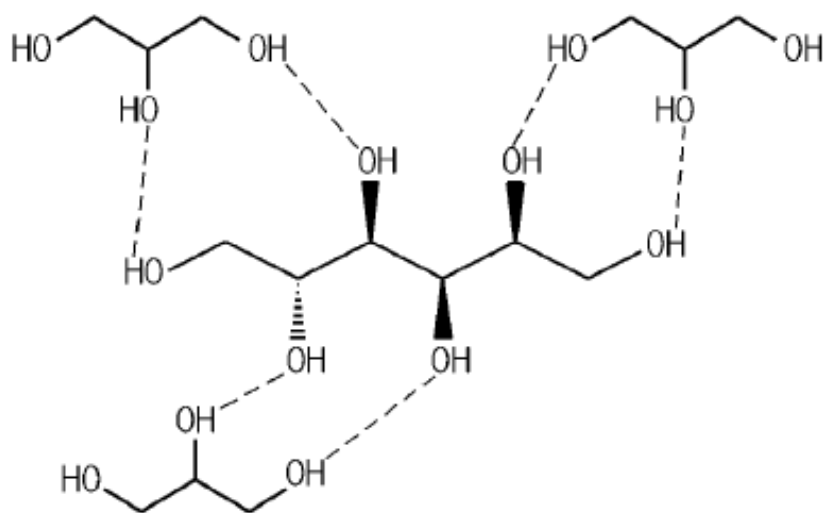
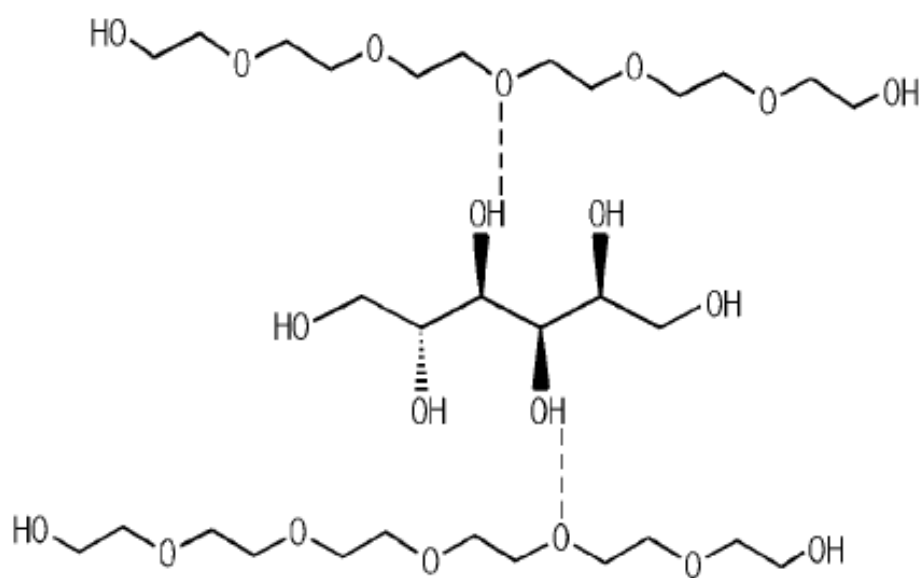


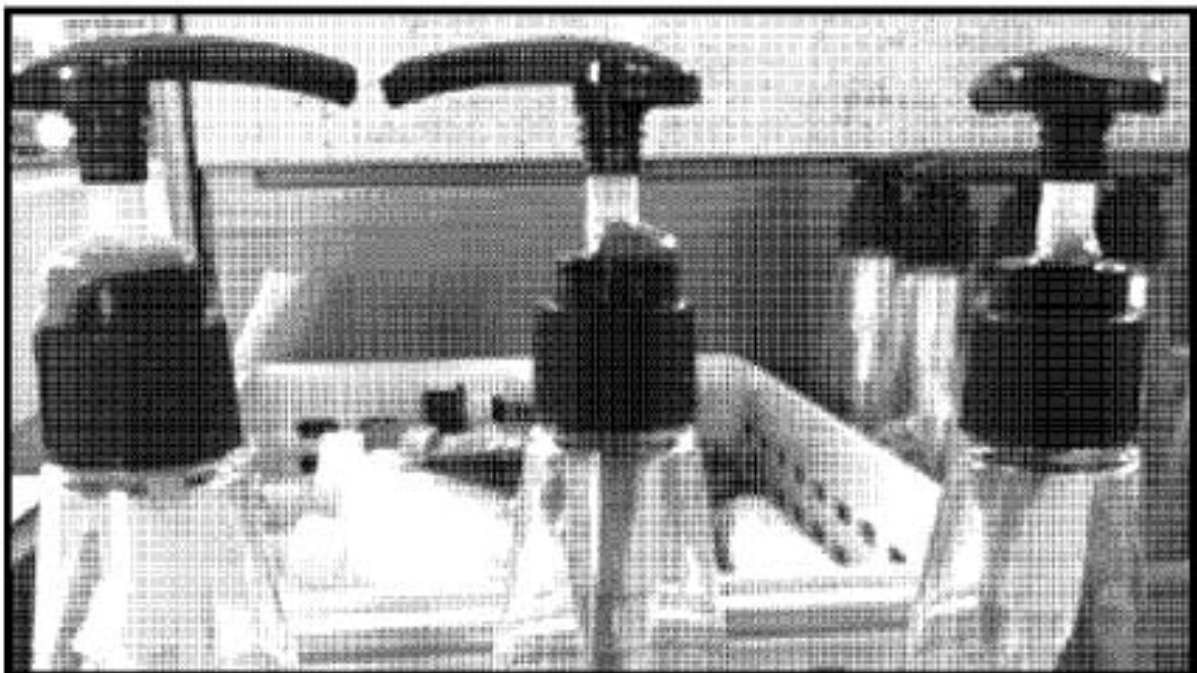
**FIG. 1****FIG. 2**

**TOOTHPASTE EJECTION TABLE FOR DETERMINATION OF SHAPE RETENTIVITY**

|        |  |        |  |        |  |        |  |        |        |
|--------|--|--------|--|--------|--|--------|--|--------|--------|
|        |  |        |  |        |  |        |  |        |        |
| EX. 23 |  | EX. 23 |  | EX. 23 |  | EX. 23 |  | EX. 23 | EX. 23 |

|                |  |                 |  |                 |  |                 |  |                 |                 |
|----------------|--|-----------------|--|-----------------|--|-----------------|--|-----------------|-----------------|
|                |  |                 |  |                 |  |                 |  |                 |                 |
| COMP.<br>EX. 9 |  | COMP.<br>EX. 10 |  | COMP.<br>EX. 11 |  | COMP.<br>EX. 12 |  | COMP.<br>EX. 13 | COMP.<br>EX. 14 |

**FIG. 3**



**FIG. 4**

|                   |  |  |                     |  |
|-------------------|--|--|---------------------|--|
| <b>Respondent</b> |  |  | <b>Product Used</b> |  |
|-------------------|--|--|---------------------|--|

| ITEM |                                                                      | MARK FROM POINT 5 TO POINT 1 IN ORDER OF SATISFACTION LEVEL FOR EACH QUESTION ITEM |
|------|----------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 1    | SATISFACTION LEVEL OF CONVENIENCE OF USE (EJECTABILITY) OF CONTAINER | 1.....2.....3.....4.....5                                                          |
| 2    | SATISFACTION LEVEL OF APPEARANCE QUALITY OF TOOTHPASTE               | 1.....2.....3.....4.....5                                                          |
| 3    | SATISFACTION LEVEL OF TOOTHPASTE RELEASABILITY                       | 1.....2.....3.....4.....5                                                          |
| 4    | SATISFACTION LEVEL OF CLEANING QUALITY                               | 1.....2.....3.....4.....5                                                          |
| 5    | OVERALL SATISFACTION LEVEL                                           | 1.....2.....3.....4.....5                                                          |

FIG. 5

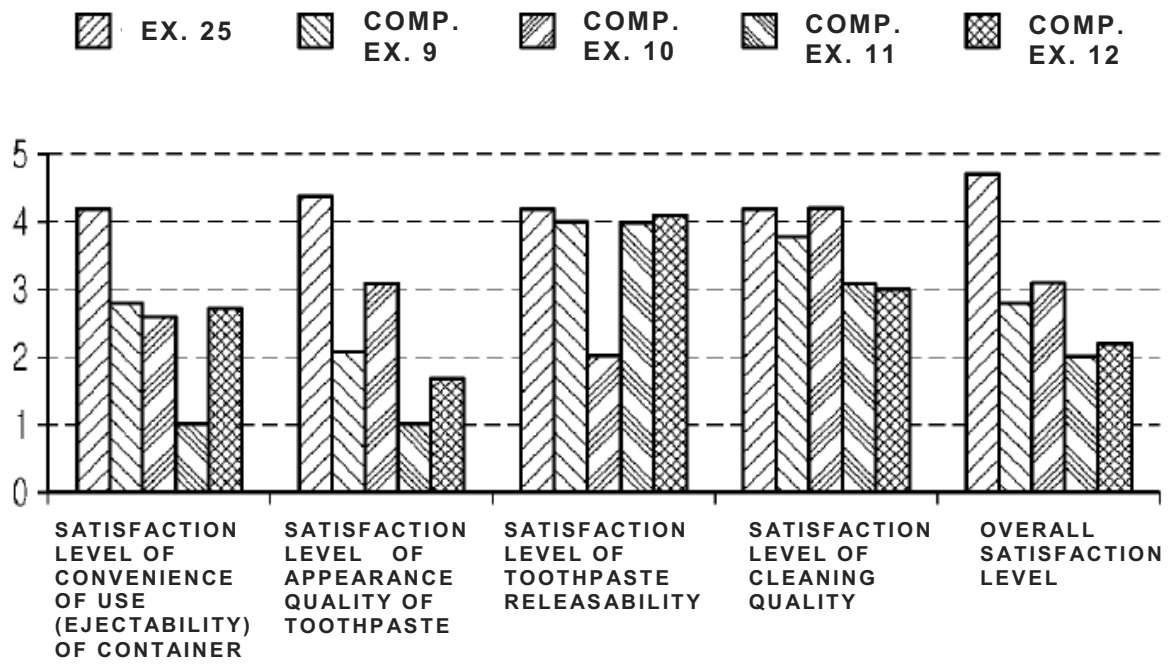


FIG. 6