The sensory profile of a product is influenced by a number of factors including their intrinsic properties, extrinsic attributes and demographic characteristics and consumer behavior. This study aimed compare the Brazilian and Slovak sensory profile, using the Time Intensity and Temporal Dominance of Sensations analysis. Time Intensity for the attributes sweetness and sourness and Temporal Dominance of Sensations, using the software senzorika version 1.2 was made with 40 tasters, 20 Brazilians (10 males and 10 females) e 20 Slovaks (10 Males and 10 Females). The analysis was performed in three replicates, and the product used was the strawberry chewing gum Bubballo®. The data analysis was performed by using the software R. Regarding women and men, the dominance profile was very similar, but the Slovaks perceived sourness for a period of time greater than the Brazilians women. In relation to the men, it was notes that Brazilians were more sensitive to sourness perception, since they reaches an intensity greater than Slovaks men. Overall, comparing men with women, women perceived sourness with greater intensity and longer than men. Regarding the time intensity, profile of sweetness and sourness, the Slovaks took longer to reach the maximum intensity, but the duration of the maximum intensity (plateau) and the time of decline of the maximum intensity were higher than Brazilians. In general, for sweetness, men are more sensible than women, since the maximum intensity of sweetness achieved by men higher than women. For sourness, women are more sensitive.

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