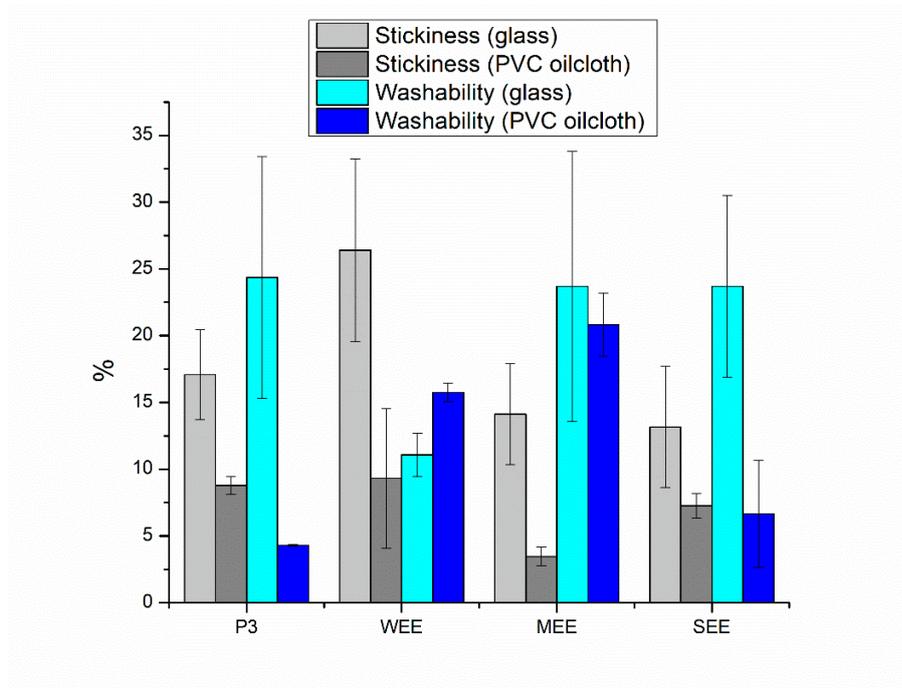


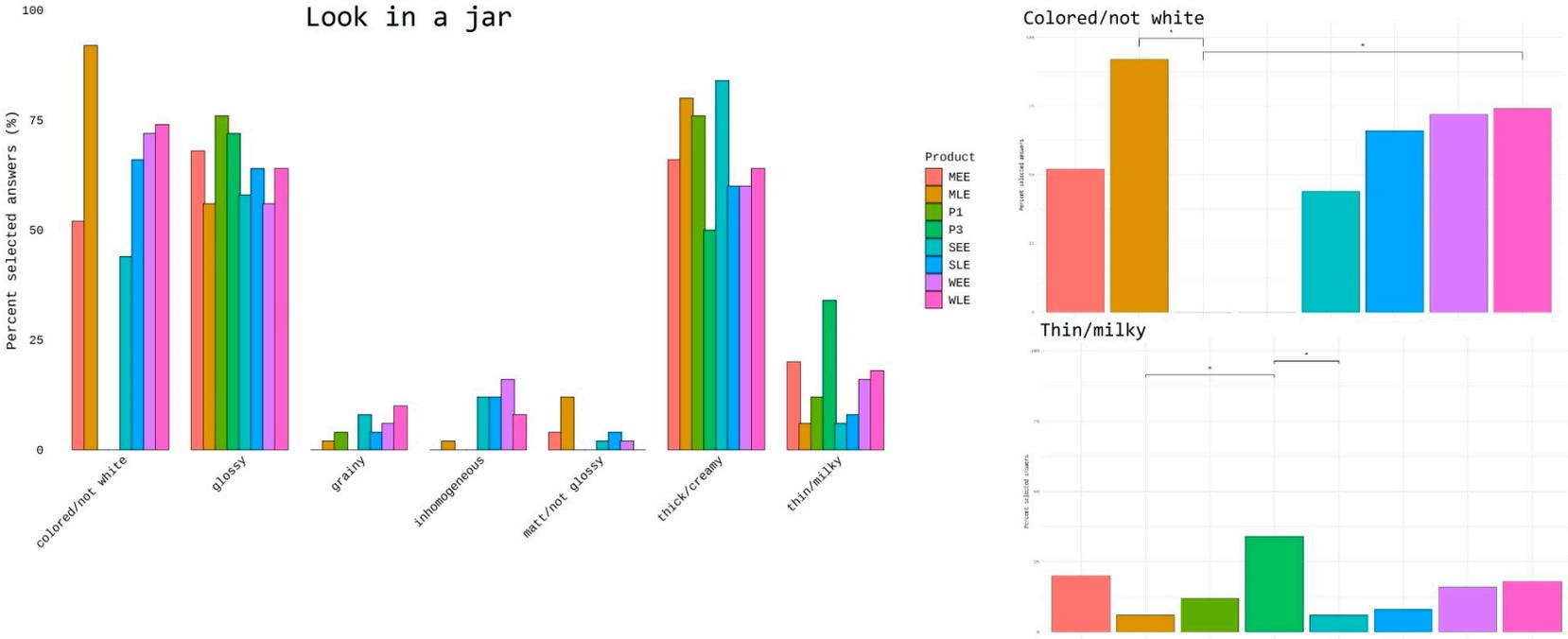
**Table S1.** Texture parameters of investigated creams.

<b>Sample</b>	<b>Firmness [gf]</b>	<b>Cohesiveness [gf]</b>	<b>Consistency [gfs]</b>	<b>Index of viscosity [gfs]</b>
<b>P1</b>	18.59 ± 0.86	3.63 ± 0.14	34.47 ± 1.32	15.47 ± 0.98
<b>WLE</b>	6.15 ± 0.10	1.50 ± 0.07	15.46 ± 0.91	6.80 ± 0.65
<b>MLE</b>	9.13 ± 0.09	2.11 ± 0.19	18.46 ± 1.14	9.34 ± 1.14
<b>SLE</b>	10.74 ± 0.33	2.48 ± 0.08	29.47 ± 2.06	10.03 ± 1.31
<b>P3</b>	6.54 ± 0.33	1.51 ± 0.18	17.65 ± 0.87	6.72 ± 0.66
<b>WEE</b>	6.71 ± 0.39	1.96 ± 0.18	15.55 ± 1.11	7.28 ± 0.81
<b>MEE</b>	7.83 ± 0.30	1.80 ± 0.17	21.47 ± 1.33	7.47 ± 1.06
<b>SEE</b>	8.41 ± 0.26	1.33 ± 0.06	19.32 ± 0.74	5.98 ± 0.43

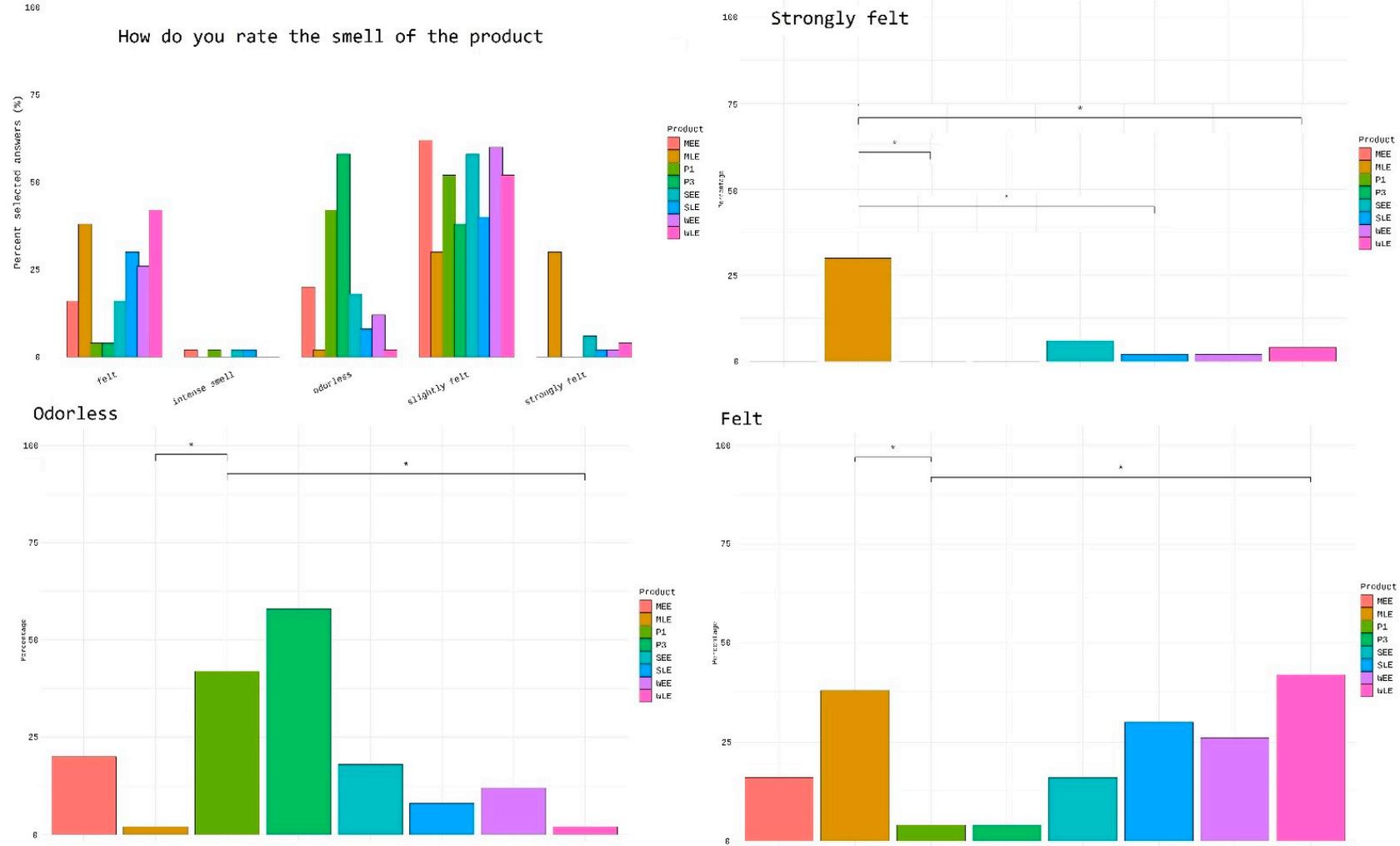
**Figure S1.** Stickiness and water washability of investigated creams presented as amount of the sample left on cotton wool (%) for stickiness and washed amount of sample (%) for washability.



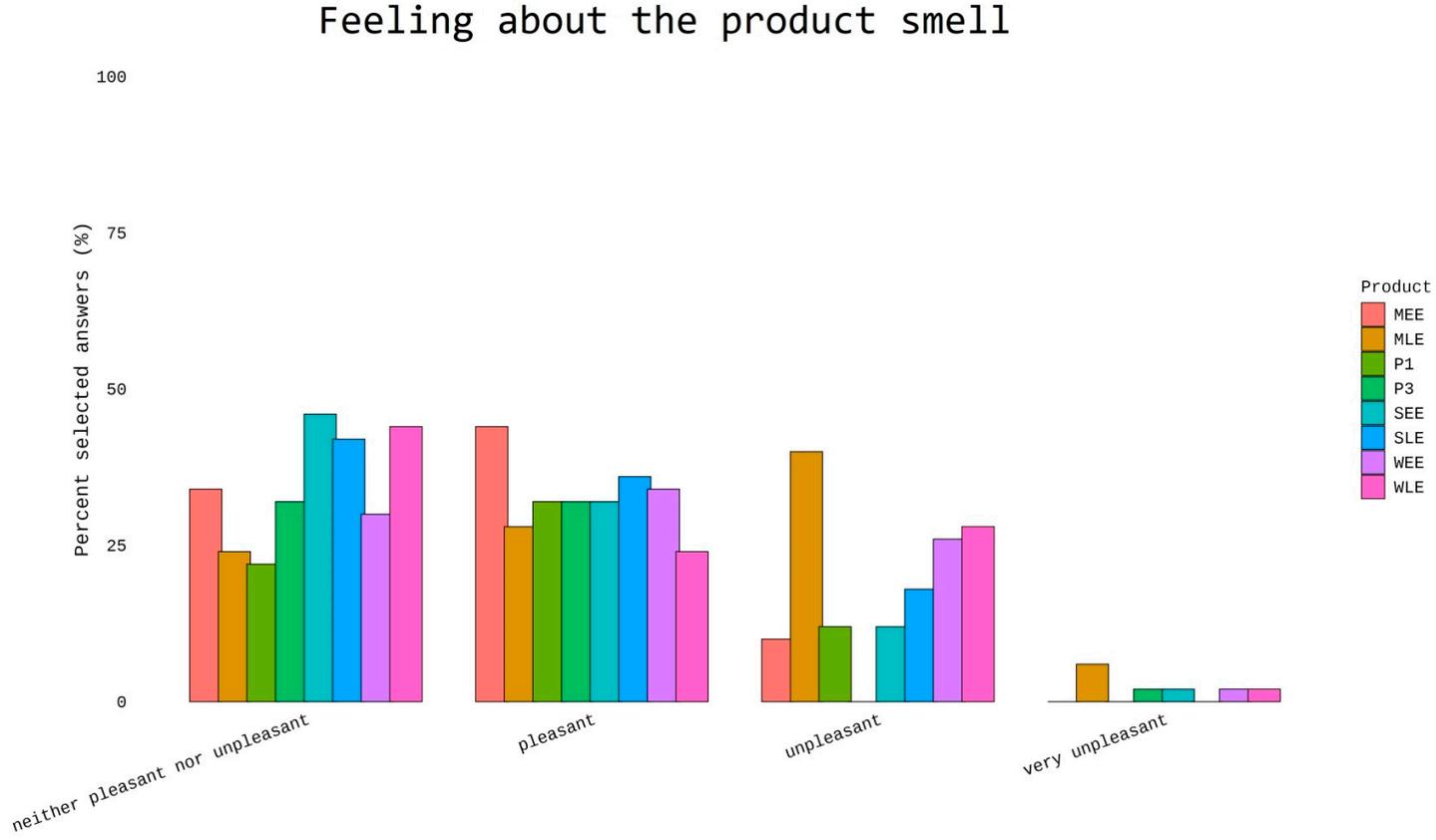
**Figure S2:** Overall CATA results of 'Look of the product in jar' for attributes: thick/creamy, colored/not white, glossy, matt/not glossy, thin/milky grainy, inhomogeneous with attributes for which statistically significant differences between the samples were obtained; \* statistically significant differences,  $p < 0.05$ .



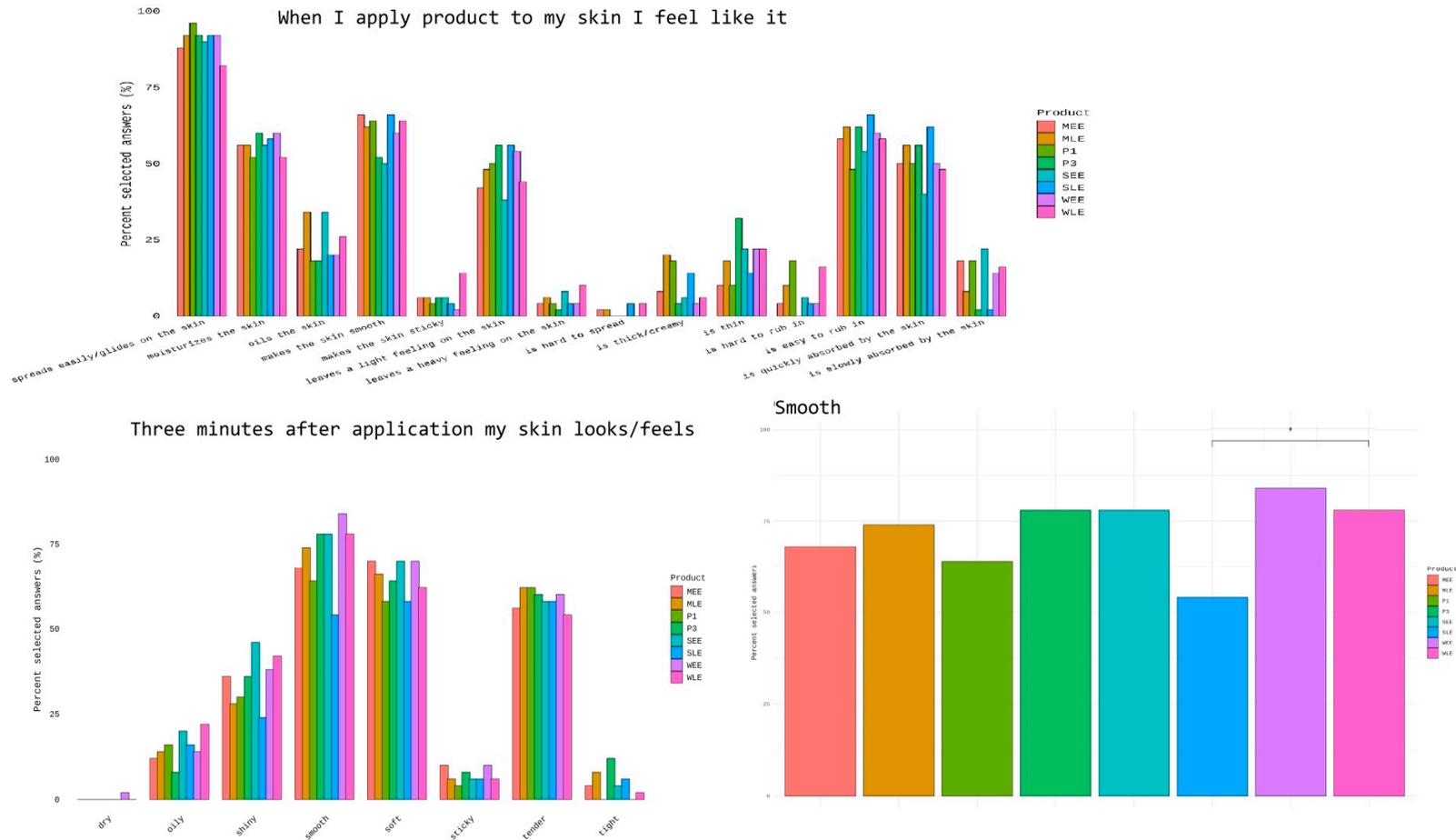
**Figure S3.** CATA results of 'Intensity of the products smell' (How do you rate the smell of the product) for attributes: odorless, slightly felt, felt, strongly felt, intense smell presented in percentage of answers; with attributes for which statistically significant differences between the samples were obtained; \* statistically significant differences,  $p < 0.05$ .



**Figure S4:** Overall CATA results of 'Feeling about product smell' for attributes: very unpleasant, unpleasant, neither pleasant nor unpleasant and pleasant.



**Figure S5:** Overall CATA results of Skin feel during product application for attributes: spreads easily/glides on the skin, moisturizes the skin, oils the skin, makes the skin smooth, makes the skin sticky, leaves a light feeling on the skin, leaves a heavy feeling on the skin, hard to spread; thick/creamy, thin, hard to rub in, easy to rub in, it is quickly absorbed by the skin, it is slowly absorbed by the skin and for 'Skin feel after 3 minutes' for attributes: smooth, soft, tender, sticky, shiny, dry, tight, oily with attributes for which statistically significant differences between the samples were obtained; \* statistically significant differences,  $p < 0.05$ .



**Figure S6.** CATA results of 'Intention to buy the product if it was on the market minutes' for attributes: for sure; probably; maybe I would, maybe I wouldn't; I probably wouldn't; I certainly wouldn't, presented in percentage of answers.

