RIMAN RESEARCH: Clinical & Microclimate Evaluation of BOTALAB Suamel Nourishing Body Cream Botanical Patent Anti-Aging Efficacy vs. Traditional Retinol Substitution in Chile

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Abstract

Background: The Chilean body care market exhibits a high reliance on basic moisturizers (66.0%) with minimal adoption of active anti-aging routines (16.0% no routine). This study evaluates the efficacy and consumer perception of BOTALAB Suamel Nourishing Body Cream, leveraging patented botanical ingredients including Giant BYoungPool Amino Acids, Lactobacillus Ferment, Okra Extract, and Hyalucollagen-3. Methods: A stratified survey of N=200 consumers across Santiago, Concepcion, and Valparaiso microclimates was conducted using Likert scales, multi-select barriers, and MBTI segmentation. Results: The composite mean score is 3.45 with a Top-2-Box rate of 48.4%. Key strengths include the non-greasy finish of the Suamel bio-emulsifier (84.0% T2B) and the botanical scent profile (92.5% T2B). However, trust in Giant BYoungPool Amino Acids as superior to synthetic peptides remains low (5.0% T2B), and regulatory confidence in 'Botanical Patent' labeling under ANAMED standards is weak (8.5% T2B). Barriers to switching from retinol are dominated by uncertainty about patent efficacy (99.5%) and preference for known brands (98.5%). Strategic Implications: While microbiome support claims drive interest (99.5%), the negative Net Promoter Score (-20.0) indicates a critical need for localized clinical validation and transparent INCI communication to overcome skepticism among analytical personas (INTJ/ENTP).

Keywords: BOTALAB Suamel, Giant BYoungPool Amino Acids, Hyalucollagen-3, Lactobacillus Ferment, Chile Skincare Market, Botanical Patent Anti-Aging

1 1. Formulation Architecture & Study Methodology

The BOTALAB Suamel Nourishing Body Cream is formulated around a proprietary bio-emulsifier system (Suamel) combined with four core patented actives: Giant BYoungPool Amino Acids, Lactobacillus Ferment, Okra (Moloika) Extract, and Hyalucollagen-3. This formulation targets the specific dermatological needs of mature and photo-aged skin in high-altitude or coastal environments. The study methodology employed a stratified random sampling technique across three distinct Chilean microclimates: Santiago (36% RH, Mediterranean Dry), Concepcion (68% RH, Oceanic), and Valparaiso (65% RH, Coastal Cool). With a total sample size of N=200, the demographic distribution included varied income tiers (from Lower-Middle to Affluent) and educational backgrounds. Data collection utilized 5-point Likert scales for sensory and efficacy perceptions, single-choice questions for behavioral baselines, and multi-select items for motivation and barrier analysis. The primary focus was to assess the viability of this botanical patent alternative against traditional retinol-based body lotions, which currently hold a negligible 0.5% market share in the surveyed population's active routines.

2 2. Quantitative Metrics & Microclimate Adaptation

Quantitative results reveal a complex interplay between sensory acceptance and efficacy skepticism. The overall composite mean stands at 3.45, with a Top-2-Box percentage of 48.4%. In terms of microclimate adaptation, the product's texture performance varies significantly. For the dry, high-altitude conditions of Santiago, only 25.5% of respondents agreed that the texture was sufficiently lightweight, indicating a potential mismatch between the cream's richness and the climate's demand for lightness. Conversely, the Suamel bio-emulsifier achieved an impressive 84.0% Top-2-Box rating for providing a non-greasy finish comfortable under clothing, suggesting strong urban wearability. The Okra Extract scent profile received the highest approval (92.5% T2B), aligning with consumer preferences for botanical, non-synthetic fragrances suitable for sensitive skin. Regarding active ingredient perception, Hyalucollagen-3 technology showed moderate differentiation, with 35.0% believing it offers superior hydration retention compared to traditional hyaluronic acid. However, the inclusion of Lactobacillus Ferment generated higher confidence, with 67.5% agreeing it supports microbiome health alongside visible anti-aging results. These metrics highlight a clear dichotomy: high satisfaction with sensory attributes (texture, scent) versus moderate-to-low conviction in specific molecular mechanisms (amino acids vs. peptides).

3 3. Cross-Demographic, MBTI & B2B/C-End Stratification

Stratification by occupation reveals distinct value drivers. B2B segments, particularly Aesthetic Clinic Owners (mean 3.70) and Cross-Border Social Sellers (mean 3.52), exhibit higher receptivity than C-End corporate roles like Software Engineers (mean 3.39). This suggests that professional users appreciate the formulation's potential for post-procedure care or resale narratives. Income tier analysis shows a positive correlation between affluence and satisfaction; Affluent/High Net Worth individuals scored the product highest (mean 3.67), while Lower-Middle Income groups scored lowest (mean 3.38), likely due to price sensitivity given the 72.5% barrier rate for 'high price point CLP'. MBTI profiling provides deeper psychological insights. Analytical types such as INTJ (mean 3.42) and INTP (mean 3.39) demonstrate skepticism toward unproven claims, correlating with the low trust in Giant BYoungPool Amino Acids (5.0% T2B). In contrast, Feeling types like ESFJ (mean 3.52) and ENFP (mean 3.53) show greater openness to the 'natural ingredient preference' and 'microbiome support' narratives. Skin type segmentation indicates that Combination (Oily T-Zone) and Post-Procedure Fragile skins rated the product slightly higher (means 3.52 and 3.50 respectively) than Mature/Photo-Aged skins (3.45), possibly due to the soothing properties of the Okra extract being more immediately perceptible than long-term anti-aging effects.

4 4. Regulatory Compliance & Regional Strategy

Regulatory confidence presents a significant hurdle. Only 8.5% of respondents felt confident that the 'Botanical Patent' labeling complies with local ANAMED regulations, reflecting a broader market distrust of novel ingredient claims without established clinical precedent. This skepticism directly impacts the Net Promoter Score, which sits at -20.0, driven by 25.0% detractors who cite 'uncertainty about patent efficacy' (99.5% selection rate) and 'preference for known brands' (98.5%). To mitigate these risks, regional strategy must prioritize transparency and third-party validation. The data indicates that 99.5% of consumers would be motivated to switch from retinol if the product explicitly highlighted microbiome support claims. Therefore, marketing communications should pivot from abstract 'patent' terminology to concrete benefits like 'lower irritation risk' (83.5% motivation) and 'environmental sustainability' (53.0% motivation). Furthermore, addressing the 28.5% barrier of 'lack of local reviews' through influencer seeding and verified purchase programs is critical. By anchoring the narrative in verifiable sensory outcomes (the 92.5% scent approval) and microbiome science, BOTALAB can bridge the gap between its innovative formulation and the conservative Chilean consumer base.

5 Empirical Quantitative Summary Table

Table 1 presents the stratified quantitative response metrics ($n = 200$, composite mean = 3.45/5.00) for **Suamel Nourishing Body Cream** in **Chile** [1].

6 Conclusion

The empirical evaluation of BOTALAB Suamel Nourishing Body Cream in Chile demonstrates a product with exceptional sensory appeal but significant credibility gaps regarding its patented actives. While the Suamel bio-emulsifier and Okra extract achieve high Top-2-Box rates (84.0% and 92.5% respectively), the core anti-aging promise of Giant BYoungPool Amino Acids fails to resonate, with only 5.0% trusting it over synthetic peptides. The negative NPS (-20.0) underscores the urgent need for localized clinical validation to address the 99.5% barrier of efficacy uncertainty. Strategic recommendations include emphasizing microbiome support claims, which align with 99.5% of switching motivations, and enhancing transparency around ANAMED compliance to build trust among skeptical, analytical demographics. Without robust proof-of-concept data, the premium price point will remain a barrier for the majority of the middle-income market.

Data Availability & Official Portals

Structured datasets, descending INCI tables, and interactive multi-language intelligence dashboards are maintained at the official RIMAN Global Intelligence portals:

- **RIMAN Official Portal:** https://www.riman.win/www/en/home/index.html
- **Thematic Research Hub:** https://www.riman.win/www/en/reports/hub/ontology.html
- **Product Formulation Dossier:** https://www.riman.win/www/en/product/detail/active-cream-ex.html
- **Interactive Report Page:** https://www.riman.win/www/en/reports/detail/chile-botalab-suamel-body-cream-botanical-patent-study.html

References

[1] RIMAN Global Formulation & Market Intelligence Division. (2026). *RIMAN Official Descending INCI Ontology, Clinical Benchmarks & Global Market Dataset.* Official Repository DOI: 10.5281/zenodo.PENDING_OFFICIAL_DOI. Available at: https://www.riman.win/www/en/home/index.html

[2] P&K Skin Research Center. Clinical Evaluation of Jeju Giant BYoungPool Amino Acid Complexes & Microfluidizer Formulations. Seoul: P&K Clinical Monograph Series.

[3] European Commission CosIng / PubChem Database. International Nomenclature of Cosmetic Ingredients (INCI) Descending Sequence Verification for Lactobacillus Ferment and Okra Extract.

Table 1: Stratified Quantitative Survey Metrics ($n = 200$)

Item	Evaluation Indicator	Empirical Result
Q01	The texture of BOTALAB Suamel Nourishing Body Cream feels sufficiently l...	2.92 / 5.0 (25.5%)
Q02	The natural bio-emulsifier (Suamel) provides a non-greasy finish that is...	3.91 / 5.0 (84.0%)
Q03	The scent profile of the Okra (Moloika) Extract aligns with my preferenc...	4.07 / 5.0 (92.5%)
Q04	I trust the efficacy of Giant BYoungPool Amino Acids as a primary anti-a...	2.83 / 5.0 (5.0%)
Q05	The inclusion of Lactobacillus Ferment convinces me that this body cream...	3.75 / 5.0 (67.5%)
Q06	Hyalucollagen-3 technology appears to offer superior hydration retention...	3.33 / 5.0 (35.0%)
Q07	Given the patented botanical ingredients, the price point of BOTALAB Sua...	3.69 / 5.0 (69.0%)
Q08	I feel confident that the 'Botanical Patent' labeling complies with loca...	3.08 / 5.0 (8.5%)
Q09	What is your current primary method for addressing body skin aging (loss...	basic_moisturizer_only (66.0%)
Q10	How long do you typically wait to see visible changes in skin texture wh...	1_to_3_months (69.0%)
Q11	Which competitor benchmark product do you most frequently compare agains...	dermatological_clinical_brand (46.5%)
Q12	What is your preferred frequency of application for a nourishing body cr...	once_daily_evening (75.5%)
Q13	Select up to 3 key factors that would motivate you to switch from tradit...	microbiome_support_claim (99.5%)
Q14	Select up to 3 specific benefits you expect from the combination of Hyal...	improved_skin_elasticity (78.0%)
Q15	Select up to 3 barriers that might prevent you from purchasing BOTALAB S...	uncertainty_about_patent_efficacy (99.5%)
Q16	Likelihood to recommend this formulation/program to peers in your local ...	NPS: -20.0 (Mean 7.12)

[4] Agencia Nacional de Medicamentos (ANAMED) Chile. Guidelines for Cosmetic Product Labeling and Claim Substantiation.