



# 72k Clinical Studies



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72k ■ the natural path to healthy skin



swiss  made

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## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* High cosmetic effect & quality confirmed by study participants

effect reported in questionnaire (n=33)	%
my skin feels more radiant	79 %
my skin feels soothed (calmed)	79 %
improves my skin significantly	76 %
reduces my acne significantly	76 %
reduces my acne marks visibly	76%
removes excess sebum	73 %
refines my pores	70 %

quality confirmed by questionnaire (n=33)	%
skin absorption is good	79 %
texture and spreadability is good	91 %

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed by using a self-assessment questionnaire; n=33; 28 volunteers recruited; 5 dropouts



## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENTS\*

efficacy 72k multi-talent spot serum	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
reduction of skin roughness	70 % (23/33)	46 % (nr. 10)	14.2 %	ColorFace
increase of skin density (re-densified skin)	82 % (27/33)	79 % (nr. 14)	14.1 %	Dermalab Ultrasound
significant lightening (decrease of color of acne lesions & marks)	76 % (25/33)	47 % (nr. 24)	11.5 %	Spectro-photometer CM-700d
strong reduction of skin pollution (anti-pollution effect)	100 % (33/33)	100 % (nr. 38)	40.8 %	Visioscan VC 98 & Carbon Black Test

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed by instrumental measurements n=33; 28 volunteers recruited; 5 dropouts

### EXPERT GRADING\*

efficacy 72k multi-talent spot serum	responder % of study persons	improvement from baseline % (n)	measurement method
decrease of acne lesion intensity	48% (16/33)	30.1%	Expert-grading evaluation based on ColorFace® 2D high resolution photographs
reduction of blackheads	39% (13/33)	15.6%	
reduction of pores	43% (14/33)	17.4%	
decrease of acne marks	64% (21/33)	19.6 %	
overall improvement	70% (23/33)	69.0%	

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed by expert grading, n=33; 28 volunteers recruited; 5 dropouts



## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



### INDIVIDUAL ACNE / ACNE MARK ANALYSIS BY NEWTONE TECHNOLOGY\*

efficacy 72k multi-talent spot serum	acne lesion post-inflammatory erythema PIE	acne marks post-inflammatory hyperpigmentation PIH
significant decrease of lesion area	53.3%	54.5%
significant brightening / lightening of lesions (L* contrast)	57.5%	53.3%
significant decrease of visibility of lesion	58.9%	51.9%

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed by technical measurement



## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



### SIGNIFICANT IMPROVMENT OF ACNE PRONE SKIN ColorFace high resolution images

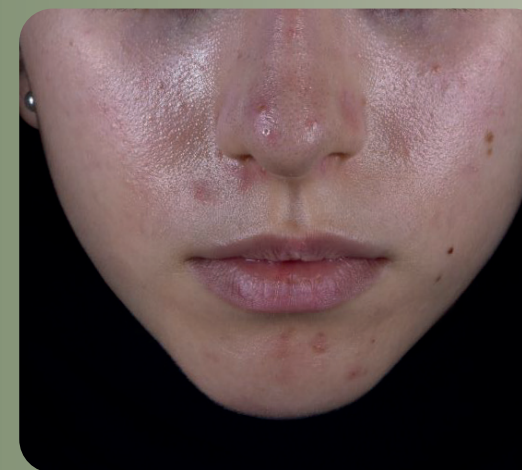
CASE 15



day 0 = before treatment

day 56 of treatment

CASE 38



day 0 = before treatment

day 56 of treatment

**clear improvement of acne prone skin**  
significant reduction of acne number  
and intensity of lesions





### 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



#### SIGNIFICANT IMPROVEMENT OF ACNE MARKS ColorFace high resolution images

CASE 27



day 0 = before treatment

day 56 of treatment

visible improvement of acne marks  
(PIH postinflammatory hyperpigmentation)

significant reduction of number and  
intensity of pigmented spots

Asian skin

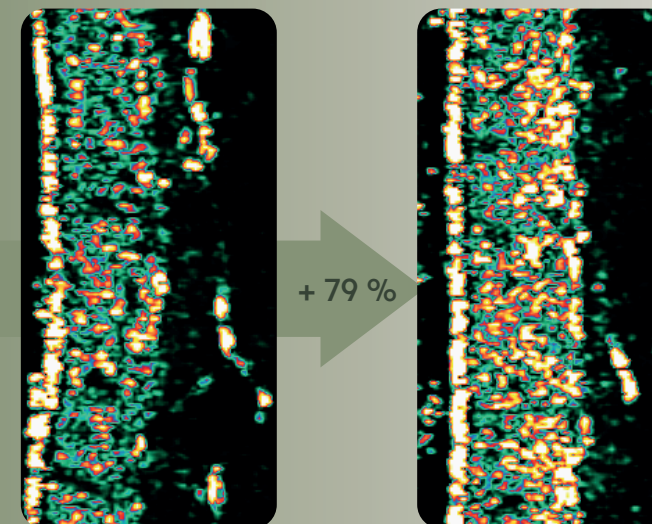


### 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



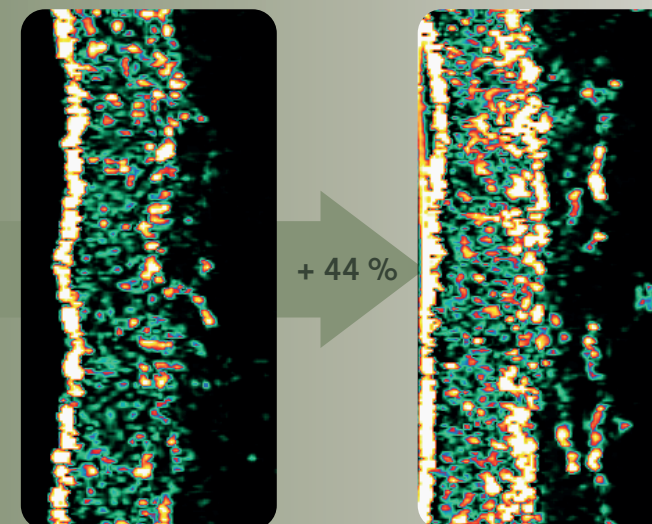
#### SIGNIFICANT INCREASE OF SKIN DENSITY Dermalab ultrasound images

CASE 14



+ 79 %

CASE 32



+ 44 %

day 0 = before treatment

day 56 of treatment

clearly visible and significant increase of skin density  
and thickness suggesting regeneration of skin



## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS SUMMARY



### 72K MULTI-TALENT SPOT SERUM SUMMARY OF CLINICAL STUDY RESULTS ACNE PRONE SKIN

**study and data analysis** was performed by an independent institute (Skin Test Institute Neuchâtel, Switzerland)

#### **efficacy of 72k multi-talent spot serum in acne prone skin**

has been demonstrated in clinical studies using:

- a self-assessment questionnaire
- instrumental techniques combined with image analysis of participants

**the product** was applied to 33 study participants, mostly Caucasian; age 12-45; phototype II-III; twice daily for a duration of 2 months (56 days). The treatment response was assessed at day 28 and 56.

#### **study results at day 56**

- very good effect reported by study participants (questionnaire)
- excellent efficacy confirmed by instrumental measurements, image analysis & expert grading (skin density, roughness, reduction of intensity and number of acne and acne marks )
- exceptionally good protection against environmental pollution demonstrated
- high satisfaction noted with the cosmetic qualities
- all results statistically significant



## 72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS SUMMARY



The following claims are supported by the results obtained in the study:

- Significantly helps brightening of acne lesion color
- Supported by biophysical results
- Significantly helps smoothing skin
- Supported by biophysical results
- Significantly helps redensifying skin
- Supported by biophysical results
- Significantly helps reducing acne lesion intensity
- Supported by expert-grading and self-assessed results
- Significantly helps reducing blackhead
- Supported by expert-grading
- Significantly helps refining pores
- Supported by expert-grading and self-assessed results
- Significantly helps reducing acne marks
- Supported by expert grading and self-assessed results
- Significantly helps protecting the skin against pollution
- Supported by biophysical results
- Significantly helps removing excess of sebum
- Supported by self-assessed results
- Significantly helps improving skin
- Supported by self-assessed results
- Significantly helps enhancing skin tone and texture
- Significantly helps enhancing skin radiance
- Supported by self-assessed results
- Significantly helps soothing skin
- Supported by self-assessed results
- Significantly has a good absorption, a good texture and a good spreadability
- Supported by self-assessed results



## 72k EXTRA-COMFORT CLEANSING FOAM CLINICAL STUDY RESULTS



## 72k ACTIVE TONER SPRAY WOMEN CLINICAL STUDY RESULTS

**QUESTIONNAIRE\***  
very high cosmetic effects & quality confirmed  
by study participants  
and instrumental measurements

cosmetic effect reported by study participants (n=26)	%
cleans gently	100 %
softens the skin	100 %
removes impurities and make up	96 %
doesn't irritate the eyes	96 %
smoothes the skin	92 %
soothes (calms) the skin	81 %
hydrates (moisturizes) skin	77 %

quality confirmed by study participants (n=26)	%
is fine & pleasant	100 %
is easy to apply	96 %
fragrance is pleasant	92 %

efficacy measured by instrumental techniques (n= 26)	change from baseline %
moisturization (corneometer)	+ 10.6 %
skin pH (skin pH meter)	^ 2.2 % = almost stabel

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self- assesment questionnaire and instrumental measurement; n=26; 28 participants recruited; 2 dropouts

**QUESTIONNAIRE\***  
very high cosmetic effects & quality confirmed  
by study participants  
and instrumental measurements

cosmetic effect reported by study participants (n=26)	%
completes skin cleansing	100 %
refreshes the skin	100 %
leaves revitalized feeling	100 %
soothes (calms) the skin	96 %
hydrates (moisturizes) the skin	96 %
skin feels energized	96 %
skin feels relaxed	92 %

quality confirmed by study participants (n=26)	%
is fine & pleasant	96 %
absorption is good	92 %
fragrance is pleasant	88 %

efficacy measured by instrumental techniques (n= 26)	change from baseline %
moisturization (corneometer)	+ 16.2 %
skin pH (skin pH meter)	2.8 % = rather stabel

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self- assesment questionnaire and instrumental measurement; n=26; 28 participants recruited; 2 dropouts





## 72k EYE SERUM WOMEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* cosmetic efficacy & quality results and instrumental measurements

excellent cosmetic effect reported by study participants (n=24) %	
tightens & firms skin	92 %
improves skin texture	92 %
hydrates the skin	92 %
nourishes the skin	92 %
reduces fine lines and wrinkles	88 %
supports skin regeneration	83 %
reduces under eye puffiness	77 %
reduces under eye dark circles	75 %
enhances firm and lifted look	75 %

cosmetic quality confirmed by study participants (n=24) %	
product well absorbed	100 %
scent is pleasant	96 %

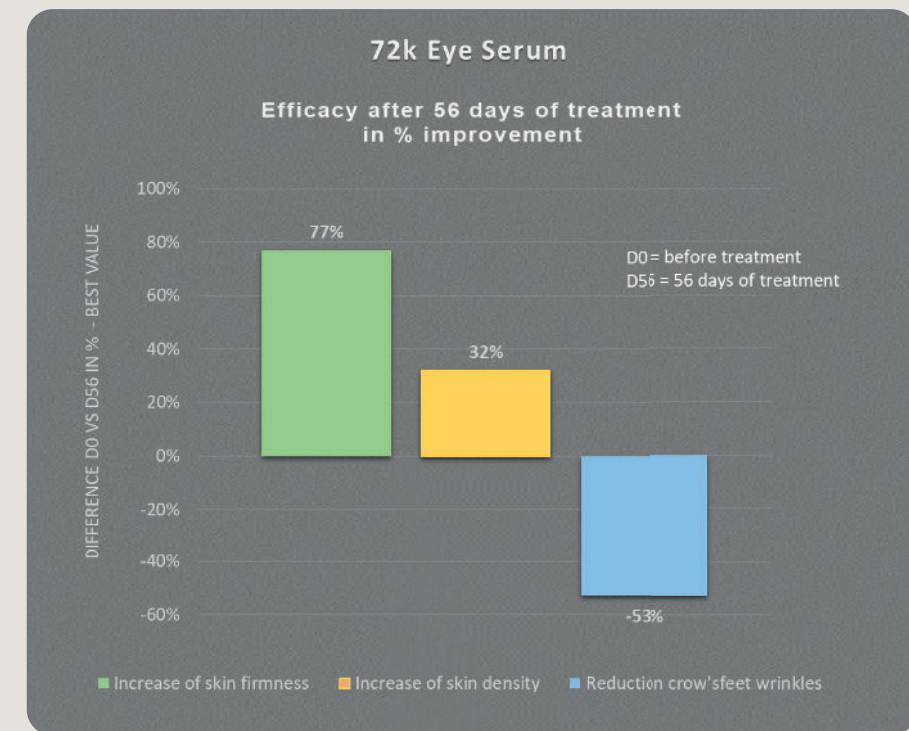
\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self-assessment questionnaire; n=24; 28 participants recruited; 4 dropouts



## 72k EYE SERUM WOMEN CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENT – BEST RESULT



#### measurement methods

- Firmness Cutometer
- Density DermaScan C
- Reduction of wrinkles & sagging skin EvaFace 5S / 3D

ultimate improvement of skin firmness,  
density and significant reduction of wrinkles





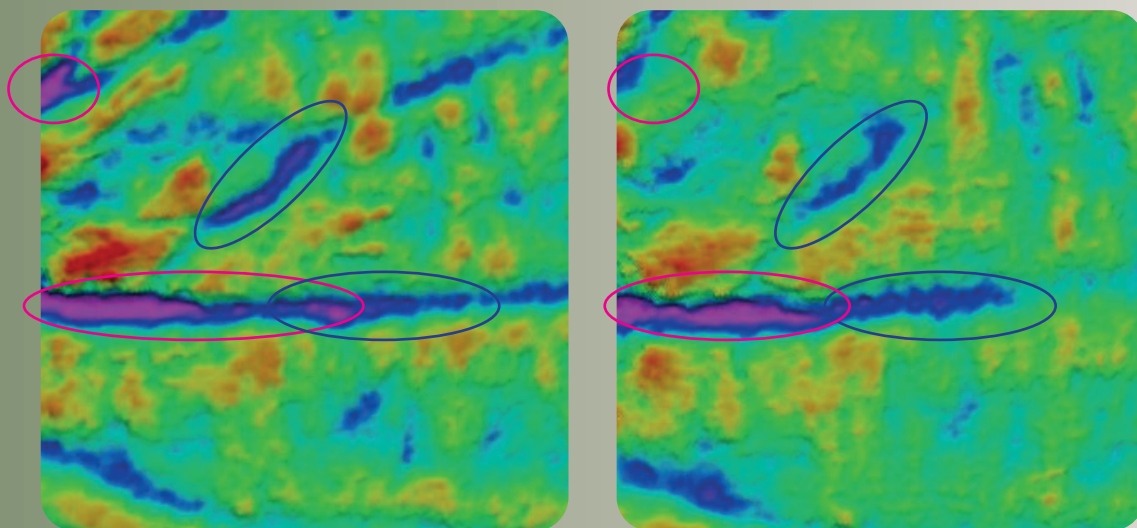
# 72k EYE SERUM WOMEN CLINICAL STUDY RESULTS



## WRINKLE REDUCTION

example of clearly visible crow's feet improvement  
decrease in depth and size (case 17)

EvaFace S5; 3D Profilometry



day 0 = before treatment

day 56 of treatment

decrease of pink and blue surfaces indicate re-plumping and reduction of wrinkles

intensively re-plumped, firmed eye zone (less pink, blue and yellow areas) wrinkles / lines disappeared or smoothed

- deep wrinkles
- wrinkles & lines
- plumped area
- filled area



## 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* cosmetic efficacy & quality results confirmed by study participants

cosmetic effect reported by study participants (n=24)	%
tightens & firms skin	88 %
improves skin texture & tone	88 %
refines pores	88 %
improves radiance	83 %
soothes (calms) the skin	79 %
regenerates the skin	79 %

cosmetic quality confirmed by study participants (n=24)	%
product well absorbed	96 %
scent is pleasant	96 %

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self-assessment questionnaire; n=24; 28 participants recruited; 4 dropouts



## 72k FACE & EYE SERUM WOMEN CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENTS\*

efficacy 72k eye and face serum women	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
increase of skin firmness eye and face serum	85 % (17/20)	77 % (nr. 25)	25.4 %	Cutometer MPA 580
reduction of crow's feet depth eye serum	67 % (12/18)	53 % (nr. 02)	9.0 %	EvaFace 5S / 3D
increase of skin density/redensified skin face serum	80 % (16/20)	32 % (nr. 26)	13.9 %	DermaScan C
decrease of skin sagging volume face serum	74 % (14/19)	79 % (nr. 14)	8.4 %	EvaFace 5S / 3D
decrease of nasogonial fold depth face serum	68 % (13/19)	38 % (nr. 6)	11.3 %	EvaFace 5S / 3D
decrease of glabella fold depth face serum	58 % (11/19)	45 % (nr. 6)	9.3 %	EvaFace 5S / 3D
reduction of skin pollution anti-pollution effect face serum	95 % (19/20)	-	26.6 %	Carbon Black Test & Dino Lite pictures
statistically significant lightening of spots	95 % (19/20)	-	6.3 %	Spectrophotometer CM-700d
statistically significant lightening of spot free skin face serum	90 % (18/20)	-	3.7 %	Spectrophotometer CM-700d

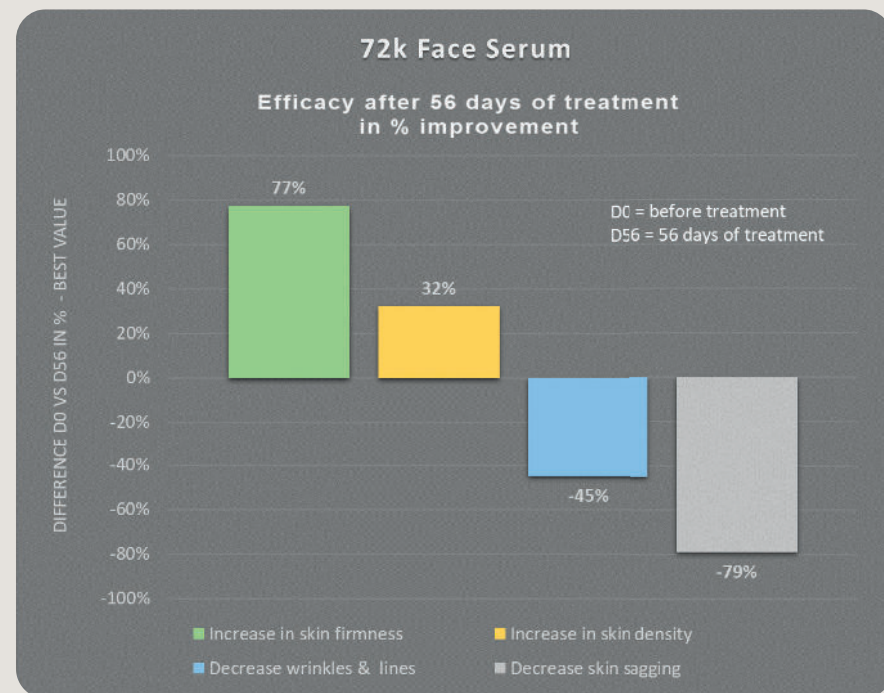
\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 28 and day 56 by instrumental measurement; n=18-20; 28 participants recruited; 4-10 drop outs



## 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENT – BEST RESULT



#### measurement methods

- Firmness  
Cutometer
- Density  
DermaScan C
- Reduction of wrinkles & sagging  
EvaFace 5S / 3D

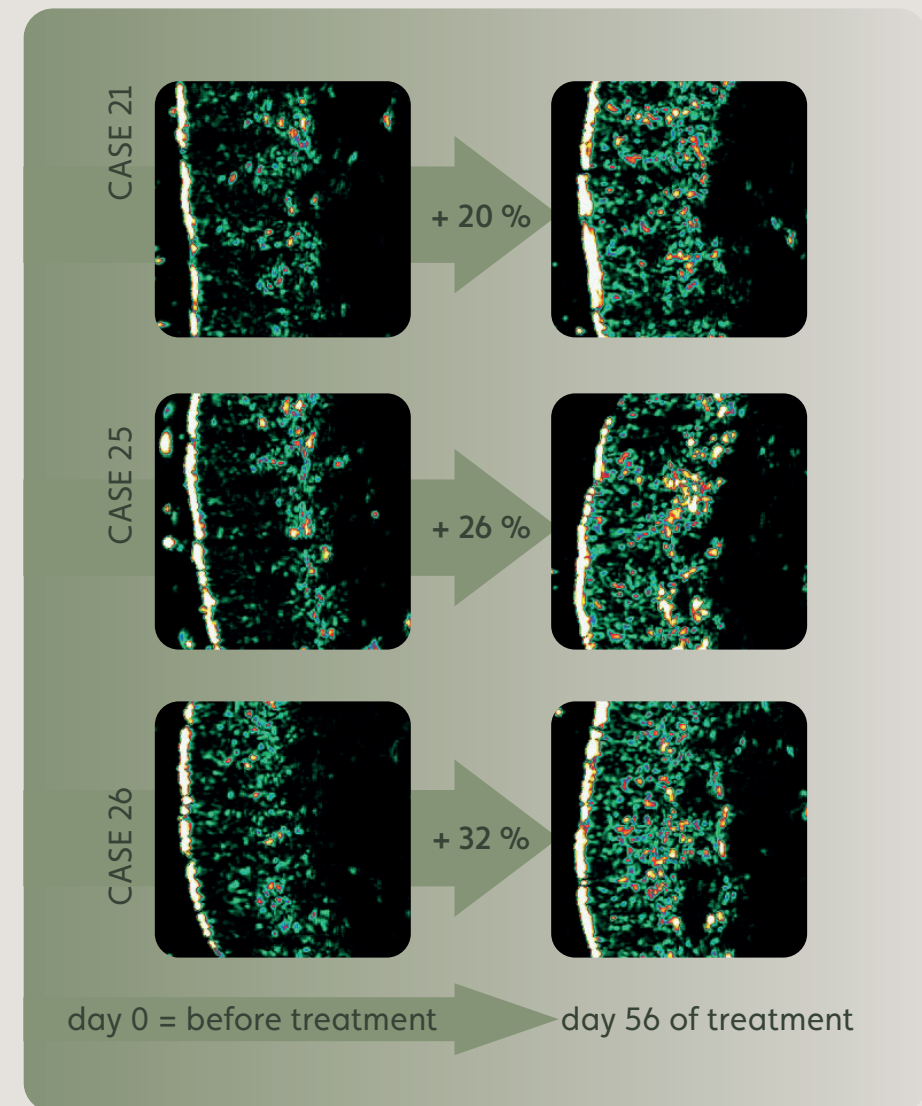
outstanding improvement of skin firmness & density and significant reduction of wrinkles and volume of skin sagging



## 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



### SIGNIFICANT INCREASE OF SKIN DENSITY DermaScan C Ultrasound Images



impressive re-densified skin clear and significant increase of skin density (%) and thickness suggesting regeneration of skin matrix.





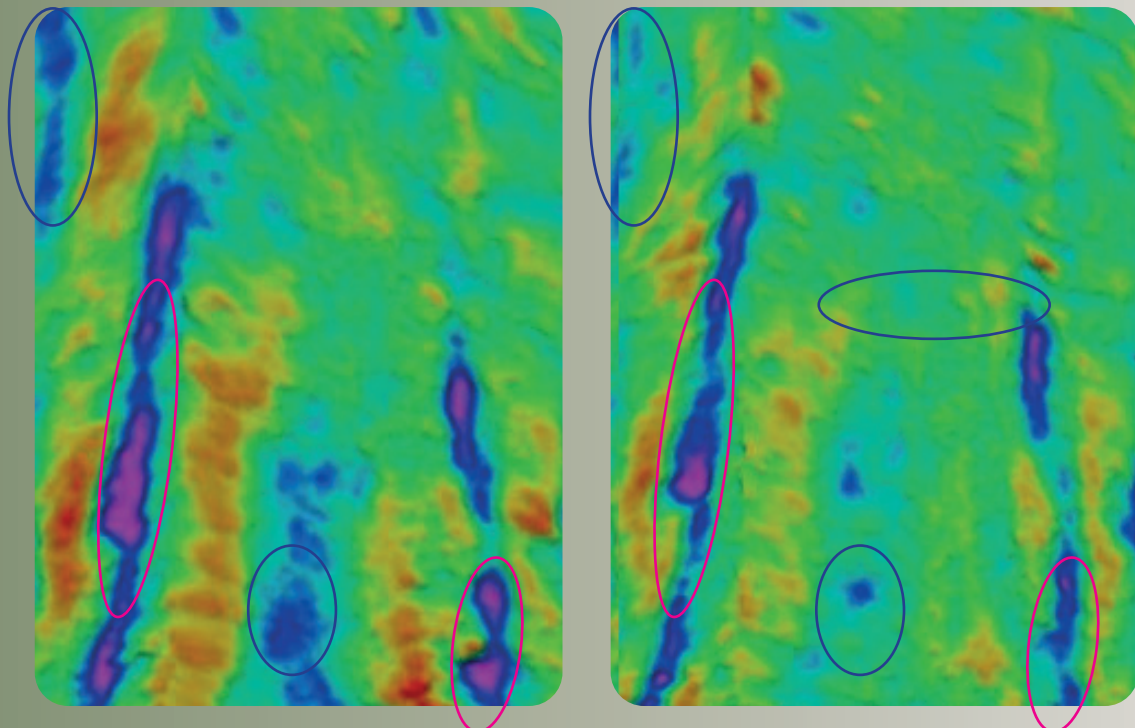
### 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



#### WRINKLE REDUCTION IN DEPTH AND LENGTH

example of clearly visible glabella fold improvement  
decrease in depth and size (case 12)

EvaFace S5; 3D Profilometry



day 0 = before treatment

day 56 of treatment

decrease of pink and blue surfaces  
indicate re-plumping and  
reduction of wrinkles

intensively re-plumped, tightened  
glabella area (less pink, blue and  
yellow areas); wrinkles/lines  
disappeared or smothered

- deep wrinkles
- wrinkles
- plumped area
- filled area

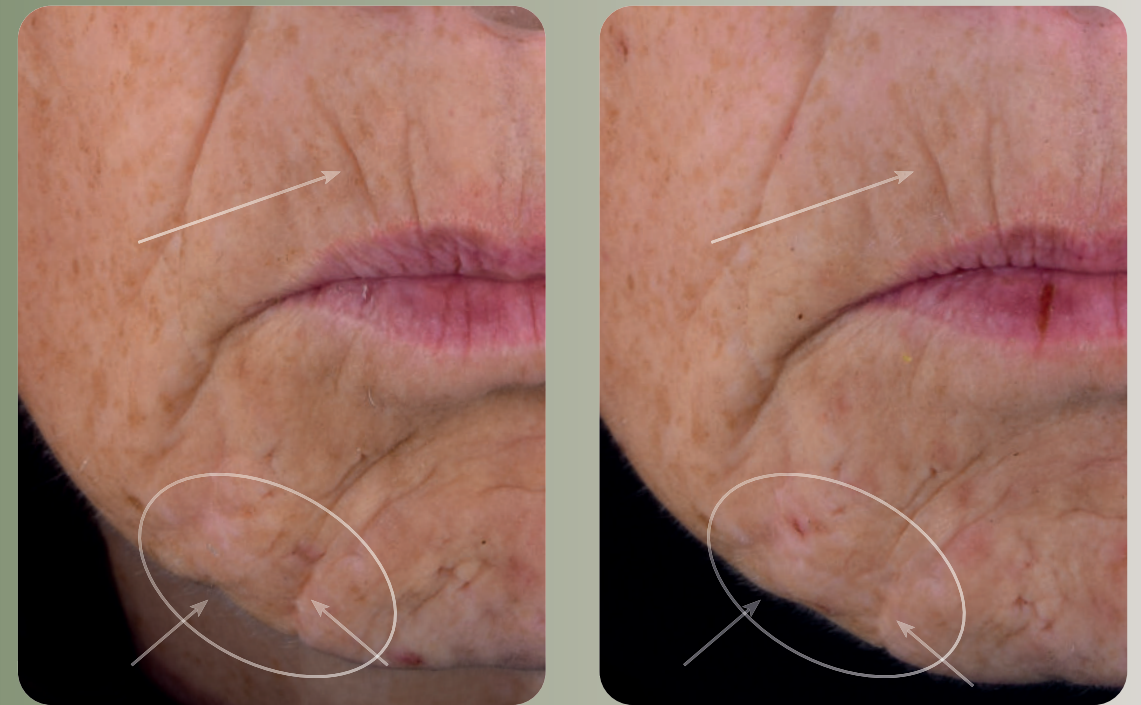


### 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



#### SKIN LIFTING & CORRECTION OF WRINKLES spectrophotometric images

CASE 26



day 0 = before treatment

day 56 of treatment

significant skin smoothing  
reduction of sagging skin & wrinkles  
(depth and length) case 26



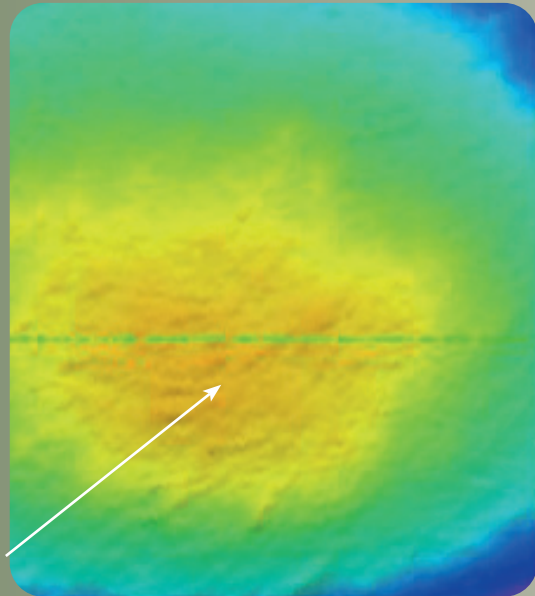
### 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



#### IMPROVEMENT OF SKIN SAGGING

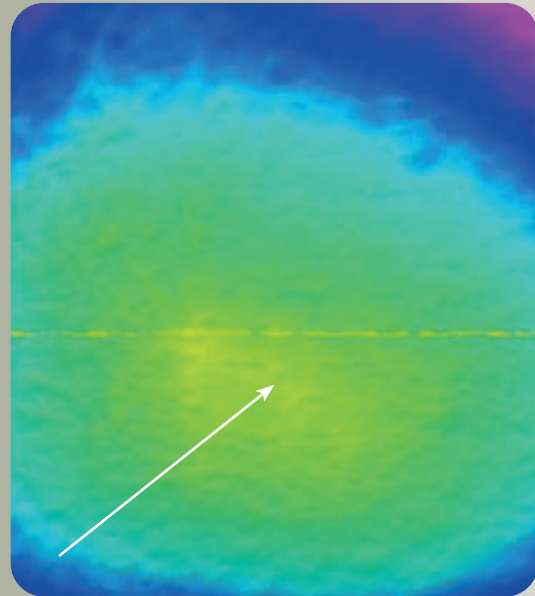
**decrease of skin sagging**  
example of clear reduction of sagging skin (case 6)

EvaFace S5; 3D Profilometry



day 0 = before treatment

decrease of yellow surface indicates a decrease of skin sagging and increase of skin tightness



day 56 of treatment

intensively tightened, firmed skin area with significantly less sagging skin



### 72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



#### SKIN BRIGHTENING spectrophotometric images

CASE 2 – asian skin



day 0 = before treatment



day 56 of treatment

CASE 10 – caucasian skin



day 0 = before treatment



day 56 of treatment

**visible skin brightening**  
examples of statistically significant lightening of spots and spot free skin areas





## 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* cosmetic efficacy & quality results

<b>excellent cosmetic effect</b> reported by study participants (n=25) %	
moisturizes (hydrates) the skin	100 %
nourishes the skin	96 %
smoothes the eye zone	96 %
improves firmness	92 %
soothes (calms) the eye zone	92 %
improves skin texture	88 %
reduces fine lines & wrinkles	76 %
<b>cosmetic quality</b> confirmed by study participants (n=25) %	
scent is pleasant	96 %
texture is light	88 %
product well absorbed	84 %

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 using a self-assessment questionnaire;



## 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



### EFFICACY OVERVIEW – INSTRUMENTAL MEASUREMENTS\*

efficacy 72k face cream women	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
increase of skin firmness	100 % (13/13)	66 % (case 11)	38.8%	Cutometer Dal MPA 580
increase of skin density	80 % (16/20)	48 % (case 11)	11 %	Dermalab Ultrasound
increase of skin hydration	56 % (14/25)	37 % (case 21)	5.9 %	Corneometer CM 850
decrease of transepidermal water loss	57 % (13/23)	39 % (case 5)	9.1 %	Tewameter TM 300
nasogonial fold max depth reduction	83 % (20/24)	53 % (case 17)	16.5 %	EvaFace 5S / 3D
glabella fold max depth reduction	64 % (14/22)	34 % (case 7)	10.9 %	EvaFace 5S / 3D
statistically significant skin lightening	77 % (20/26)	6 % (case 18, 21, 28)	1.2 %	Spectrophotometer CM 300

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by

### EFFICACY SUMMARY EXPERT GRADING BASED ON 2D PICTURES\*

efficacy 72k multi-talent spot serum	responder % of study persons	improvement from baseline % (n)	measurement method
improvement of skin smoothing	69 % (18/26)	42.0 %	Expert grading ColorFace
improvement of radiance	92 % (24/26)	69.0 %	Expert grading ColorFace

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurement; n=26; 28 study participants recruited; 2 dropouts





### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS

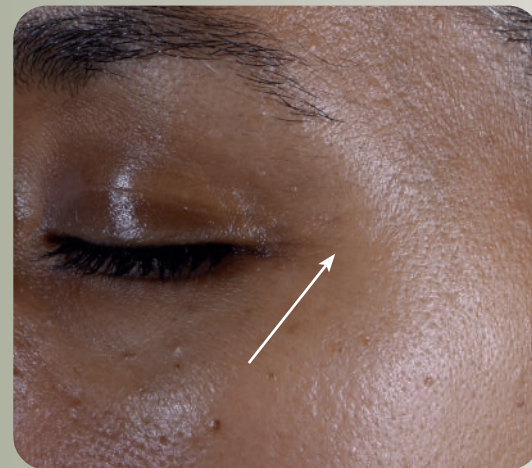


#### CORRECTION OF WRINKLES spectrophotometric images

CASE 13 – left

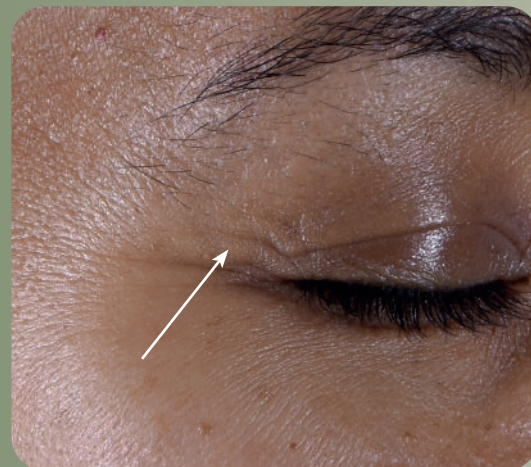


day 0 = before treatment

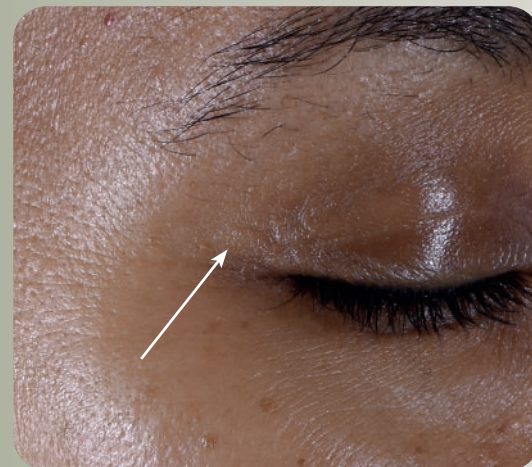


day 56 of treatment

CASE 13 – right



day 0 = before treatment



day 56 of treatment

**significant smoothing of eye zone**  
visible crow's feet reduction in depth and size (case 13)



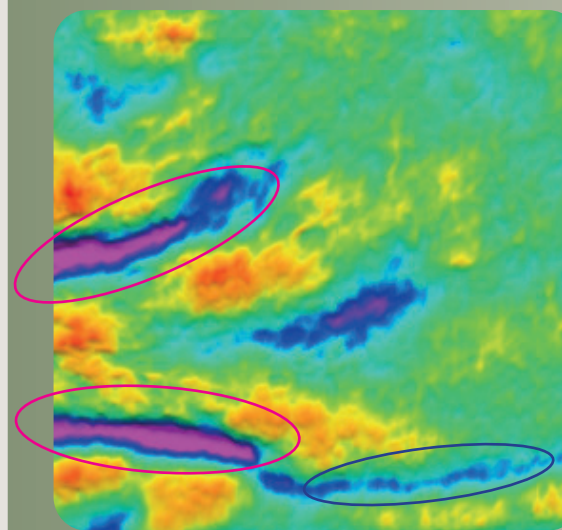
### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



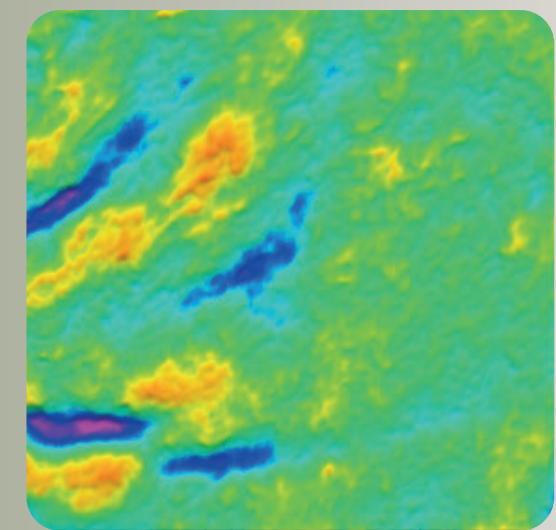
#### WRINKLE REDUCTION

**significant reduction of crow's feet**  
decrease in depth and size (case 5)

EvaFace S5; 3D Profilometry



day 0 = before treatment



day 56 of treatment

decrease of pink and blue surfaces  
indicate a reduction of wrinkles  
(depth and size)

intensively re-plumped, smoothed  
eye zone (less pink, blue and yellow  
areas) wrinkles / lines disappeared  
or smoothed

- deep wrinkles
- wrinkles & lines
- plumped area
- filled area





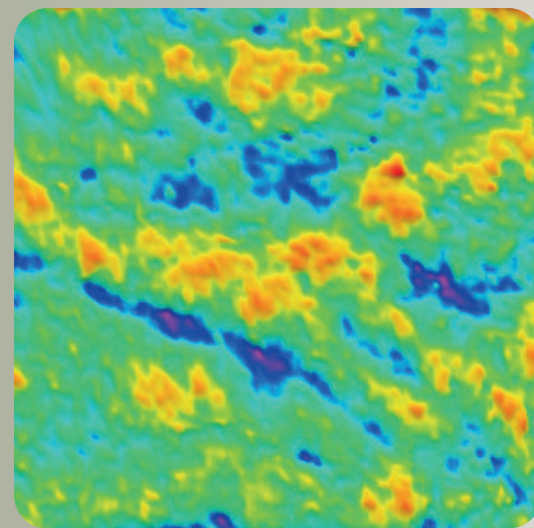
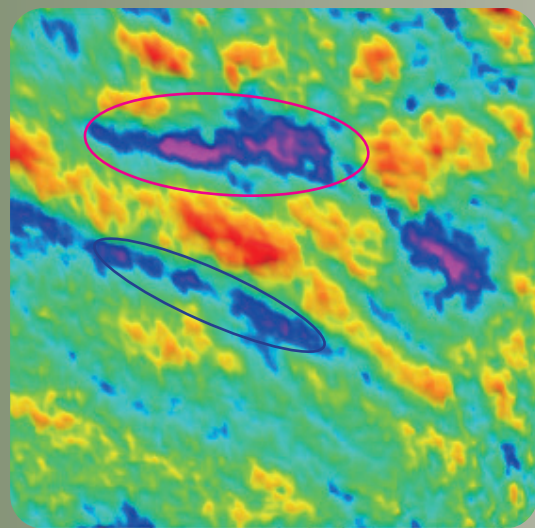
# 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



## WRINKLE REDUCTION

**significant underneath eye wrinkles reduction**  
decrease in depth and size (case 11)

EvaFace S5; 3D Profilometry



day 0 = before treatment

day 56 of treatment

decrease of pink and blue surfaces indicate a reduction of wrinkles (depth and size)

intensively re-plumped, smoothed eye zone; (less pink, blue and yellow areas) wrinkles / lines disappeared or smoothed

- deep wrinkles
- wrinkles & lines
- plumped area
- filled area

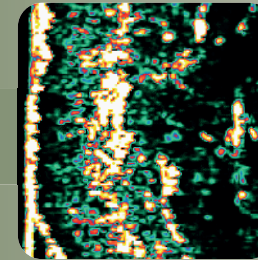


# 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS

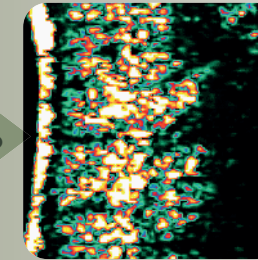


## INCREASE OF SKIN DENSITY Dermalab Ultrasound Images

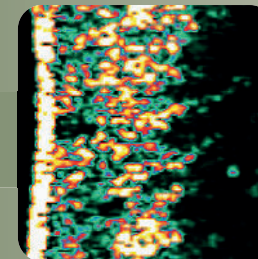
CASE 21



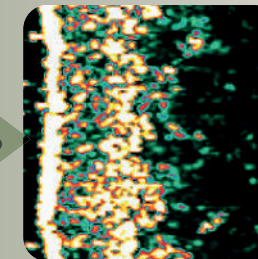
+ 20 %



CASE 25



+ 26 %



day 0 = before treatment

day 56 of treatment

**impressive re-densified skin clear and significant increase of skin density suggesting regeneration of skin matrix.**



### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



#### SKIN LIFTING & CORRECTION OF WRINKLES

significant reduction of  
wrinkles & sagging skin (case 17)

EvaFace S5; 3D Profilometry



day 0 = before treatment

day 56 of treatment



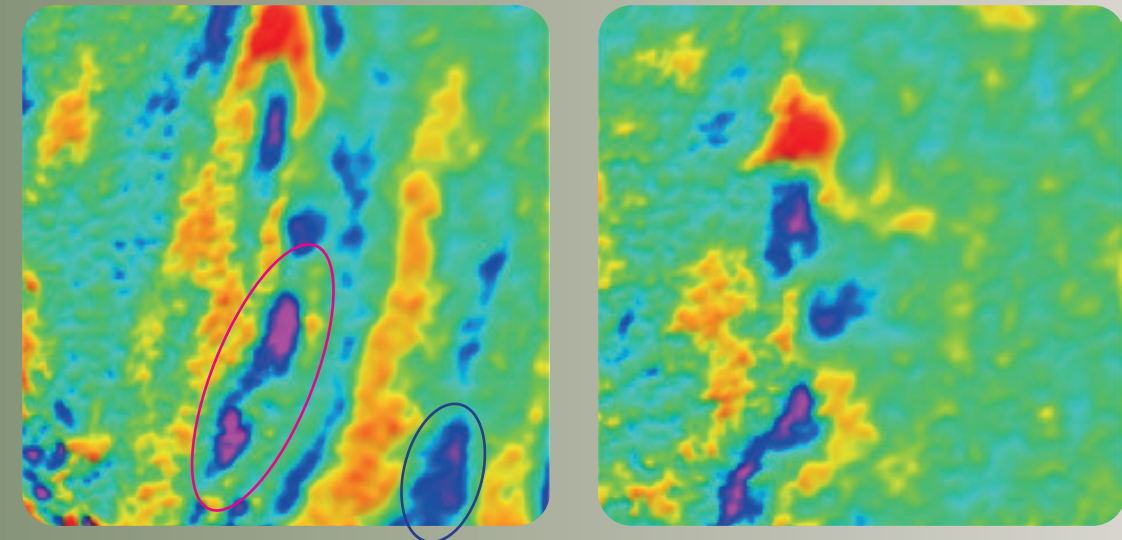
### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



#### WRINKLE REDUCTION

significant reduction of glabella fold  
decrease in depth and size (case 19)

EvaFace S5; 3D Profilometry



day 0 = before treatment

day 56 of treatment

decrease of pink and blue surfaces  
indicate a reduction of wrinkles  
(depth and size)

intensely re-plumped, smoothed  
skin; (less pink, blue and yellow areas)  
wrinkles / lines disappeared or  
smoothened

- deep wrinkles
- wrinkles & lines
- plumped area
- filled area





### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



#### SKIN BRIGHTENING spectrophotometric images

CASE 1



day 0 = before treatment



day 56 of treatment

CASE 2



day 0 = before treatment



day 56 of treatment

statistically significant lightening of spots and  
spot free skin areas - case 1 &  
rosacea prone skin - case 1+2



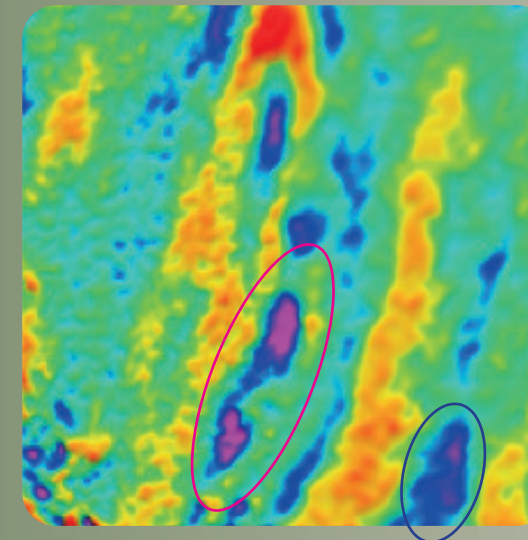
### 72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



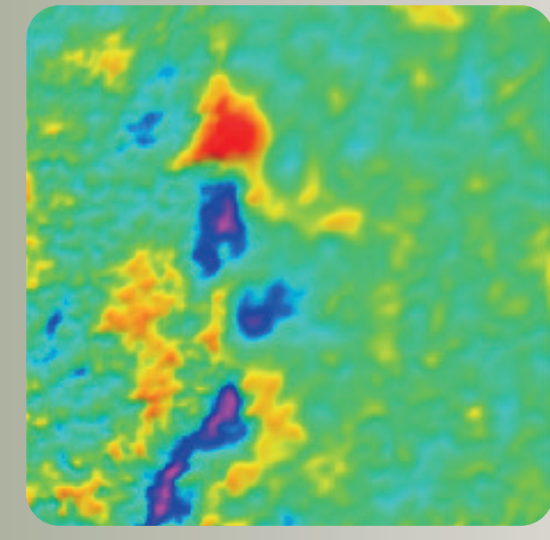
#### WRINKLE REDUCTION

significant reduction of glabella fold  
decrease in depth and size (case 19)

EvaFace S5; 3D Profilometry



day 0 = before treatment



day 56 of treatment

decrease of pink and blue surfaces  
indicate a reduction of wrinkles  
(depth and size)

intensively re-plumped, smoothed  
skin; (less pink, blue and yellow areas)  
wrinkles / lines disappeared or  
smoothened

- deep wrinkles
- wrinkles & lines
- plumped area
- filled area

## 72K PRODUCTS WOMEN CLINICAL STUDY RESULTS SUMMARY

### 72K PRODUCTS WOMEN SUMMARY OF CLINICAL STUDY RESULTS

**study and data analyses** were performed by an independent test institute (Skin Test Institute Neuchâtel, Switzerland)

**efficacy of 72k products women** has been demonstrated in clinical studies using:

- a self-assessment questionnaire
- instrumental techniques combined with image analysis of participants

**the 72k study products for women** were applied by study participants (mostly Caucasian; female; age 40-65; phototype II-IV) twice daily for a duration of 2 months (56 days). The treatment response was assessed at day 28 and day 56.

#### **study results at day 56**

- very high satisfaction with the cosmetic qualities noted
- impressive efficacy reported by study participants (questionnaire)
- outstanding efficacy confirmed by instrumental measurements / image analysis (skin firmness & density, smoothing, reduction of wrinkles & of skin sagging etc.)
- exceptional protection against environmental pollution demonstrated
- statistically significant lightening of skin and dark spots measured
- all results statistically significant



## 72k ACTIVE TONER SPRAY MEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* excellent cosmetic effects & quality confirmed by study participants and instrumental measurements

cosmetic effect reported by study participants (n=22)	%
calms skin	95 %
cools skin	95 %
refreshes skin	95 %
hydrates skin	91 %
skin feels energized	91 %
skin feels revitalized	91 %
skin feels relaxed	86 %

cosmetic quality confirmed by study participants (n=22)	%
absorption is good	100 %
is a fine & pleasant spray	95 %
fragrance is pleasant	77 %

efficacy measured by instrumental techniques (n= 22)	change from baseline %
skin pH (skin pH meter)	- 0.6 % = rather stabel

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self-assesment questionnaire and instrumental measurement; n=26; 28 participants recruited; 2 dropouts



## 72k EYE SERUM MEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\* cosmetic efficacy & quality results

cosmetic effect reported by study participants (n=22)	%
smoothens the eye zone	100 %
eye zone feels nourished	100 %
hydrates the eye zone	100 %
enhances firmness	86 %
calms the eye zone	86 %
reduces fine lines and wrinkles	77 %

cosmetic quality confirmed by study participants (n=2)	%
texture is fine & light	91 %
skin absorption is good	91 %
scent is pleasant	77 %

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 ; n=22; 23 study participants recruited; 1 dropout





## 72k EYE SERUM MEN CLINICAL STUDY RESULTS



### COSMETIC EFFECT – TECHNICAL MEASUREMENTS\*

efficacy 72k eye serum men	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
increase of skin firmness	100 % (22/22)	61 % (case 20)	31.1 %	Cutometer Dual MPA 580
improvement of skin elasticity	91 % (20/22)	195 % (case 21)	31.7 %	Cutometer Dual MPA 580
increase of skin density	73 % (16/22)	84 % (case 02)	14.7 %	Dermalab Ultrasound
increase of skin hydration	86 % (19/22)	188 % (case 03)	20.5 %	Corneometer CM 850

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurements;

### EXPERT GRADING\*

efficacy 72k eye serum men	responder % of study persons	improvement from baseline % (n)	measurement method
improvement of skin smoothing	86% (19/22)	-	Expert grading ColorFace
reduction of eye bags	59% (10/17)	18.1%	Expert grading ColorFace

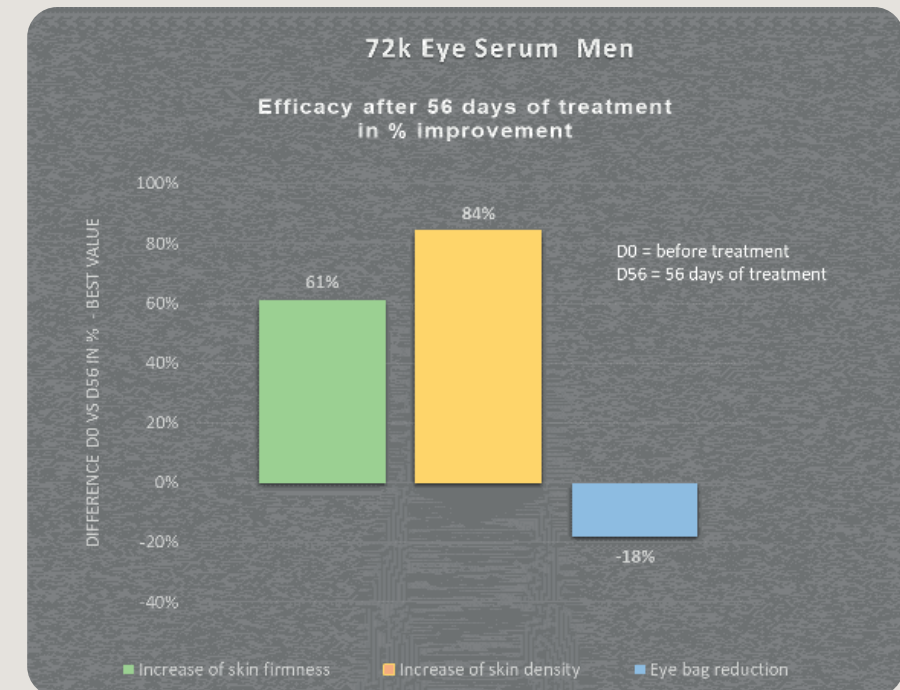
\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56; n=22 & 17 (only 17 participants had eye bags); 23 study participants recruited; 1 dropout



## 72k EYE SERUM MEN CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENTS & EXPERT GRADING – BEST RESULT



measurement methods

- Firmness  
Cutometer
- Density  
Dermalab Ultrasound
- Eye bags  
Expert Grading  
ColorFace

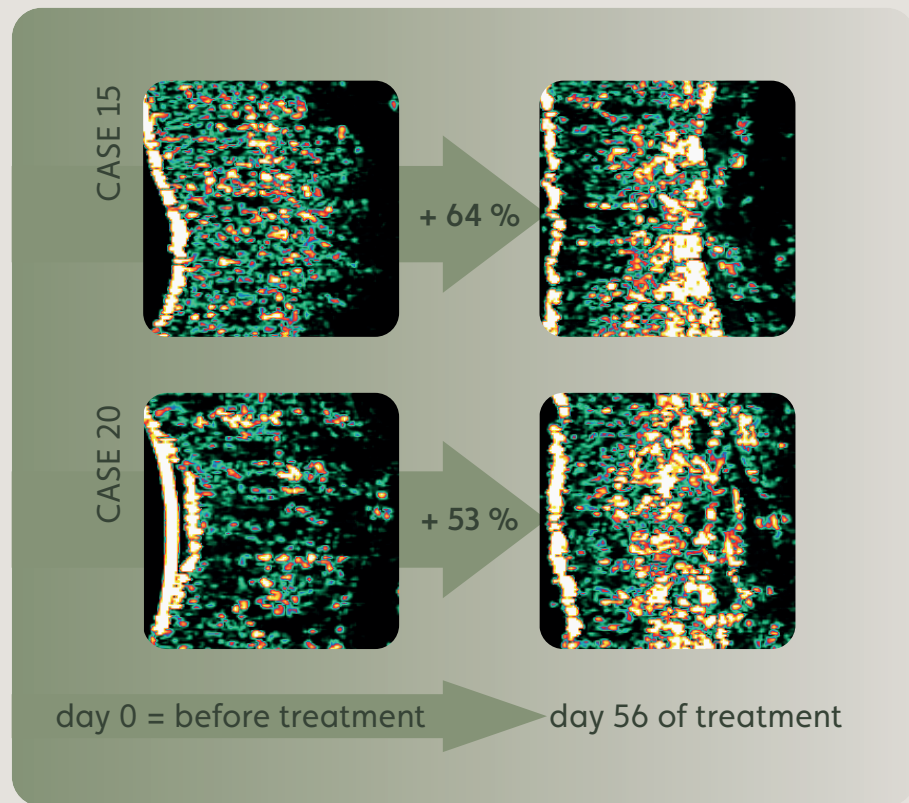
outstanding improvement of skin firmness, density and significant reduction of eye bags



### 72k EYE SERUM MEN CLINICAL STUDY RESULTS



#### INCREASE OF EPIDERMIS DENSITY Dermalab Ultrasound Images



impressive re-densified skin clear and significant increase of skin density of the eye zone suggesting regeneration of skin matrix.



### 72k EYE SERUM MEN CLINICAL STUDY RESULTS



#### CORRECTION OF WRINKLES spectrophotometric images

CASE 16

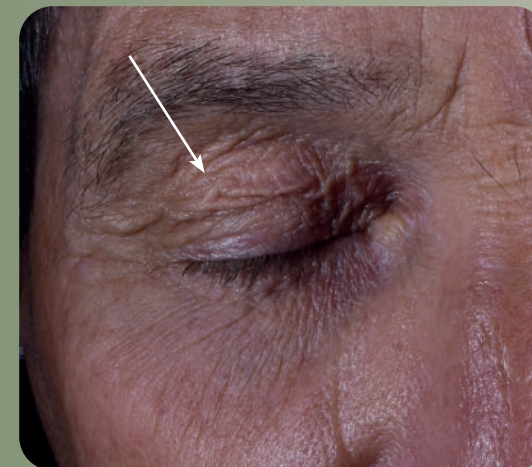


day 0 = before treatment

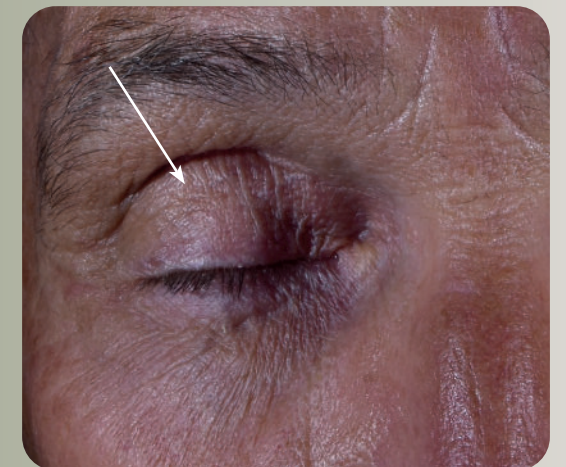


day 56 of treatment

CASE 21



day 0 = before treatment



day 56 of treatment

significant smoothing of eye zone /  
visible reduction of wrinkles



## 72k FACE SERUM MEN CLINICAL STUDY RESULTS



### QUESTIONNAIRE\*

excellent cosmetic effects & quality confirmed  
by study participants

cosmetic effect reported by study participants (n=22)	%
tightens skin	95 %
hydrates skin	95 %
refines skin texture	91 %
lifts sagging skin	91 %
refines pores	91 %
skin feels nourished	91 %
skin feels revitalized	91 %
enhances skin firmness	86 %
reduces fine lines and wrinkles	77 %

cosmetic quality confirmed by study participants (n=22)	%
is well absorbed	95 %
has a light & fine texture	91 %
scent is pleasant	73 %

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurement; n=22; 23 study participants recruited; 1 dropout



## 72k FACE SERUM MEN CLINICAL STUDY RESULTS



### EFFICACY OVERVIEW – TECHNICAL MEASUREMENTS\*

efficacy 72k face serum men	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
increase of skin firmness	91 % (21/22)	67 % (case 20)	27.8 %	Cutometer Dual MPA 580
increase of skin elasticity	91 % (21/22)	36 % (case 11)	15.9 %	Cutometer Dual MPA 580
increase of skin density	77 % (17/22)	64 % (case 15)	8.7 %	Dermalab Ultrasound
increase of skin hydration	86 % (19/22)	240 % (case 10)	33.8 %	Corneometer CM 850
statistically significant skin lightening	45 % (10/22)	8 % (case 14)	1.5 %	Spectrophotometer CM 300
anti-pollution effect / reduction of skin pollution	100 % (22/22)	-	13.1 %	Visioscan & Expert grading Carbon Black Test

\* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurement;

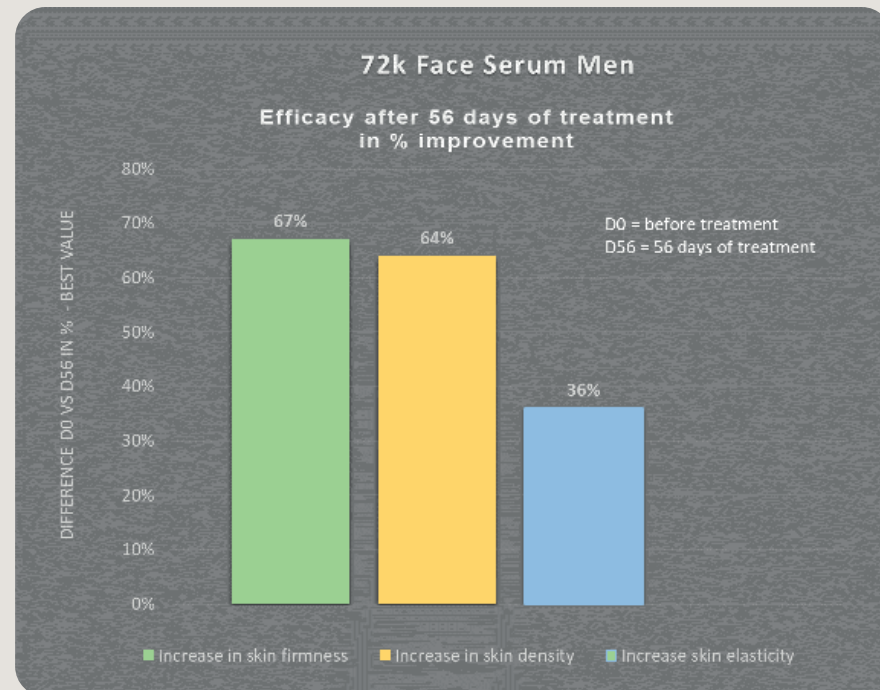




## 72k FACE SERUM MEN CLINICAL STUDY RESULTS



### INSTRUMENTAL MEASUREMENTS – BEST RESULT



measurement methods

- Firmness  
Cutometer
- Density  
Dermalab Ultrasound
- Elasticity  
Cutometer

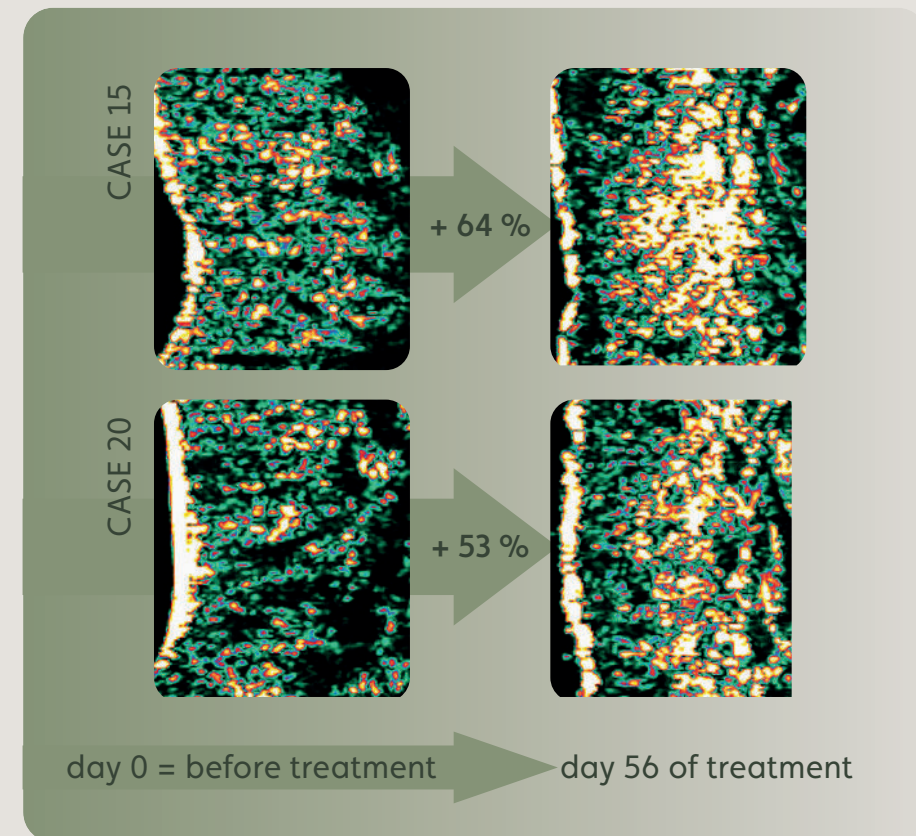
ultimate improvement of skin firmness, density and elasticity



## 72k FACE SERUM MEN CLINICAL STUDY RESULTS



### INCREASE OF EPIDERMIS DENSITY Dermalab Ultrasound Images



impressively re-densified skin clear and significant increase of skin density suggesting regeneration of skin matrix.



### 72k FACE SERUM MEN CLINICAL STUDY RESULTS



#### SKIN LIFTING & CORRECTION OF WRINKLES spectrophotometric images

CASE 15



day 0 = before treatment



day 56 of treatment

CASE 21



day 0 = before treatment



day 56 of treatment

significant skin smoothing /  
visible reduction of wrinkles



### 72k FACE SERUM MEN CLINICAL STUDY RESULTS



#### SKIN LIFTING & CORRECTION OF WRINKLES

Case 20 – spectrophotometric images



day 0 = before treatment



day 56 of treatment

visible reduction of glabella fold



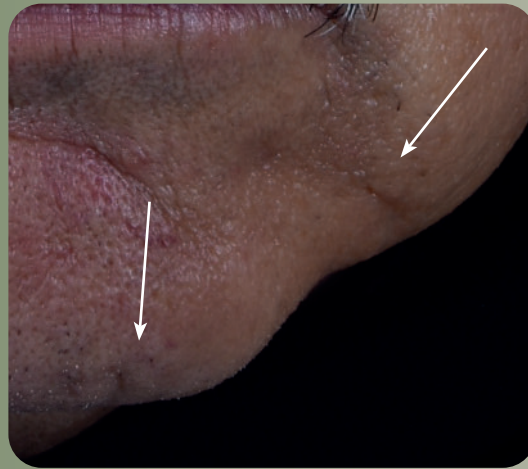


**72k FACE SERUM MEN**  
CLINICAL STUDY RESULTS

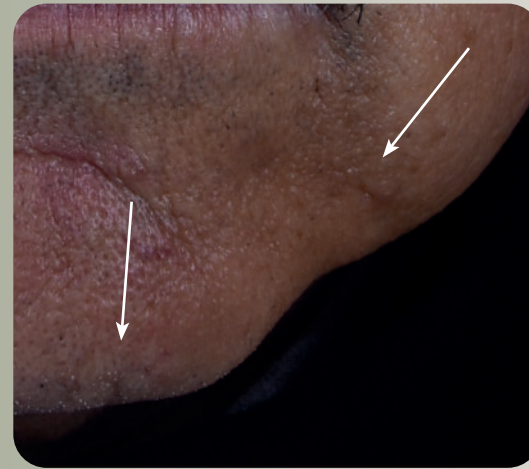


**SKIN LIFTING & CORRECTION OF WRINKLES**  
spectrophotometric images

CASE 04

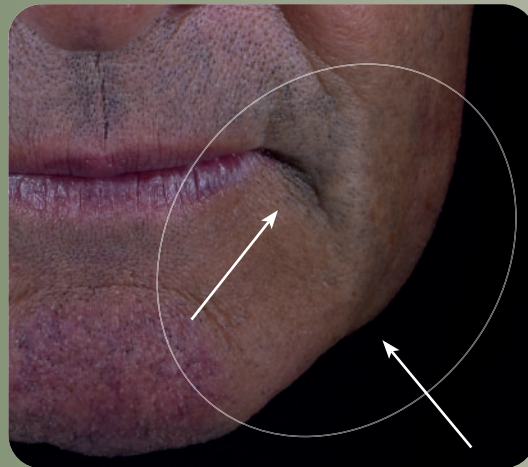


day 0 = before treatment

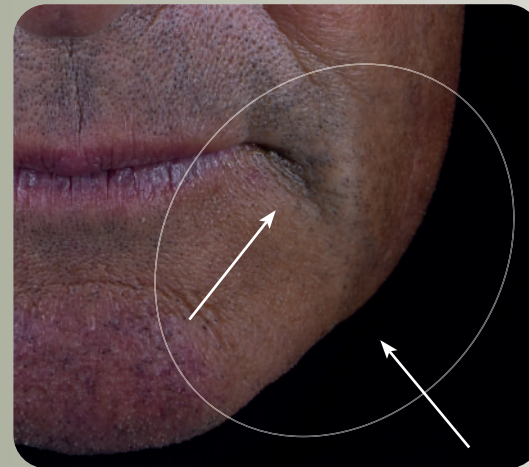


day 56 of treatment

CASE 21



day 0 = before treatment



day 56 of treatment

reduction of wrinkle depth & sagging skin

**72K PRODUCTS MEN**  
CLINICAL STUDY RESULTS SUMMARY

**72K PRODUCTS MEN**  
SUMMARY OF CLINICAL STUDY RESULTS

**study and data analyses** were performed by an independent test institute (Skin Test Institute Neuchâtel, Switzerland)

**efficacy of 72k products men** has been demonstrated in clinical studies using:

- a self-assessment questionnaire
- instrumental techniques combined with image analysis of participants

**the 72k study products for men** were applied by 23 study participants (mostly Caucasian; male; age 25-65; phototype II-II) twice daily for a duration of 2 months (56 days). The treatment response was assessed at day 28 and day 56.

**study results at day 56**

- high satisfaction with the cosmetic qualities noted
- impressive efficacy reported by study participants (questionnaire)
- outstanding efficacy confirmed by instrumental measurements / image analysis and expert grading (skin firmness & density, skin smoothing, hydration etc.)
- significant protection against environmental pollution demonstrated
- significant lightening of skin and dark spots measured
- all results statistically significant