

Consumer Perception and Clinical Evaluation of a Skin Treatment Product

Simply Active Treatment ICC-101.1

Lot Numbers: 0822AV18, 1024AV18, 1025AV18, 1029AV18

The information contained in this topline summary has not been reviewed by Quality Assurance. However, no significant changes are expected following QA review.

A total of 32 subjects successfully completed the study. There were no adverse events or irritation observed on any subject during the course of the study.



Skin Firmness

– Cutometer® R0 Measurements

At baseline and after 4, 8, and 12 weeks of product use, a trained technician measured skin firmness on the face of each subject using Cutometer® R0 measurements. A decrease in the mean score indicates an improvement in skin firmness.

When measurements taken after 4 weeks of product use were compared with baseline measurements, there was a mean improvement of 21.2%, based on Cutometer® R0 measurements. The improvement observed was highly significant when compared with baseline. A total of 75% of the subjects showed improvement after 4 weeks of product use.

Crow's Feet Fine Lines/Wrinkles

– Image Analysis

At baseline and after 4 weeks of product use, a trained technician took a digital picture of the face of each subject using the Visia CR® Imaging System. Using ImagePro® software, the images were analyzed to determine any changes in the appearance of crow's feet fine lines/wrinkles. A decrease in the mean score indicates an improvement. The following section presents a summary of the crow's feet fine lines/wrinkles image analysis.

When images taken after 4 weeks of product use were compared with baseline images, there was a mean percentage improvement of 13.0% based image analysis. The improvement observed after 4 weeks was highly significant when compared with the baseline. A total of 94% of the subjects showed improvement after 4 weeks of product use.

ETC Panel No. 18647 – Topline Summary

Hyperpigmented Skin

– Image Analysis

At baseline and after 4 weeks of product use, a trained technician took a digital picture of the face of each subject using the Visia CR® Imaging System. Using ImagePro® software, the images were analyzed to determine any changes in hyperpigmented skin. A decrease in the mean score indicates an improvement.

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1. The information contained in this topline summary has not been reviewed by Quality Assurance. However, no significant changes are expected following QA review.

When images taken after 4 weeks of product use were compared with baseline images, there was a mean percentage improvement of 1.3% based image analysis. The improvement observed after 4 weeks was significant when compared the baseline. A total of 72% of the subjects showed improvement after 4 weeks of product use.