMISSION INFORMATION

Submission Deadline is May 15, 2020

(extended from April 15)

Type of Presentation (select one) *

- **Oral***—Oral presentations are allotted 20 minutes.
- **Poster***—Submissions in the poster category are accepted on any technical topic suitable for the sensory community. Poster presenters are required to be present at their poster during specific time frames throughout the meeting.

**Specifying a preference between oral and poster presentation type does not guarantee placement in that area.*

Presentation Title

- **The title is limited to 15 words.** Capitalize only the first letter of the first word and any proper nouns.

Abstract Body

The abstract text is limited to 300 words. Please include introduction, materials, and methods, results, and conclusions. Mention if this is a review or original research. The authors are responsible for appropriate grammar, spelling, etc., in English. No editing assistance can be provided to the authors. Poorly written abstracts (grammar, spelling, or content) will be refused.

Publication

Authors of papers are encouraged to publish their papers in *Journal of Sensory Studies*. Please indicate your interest when submitting your abstract.

Student Awards

Student presenters will be selected for outstanding student oral and poster presentations. The student presenting must be the primary author. Judging of the student awards will be arranged by the SSP Conference Scientific Committee. Additionally, student presenters will have the opportunity to apply for a travel stipend.

Speed Posters

Selected poster presenters will present a 5-minute oral presentation on their research using three slides. Many diverse topics and points of view will be presented during this session. To be considered for a Speed Poster, please indicate your interest during abstract submission. Proposals will be evaluated by members of the [SSP Conference Scientific Committee](#) for:

- Concurrence with the objectives and themes of the conference, although all topics will be considered.
- Originality/novelty and scientific/strategic merit.
- Usefulness to the conference participants.

Abstract Revisions

After submitting an abstract, the presenter will receive a confirmation e-mail containing a personalized link to the abstract submission. Please keep this link, as it will allow you to access your abstract at any time to view or make changes, or to withdraw it. You may be asked to make revisions to your abstract. **This link will be available until abstract submission closes on May 15, 2020** (extended from April 15).

Conditions of Acceptance of Presentations

Abstracts must be concurrent with the objective of the conference and add to the current knowledge of sensory science. Abstracts will be judged based on their usefulness to the conference participants and potential for success. Titles and abstracts must not be submitted if the work has been published previously or presented elsewhere, except for papers that are identified as reviews. Abstracts exhibiting advertisement properties will not be accepted. Accepted submissions must be presented by one of the authors and the presentation will be made available on a members-only area of the web site.

Both oral and poster presenters must be registered for the conference by September 16, 2020, or their abstract will be withdrawn from the program.

All presenters are required to attend the scientific program poster session. This will provide all attendees an opportunity to converse with all presenters. Additionally, one of the authors listed on each poster must be present at their poster during the happy hour with poster and designated poster author sessions.

Abstract Categories/Keywords

During abstract submission, presenters will select from the following categories:

<ul style="list-style-type: none">• Marketing Insights<ul style="list-style-type: none">- Price/Value- Segmentation- Branded Research- Other	<ul style="list-style-type: none">• Methods:<ul style="list-style-type: none">- Affective- Trained Panelists- Similarity and Difference- Psychophysics- Qualitative- Product Optimization- Other	<ul style="list-style-type: none">• Sensory and Consumer<ul style="list-style-type: none">- Drivers of Liking- New Methods- Association Studies- Survey Research- Other
<ul style="list-style-type: none">• Sensometrics:<ul style="list-style-type: none">- Statistical methods- Multivariate- Time Series Models- Other	<ul style="list-style-type: none">• Basic Science:<ul style="list-style-type: none">- Anatomy and Physiology- Texture- Color/Audition- Taste- Olfaction- Other	

Sample Abstract

The impact of chemesthetic ingredients on repeated assessment and discrimination of oral cooling and burn from mentholated food products has not been demonstrated in published literature. Two studies were conducted in which descriptive sensory analysis was used to 1) determine the impact of rinsing on residual cooling from strongly mentholated toothpaste and 2) illustrate the effect of repeated testing and interstimulus delay on discrimination and repeatability of three commercially available mint-flavored toothpastes in a single session. Panelists brushed their teeth for 30 seconds according to a standardized technique and evaluated residual cooling and burn. Rinsing with crackers and water significantly increased the decay slope and demonstrated the potential to reduce the time needed to reach a negligible score. In the second experiment, samples were evaluated daily according to a Latin square design and with four interstimulus delays (4, 8, 16, and 24 minutes). Discrimination of oral cooling was more consistent with longer interstimulus delays, but even with a 24-minute regimen, oral burn sometimes demonstrated slight but significant sensitization, a carryover effect. These results suggest that testing toothpaste products, and perhaps other products with high levels of cooling, requires considerable time between testing, which limits the number of samples that can be tested in a single session. This study shows that resources (e.g., time and money) needed to conduct appropriate studies on mentholated products may be comparatively higher to obtain the most accurate information for decision making.