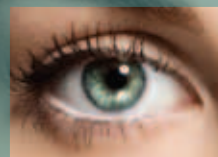


ASTM International Committee E18 on
SENSORY EVALUATION

more than meets the eye



High Standards for **PERCEPTION**

Since 1960, ASTM Committee E18 on Sensory Evaluation has been promoting knowledge, stimulating research, and developing principles and standards for sensory evaluation. There is such a diverse range of industries that require sensory analysis, which emphasizes the demand for professionals and field experts involved in the science of perception.

Committee E18 comprises approximately 240 food, personal care, household care and environmental professionals, as well as attorneys, professors, consultants and researchers. Their jurisdiction covers more than 30 standards published in Volume 15.08 of the *Annual Book of ASTM Standards*.





Market **RELEVANCE**

ASTM standards have met the technical demands of commerce for more than a century by providing modern guides for research, design, marketing and manufacturing. ASTM standards are accepted and used in research and development, product testing, quality systems and commercial transactions around the globe. ASTM's market relevance extends beyond its 100 sectors and dedicated members in more than 135 nations.

You too can join the more than 30,000 individuals and institutions who set the standard for the rest of the world with ASTM International. The annual fee to be an informational or participating member of ASTM International is \$75. For more information, visit www.astm.org/MEMBERSHIP.



Sensory **STANDARDS**

From car horns to cantaloupe and makeup to markers, the five senses are important for everything manufactured, sold, purchased and enjoyed by the public. To help sensory professionals provide consumers with products that delight the senses, ASTM Committee E18 has published more than 30 standards to define methods that are used to measure sensory responses, including:

- E253** Standard Terminology Relating to Sensory Evaluation of Materials and Products
- E460** Standard Practice for Determining the Effect of Packaging on Food and Beverage Products During Storage
- E679** Standard Practice for Determination of Odor and Taste Thresholds by a Forced Choice Ascending Concentration Series Method of Limits
- E1490** Standard Practice for Descriptive Skinfeel Analysis of Creams and Lotions
- E1871** Standard Guide for Serving Protocol for Sensory Evaluation of Foods and Beverages
- E1885** Standard Guide for Sensory Analysis-Triangle Test
- E1958** Standard Guide for Sensory Claim Substantiation
- E2299** Standard Guide for Sensory Evaluation of Products by Children

PUBLICATIONS

In addition to standards, Committee E18 publishes many volumes to educate and inform industry professionals. Some of the most recent editions available are listed below:

DS72

Lexicon for Sensory Evaluation: Aroma, Flavor, Texture and Appearance

MNL63

Just About Right (JAR) Scales: Design, Usage, Benefits and Risks

MNL60-2ND

Physical Requirement Guidelines for Sensory Evaluation Laboratories, 2nd Edition

MNL26-2ND

Sensory Testing Methods, Second Edition

STP758-EB

Guidelines for the Selection and Training of Sensory Panel Members

MNL13-EB

Manual on Descriptive Analysis Testing for Sensory Evaluation





Cater to Your **CAREER SENSE**

ASTM International welcomes all technical experts with a desire to work toward further development of sensory standardization. As a member of ASTM International, you will be on the cutting edge of the world's most advanced standards development infrastructure. Through an online network built on speed and efficiency, you can join global efforts in the creation of standards that affect the industry of touch, scent, taste, sight and sound.

As a member of ASTM International, you will have the opportunity to:

- Network with sensory professionals worldwide
- Participate in informational webinars
- Receive a free volume of the *Annual Book of ASTM Standards* (print, CD, or virtual volume)
- Enjoy discounts on all ASTM publications
- Received free subscriptions to *ASTM Standardization News* and *ASTM eNews*
- Benefit from reduced attendance fees at ASTM symposia and technical workshops

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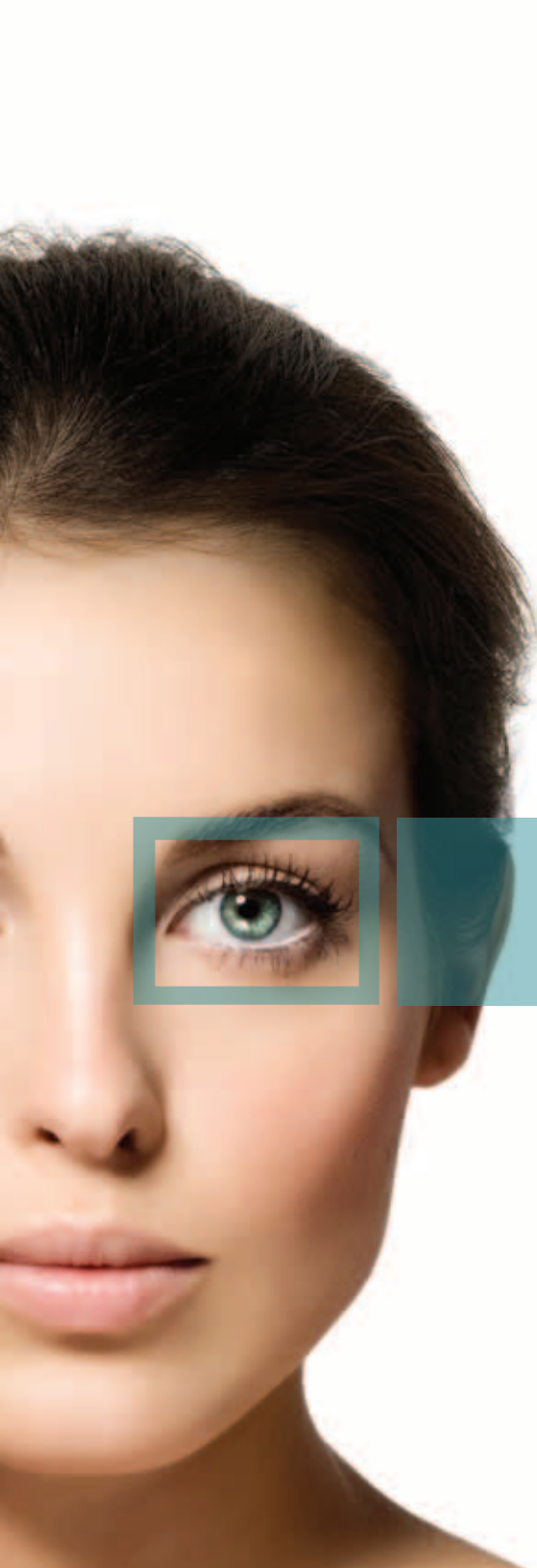


NETWORKING

Nearly 100 members come together for three days of Committee E18 meetings, technical workshops and presentations twice a year. These meetings emphasize the current market trends and how standardization must evolve in order to accommodate consumers' changing desires.

More information on meeting dates and locations, as well as current projects, standards actions and committee news, can be found on the ASTM website at www.astm.org/COMMIT/E18.





About ASTM International

Established in 1898, ASTM International is one of the largest international standards development and delivery systems in the world.

ASTM International meets the World Trade Organization (WTO) principles for the development of international standards: coherence, consensus, development dimension, effectiveness, impartiality, openness, relevance and transparency. ASTM standards are accepted and used in research and development, product testing, quality systems and commercial transactions around the globe.

Membership in the authority
for sensory evaluation
is only a click away:
www.astm.org/JOIN

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