

Clinical Efficacy Testing on Ultraceuticals Ultra Moisturiser Cream

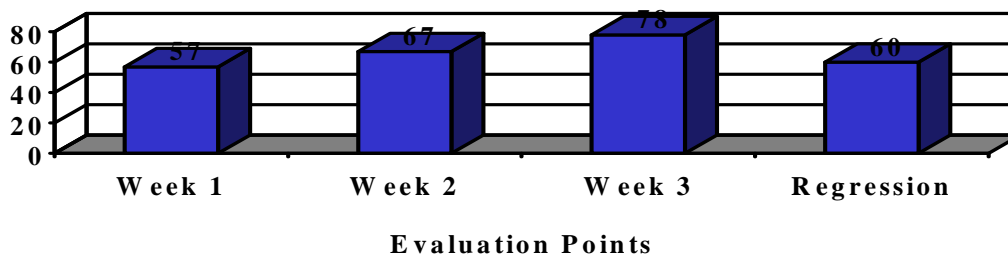
Abstract: A clinical trial was initiated to demonstrate the moisturization potential of Ultraceuticals Ultra Moisturiser Cream. A total of 22 female panelists between the ages of 18 and 65 were involved in the study. During the first three weeks of the trial, the test product was topically applied twice a day (BID) every day including weekends. At the end of the three-week treatment period, the panelists were monitored for an additional week without product use, to see if the moisturization benefits regressed to a non-treated condition.

Various expert grader and instrumental readings were made as described below:

1. Expert Grader Evaluation - Expert grader evaluations were made of dryness at the test sites at baseline and at days 7, 14, and 21 of treatment. An evaluation was also made one week after treatments were completed on regression day 7. Subjects were evaluated using a 1 to 9 scale, whereby, 1 was minimal dryness and 9 severe dryness.

2. Electrical Conductance Testing - EC measurements were taken with a Skicon-200 Skin Surface Hygrometer, at baseline and at days 7, 14, and 21 of treatment as well as at the 7 day regression period. The ability of an alternating current to flow through the Stratum Corneum is an indirect measure of its water content. Ultraceuticals Ultra Moisturiser Cream produced a 78% improvement in the overall condition of dry skin and a 210% increase in skin moisture content after 3 weeks use. One week after product usage was stopped, a 60% improvement in dry skin was still evident with a 121% increase in moisture content. Based on the data obtained, Ultraceuticals Ultra Moisturiser Cream demonstrated superior efficacy in reducing the appearance of rough dry skin as well as enhancing the skin's moisture content.

% Improvement in Dryness From Baseline



% Increase In Moisturization From Baseline

