

**Hair Smoothing Product Labeling Study
Retail Consumers
Participant Screener
September 2016**

Recruiting Goals

- Four focus groups will be conducted with retail consumers of hair smoothing products who have purchased a hair smoothing product and have done a hair straightening at home (for themselves or their friend, family member) in the past two years.
- Two focus groups will be conducted in Rockville, MD and two will be in Los Angeles, CA at a professional focus groups facility
- Focus groups will be segmented by location and education, as follows:

	Rockville, MD	Los Angeles, CA
Group 1	Lower education	Lower education
Group 2	Higher education	Higher education

- The groups will include individuals of ages 18 and over.
- All participants must be able to read and speak English.
- Twelve participants will be recruited for each group with the expectation that 8-10 will take part.
- Participants cannot have participated in a focus group or a similar study in the past six months. Participation in phone surveys is allowed.
- Each participant will receive a \$65 cash incentive.

Study Protocol

- Each group will last approximately 90 minutes (plus time needed for signing in before the group starts and signing out after the group ends).
- Participant written consent will be obtained before the group discussion starts.
- Groups will be audio- and video-taped and also video-streamed over the internet.
- Groups will be observed by a research team including staff from FDA and Westat.
- The identity of the participants will remain secure to the extent permitted by law.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

PARTICIPANT SCREENER SCRIPT

Hello Mr/Ms. _____, my name is _____ and I am calling from [Insert name], a local research company. May I speak with [NAME] ?

Thank you for your interest in our research study on hair product labeling, which we are conducting on behalf of the U.S. Food and Drug Administration. We are looking for individuals who do hair smoothing or hair straightening outside of a hair salon, for example at home or another place. We would like to invite such individuals to take part in one of our upcoming focus groups where participants will be asked to share their thoughts and experiences with hair smoothing products. The focus groups will be held at [LOCATION] on [DATES] and [TIMES] and everyone who participates will receive \$65 in appreciation of their time. I would like to ask you a few questions to see if you are eligible to take part.

Q1. In the past two years, did you do any hair smoothing or hair straightening treatments for yourself, your friends or family members outside the professional salon?

- No, I never do any hair processing → eliminate [thank respondent politely]
- Yes

Q2. I will read a list of hair treatments that you may have had done outside the professional salon in the past two years, please let me know which of them have you had done. [Check all that apply.]

- Haircut(s)
- Hair coloring
- Perm
- Hair straightening using a relaxer → continue [no more than four recruits per group]
- Japanese hair straightening → continue [no more than four recruits per group]
- Hair straightening, such as Brazilian Blowout or Keratin Treatment → continue [recruit at least four per group]
- Other type of hair straitening [specify] _____

[Eliminate if respondent did not indicate any hair straightening.]

Q3. You mentioned [insert name] hair straightening; do you remember a particular brand name of a product your stylist used for that?

- Brazilian Blowout/Keratin Treatment _____
- Japanese straightening _____
- Relaxer _____
- Other type _____

[It is OK if respondent does not remember an exact brand name. Record any answers provided to this question.]

Q4. Where did you buy/get the hair straightening product?

- Store
- Internet
- Hair salon
- Friend
- Other [specify] _____

Appendix III: Screener – Retail Consumers

Q5. To date, how many permanent hair smoothing or strengthening treatments have you done either for yourself, a family member or a friend (consider all times, not only the past two years)?

Ask and record response for:

- Brazilian Blowout/Keratin Treatment _____
- Japanese straightening _____
- Relaxer _____
- Other type of straightening [specify] _____

Q6. Do you or someone from your immediate family work for any of the following:

- A Market Research Firm → eliminate [thank respondent politely]
- Hair Product Industry or Hair Prod. Retailer → eliminate [thank respondent politely]
- A Public Health Organization → eliminate [thank respondent politely]
- State or local Health Department, OSHA, FDA → eliminate [thank respondent politely]

Q7. When was the last time you participated in a focus group?

- In the past 6 months → eliminate [thank respondent politely]
- More than 6 months

Q8. What is the highest level of education that you have completed?

- Less than high school → recruit to lower education groups
- High school graduate or GED → recruit to lower education groups
- Technical/vocational school → recruit to lower education groups
- Community college → recruit to higher education groups
- Some college (1-3 years towards Bachelor's degree) → recruit to higher education groups
- College (Bachelor's degree) → recruit to higher education groups
- Advanced degree (postgraduate degree) → recruit to higher education groups

Q9. Are you of Hispanic or Latino origin?

- Yes
- No

Q9a. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...?

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native

Q10. How good are you at reading English when you need to in daily life? For example, reading newspapers, magazines, or instructions for medicine or recipes?

- Very good
- Fairly good

Appendix III: Screener – Retail Consumers

- Poor
- Cannot read English → eliminate [thank respondent politely]

Thank you for answering these questions.

We would like to invite you to participate in a focus group which will be held at our facility in [LOCATION] on [DATE] at [TIME]. The discussion will last approximately 90 minutes. As mentioned before, at the conclusion of the focus group, you will receive \$65 cash in appreciation of your time and participation.

The focus group will take place on (Day), (Date), at [X:00 or X:00 p.m.] at [site location].

We will be counting on your attendance since we can only invite a limited number of people to participate. So that we can be sure to start and end on time, please plan to arrive at our facility 15 minutes before the start time. I would like to send you a confirmation email or letter containing directions to the facility. In order to do so, could you please tell me your email or mailing address and a phone number where you can be reached:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____
Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [RECRUITER] at [TELEPHONE NUMBER] if this should happen. We look forward to seeing you on [DATE] at [TIME]. If you use reading glasses, please bring them with you to the focus group.

Please be sure to contact us as soon as possible if something arises and you find you can't attend.

I will call/text the day before as a reminder.

[THANK YOU AND GOODBYE]