



Optimera Night Cream Clinical Trial Summary

This study was conducted according to International Research Services, Inc. research policies and standard operating procedures, U.S. and international standards of good clinical practice (FDA and ICH guidelines), and applicable government regulations.

This report analyzes a study panel of 36 subjects who were enrolled and completed study participation. Under the conditions of this study, use of product led to significant improvements in the appearance of skin dryness after initial product application. After four weeks of use, significant improvements were noted in the appearance of skin radiance/luminosity, texture/smoothness, elasticity, and firmness.

Image analysis revealed significant improvements in the appearance of radiance and discolorations after four weeks of use, as well as significant improvement in the reduction of the appearance of crow's feet, fine lines, and wrinkles.

Consumer perception was overall positive. Purchase intent was high, with the majority of subjects indicating that they would purchase the product. The majority of subjects also indicated that they would recommend it to a friend for use.

Expert Grader Assessments for Efficacy

The Visual Analog Scale (VAS) was used to measure and define the appearance of crow's feet, fine lines, and wrinkles (number and severity), skin radiance/luminosity, elasticity, firmness, texture, and smoothness. This intensive testing is done in a structured room to assure the test is conducted in a uniform/consistent manner. A standardized clinical grading scale was used.

In this clinical grade evaluation, 60% of the overall participants showed an immediate improvement in the appearance of dryness when using the product.

- In the four-week double-blind clinical study, overall 80% of those evaluated showed signs of an improvement in the look and outward appearance of skin texture and smoothness.
- In the double-blind clinical study, 91% of those participating showed an improvement in the appearance of firmness after four weeks of use.

Clarity™- 2D Research System Ti

The Clarity™- 2D Research System Ti captures the full-face frontal, left, and right images. Three cameras within the system allow for 18 megapixel SLR image capture in 16-bit, simultaneously using a live feed display and automated facial alignment checks against baseline images for reproducibility. Multi-spectral lighting (diffuse white light, cross-polarized, blue, and parallel polarized) reveals skin conditions. The system uses skin feature recognition to apply automated skin segmentation and zone mapping to allow for subsequent skin analysis. Images can be analyzed for attributes associated with the appearance of wrinkles, discoloration, radiance, skin color, skin texture, and pores.

Clinical analysis based off the Clarity Research System showed 97% of subjects who participated in the double-blind study had an improvement in the outward appearance of skin radiance and luminosity after four weeks of use.

- Over 90% of subjects showed an improvement in the look and appearance of surface lines and wrinkles after four weeks of use compared to baseline observation.
- The majority of participants showed a significant improvement in the appearance of skin elasticity within four weeks.

- Clinical analysis showed a significant improvement in the look and outward appearance of skin discoloration after four weeks of use, with the majority of participants showing an improvement compared to initial start.
- Clinical image and analysis results showed 87% of the participants appeared to have improvement in emerging fine lines after four weeks of use.



Instrument Evaluation

In a clinical instrument evaluation, it was observed the participants showed significant signs of improvement in the appearance of skin elasticity after four weeks.

Consumer Evaluation/ Comments

- In a written evaluation, the majority of the participants stated they felt they saw an immediate improvement in the appearance of their skin. Participants stated they felt there was an improvement in the surface appearance of overall skin glow, overall skin health, and overall skin firmness.
- In a double-blind study, participants were asked to take a written evaluation. After using the product for four weeks, the majority of participants stated they felt they saw an improvement in some or most of the following areas:
 - The surface appearance of the skin appeared to look younger.
 - Noticeable improvement in overall skin health and complexion.
 - Improvement in the appearance of skin glow and radiance.
 - Improvement in the surface appearance of uneven skin texture.
 - Noticeable improvement in the appearance of pore size.
 - The majority stated they felt they could see an improvement in overall skin firmness.
 - Many participants felt they noticed an improvement in the appearance of surface fine lines and wrinkles.

Consumer Comments

- The majority of the participants rated the efficacy of this product higher or equal to products they were currently using.
- The majority of participants stated they would recommend this product to a friend.
- The majority of participants responded Satisfied/Very Satisfied to the fragrance of the product.
- 94% rated the texture of the product as Satisfied/Very Satisfied.
- Overall 95% responded Satisfied/Very Satisfied to the absorption of the product.
- When looking to purchase this product, the majority of participants felt they would find this product being sold at major department stores.