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.
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 150 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.
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
E1885 Standard Guide for Sensory Analysis-Triangle Test
E2299 Standard Guide for Sensory Evaluation of Products by Children
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:

**MNL26**

**Sensory Testing Methods**
Gives the reader a general knowledge of sensory evaluation methods and provides a base of practical techniques and controls that are necessary to conduct simple sensory studies.

**MNL55**

**International Consumer Product Testing Across Cultures and Countries**
Addresses how to better understand consumer responses without borders. It also takes into consideration a shift in the demand of products in every corner of the globe.

**MNL13**

**Manual on Descriptive Analysis Testing for Sensory Evaluation**
Covers the four most widely used methods of sensory: flavor profile, Tragon QDA®, Spectrum® and texture profile.
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

Cater to Your CAREER SENSE
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

ASTM International Headquarters
100 Barr Harbor Drive
West Conshohocken, PA
19428-2959
USA
PHONE: +1-610-832-9500
FAX: +1-610-832-9555
EMAIL: service@astm.org
www.astm.org

July 2014