

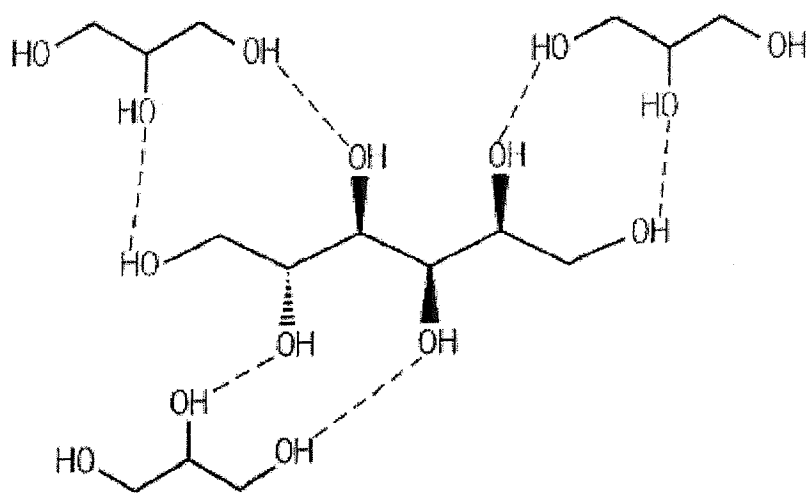


FIG. 1

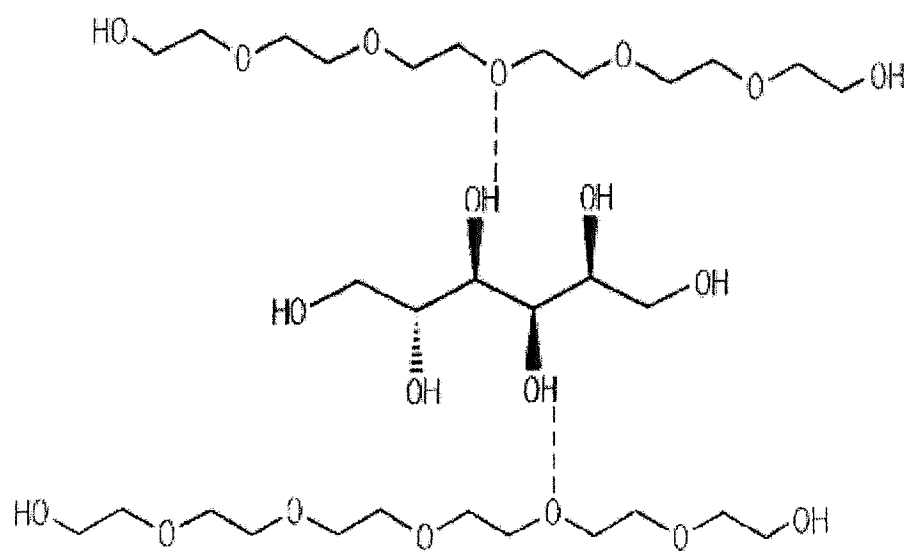
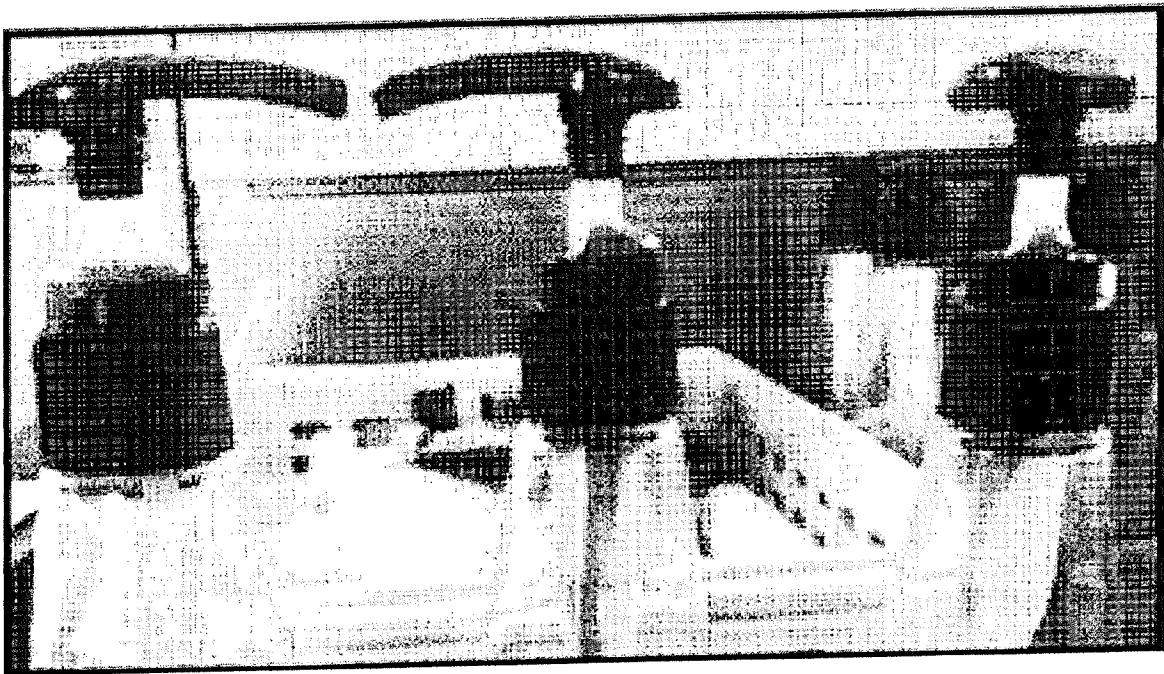


FIG. 2

TOOTHPASTE EJECTION TABLE FOR DETERMINATION OF SHAPE RETENTIVITY

EX. 23	EX. 23	EX. 23	EX. 23	EX. 23	EX. 23	EX. 23	EX. 23

COMP. EX. 9	COMP. EX. 10	COMP. EX. 11	COMP. EX. 12	COMP. EX. 13	COMP. EX. 14		

FIG. 3**FIG. 4**

Respondent		Product Used	
-------------------	--	---------------------	--

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

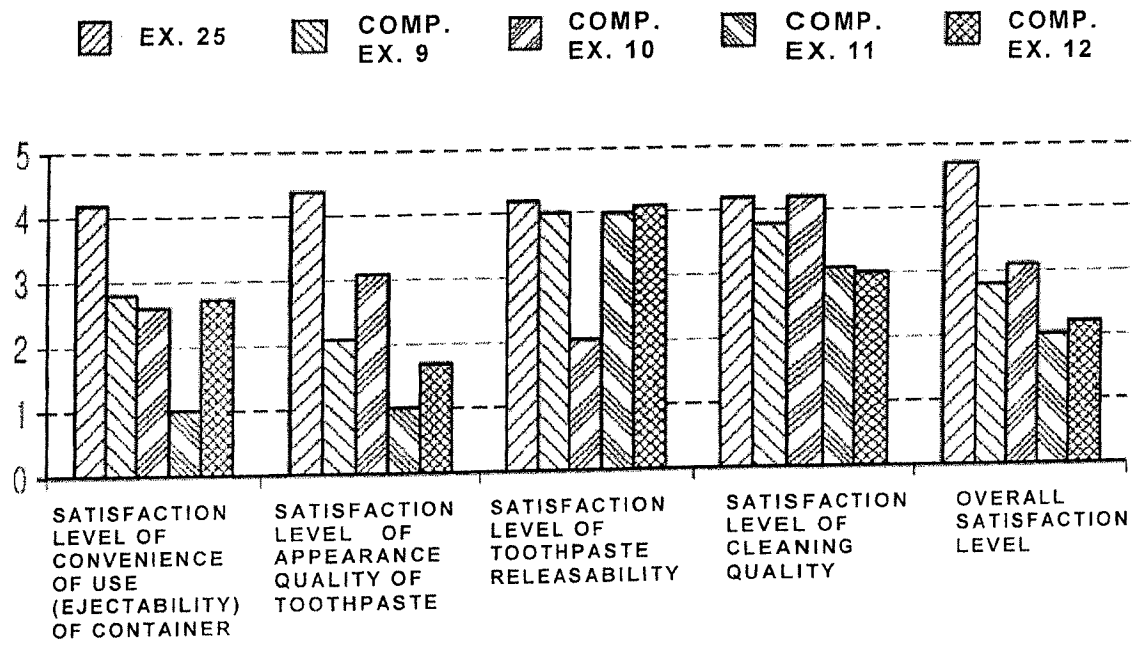


FIG. 6