



72k Clinical Studies



72k by viocap AG
Bahnhofstrasse 21B
4106 Therwil
Switzerland

professionals@72k.ch
www.72k.ch
Follow us on Instagram
@72k.ch

72k ■ the natural path to healthy skin



swiss  made

Table of Contents - 72k Clinical Studies

Clinical Studies

72k multi-talent spot serum	142
Summary of clinical studies	

Clinical Studies women 151

72k extra-comfort cleansing foam	
72k active toner spray women	
72k eye serum women	
72k face serum women	
72k eye cream women	
72k face cream women	
Summary of clinical studies	

Clinical Studies men 176

72k active toner spray men	
72k eye serum men	
72k face serum men	
Summary of clinical studies	

Dermatological Skin Tests 190

72k sun skin protection SPF 30 tinted	
72k sun skin protection SPF 50+	
72k sun skin protection SPF 50+ tinted	



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 n=33; 28 volunteers recruited; 5 dropouts

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 28 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

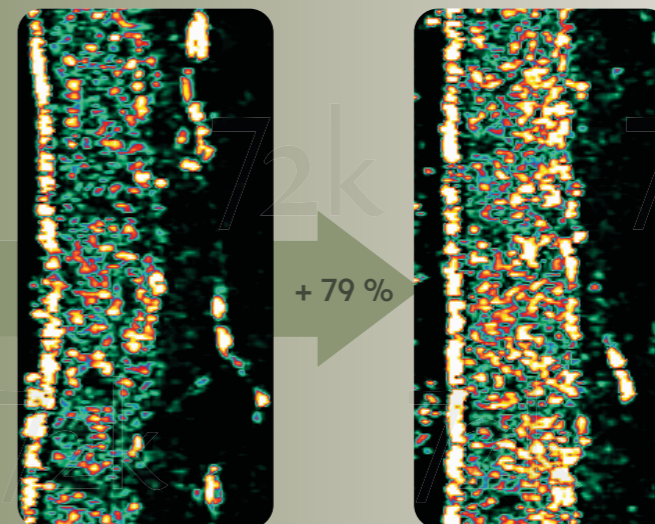


72k MULTI-TALENT SPOT SERUM CLINICAL STUDY RESULTS



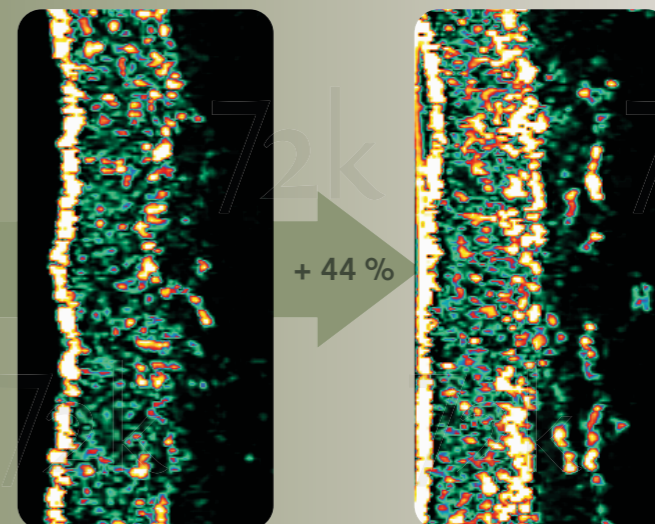
SIGNIFICANT INCREASE OF SKIN DENSITY Dermalab ultrasound images

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 %

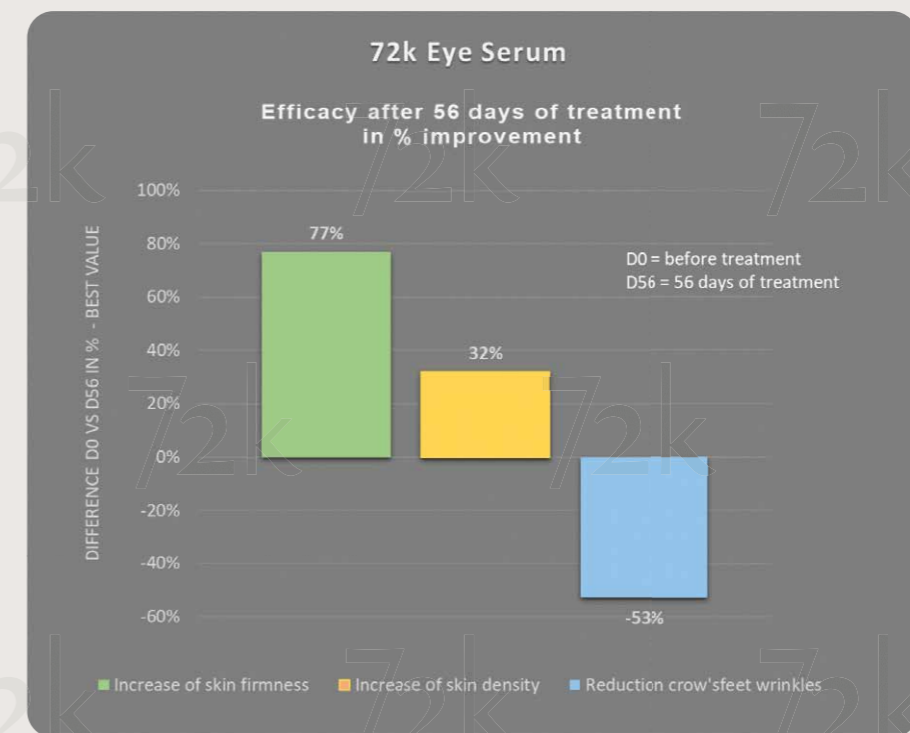
* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by self-assessment questionnaire; n=24; 28 participants recruited; 4 dropouts



72k EYE SERUM WOMEN
CLINICAL STUDY RESULTS



INSTRUMENTAL MEASUREMENT – BEST RESULT



measurement methods

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

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



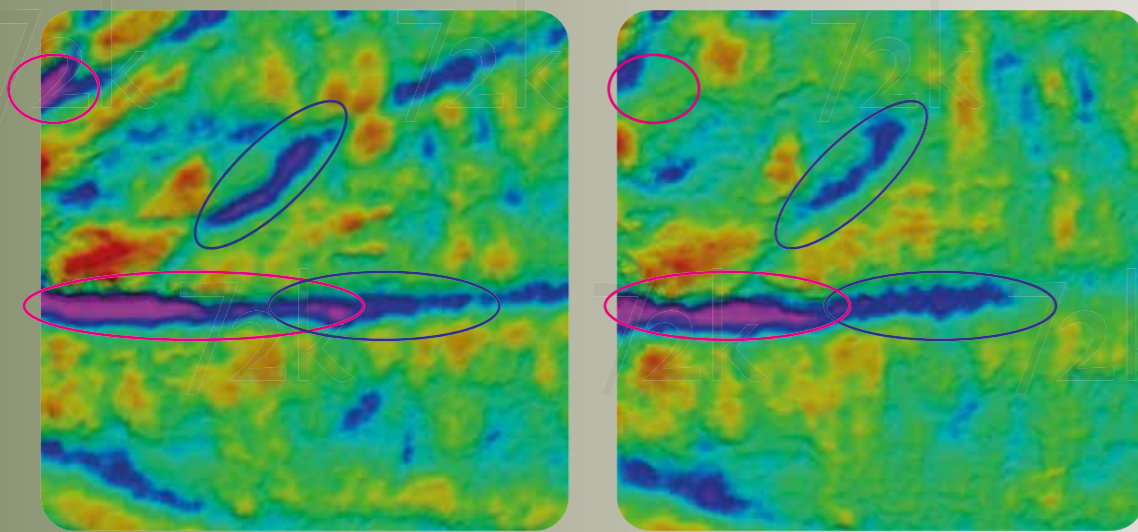
72k EYE SERUM WOMEN CLINICAL STUDY RESULTS



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

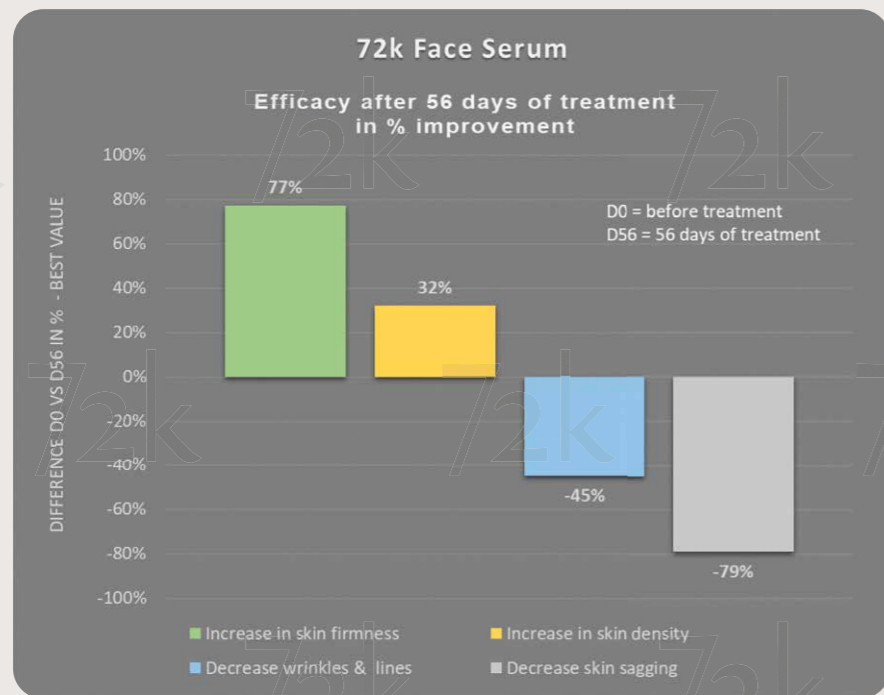
* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 28 and day 56 by instrumental measurement; n=18-20; 28 participants recruited; 4-10 drop outs instrumental measurement; n=18-20; 28 participants recruited; 4-10 drop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



72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



INSTRUMENTAL MEASUREMENT – BEST RESULT



measurement methods

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

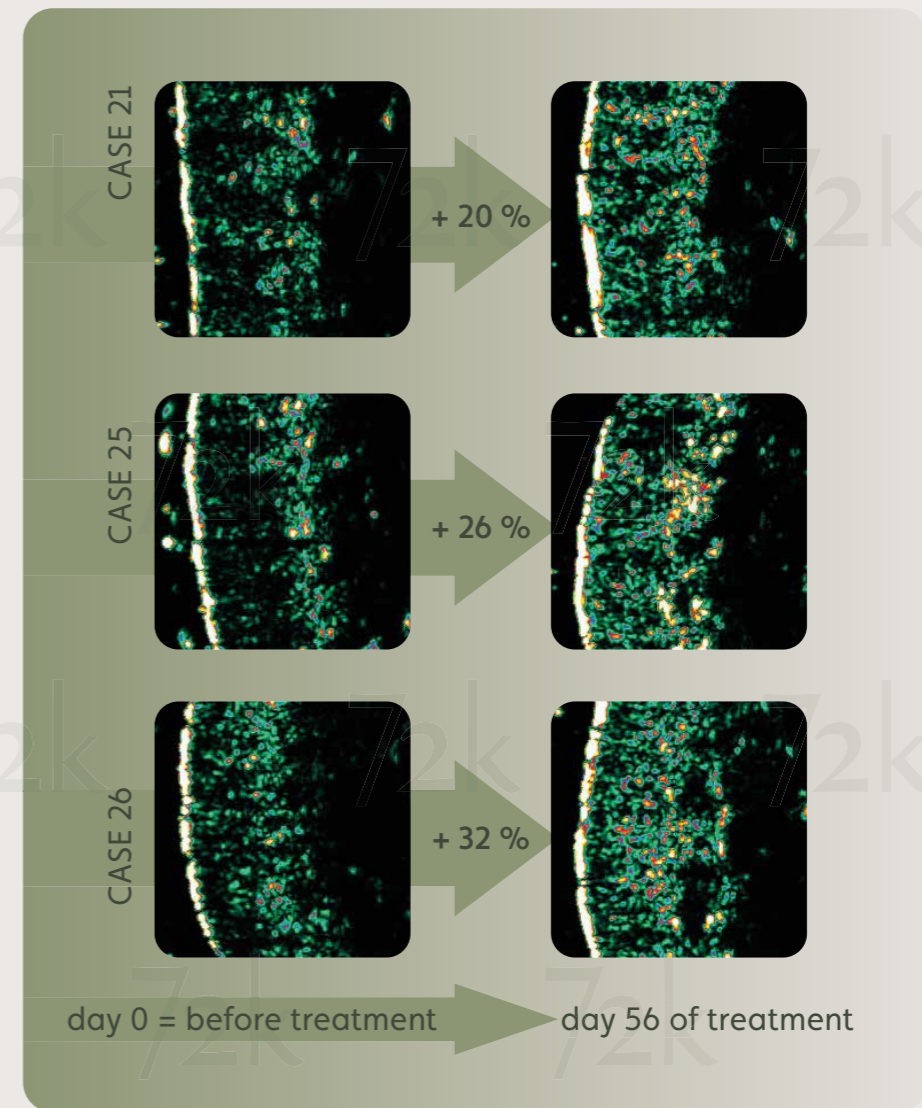
outstanding improvement of skin firmness & density and significant reduction of wrinkles and volume of skin sagging



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.



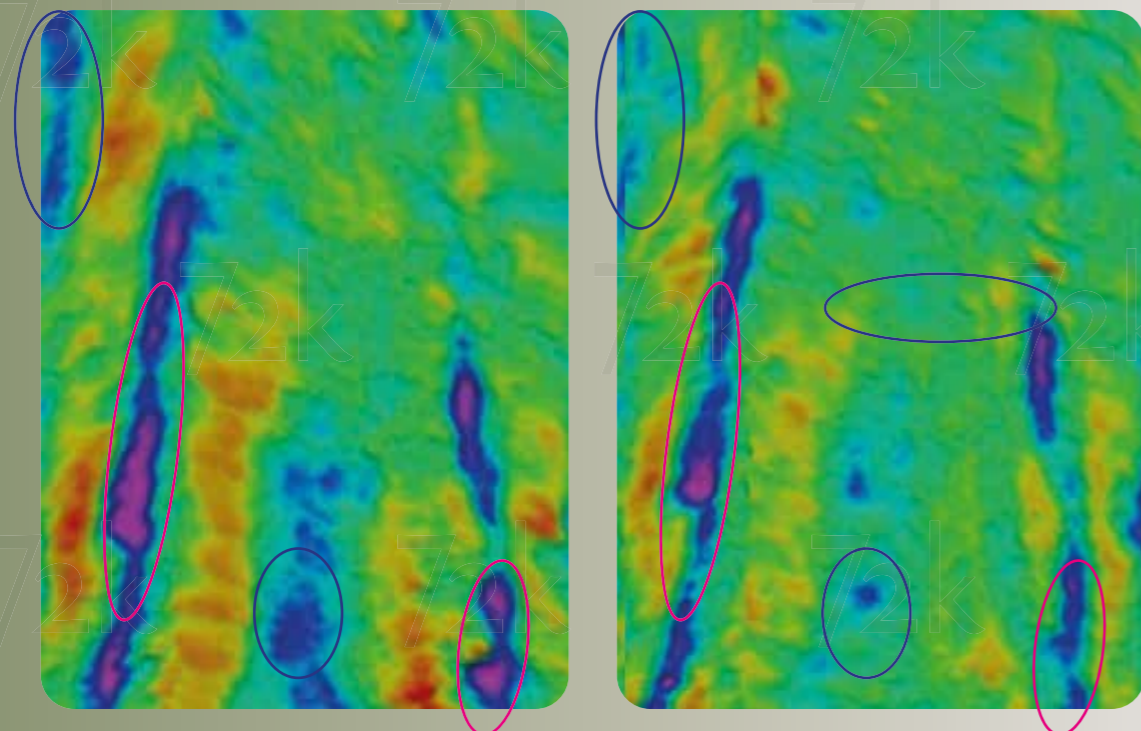
72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



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



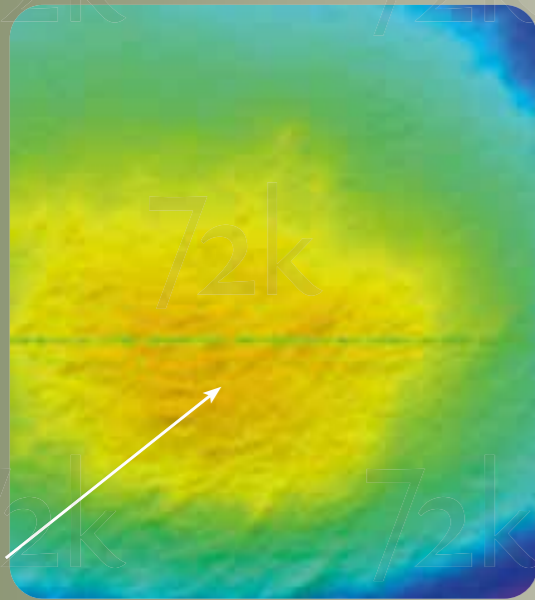
72k FACE SERUM WOMEN CLINICAL STUDY RESULTS



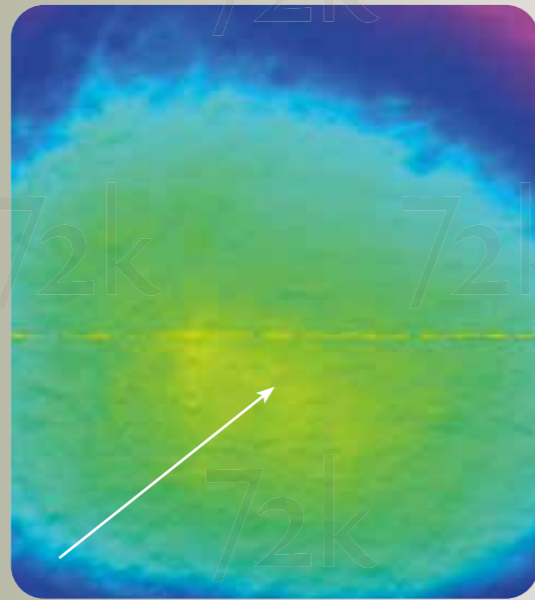
IMPROVEMENT OF SKIN SAGGING

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

EvaFace S5; 3D Profilometry



day 0 = before treatment



day 56 of treatment

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

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

excellent cosmetic effect 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 %
cosmetic quality 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; n=25; 28 study participants recruited; 3 drop out



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 instrumental measurement; n= 13-26; 28 study participants recruited; partially high drop outs due to covid outbreak in CH instrumental measurement; 28 study participants recruited; n= 13-26; partially high drop outs due to covid outbreak in CH

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)



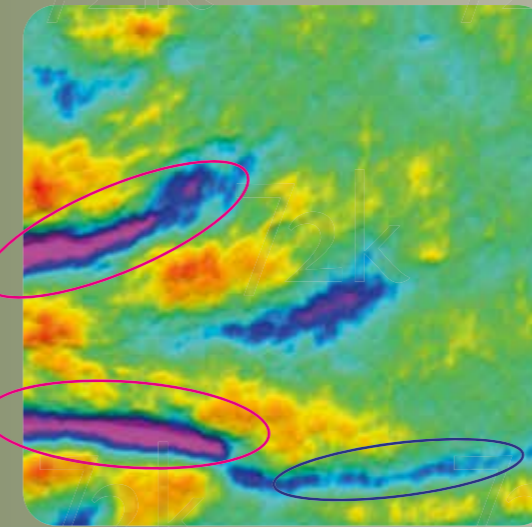
72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



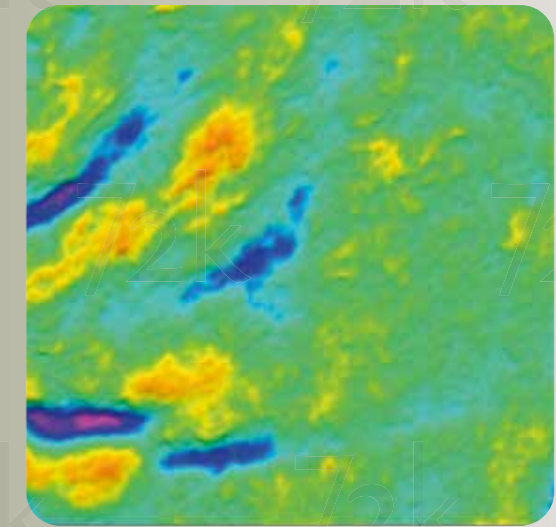
WRINKLE REDUCTION

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



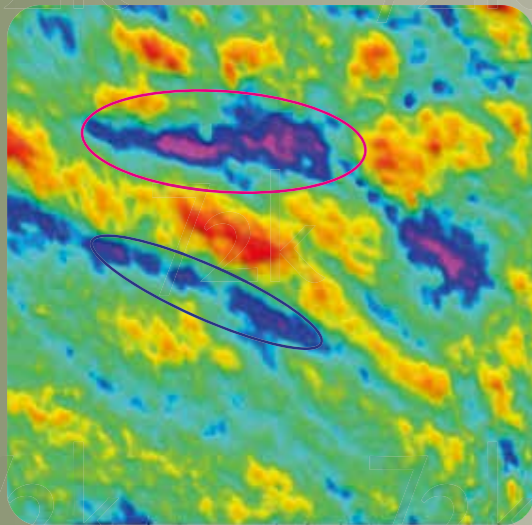
72k EYE CREAM WOMEN
CLINICAL STUDY RESULTS



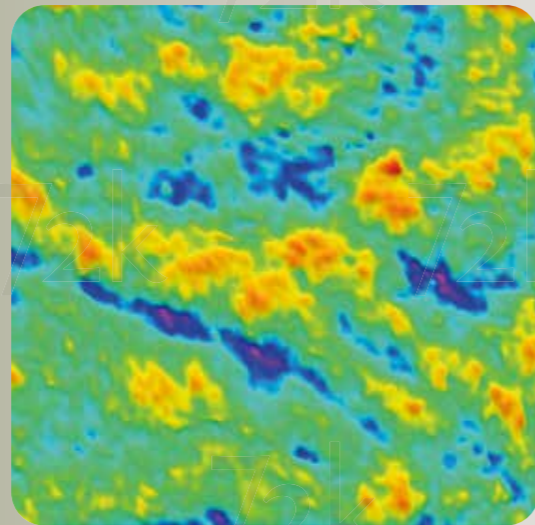
WRINKLE REDUCTION

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

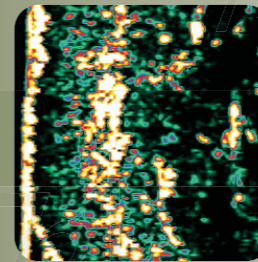


72k EYE CREAM WOMEN
CLINICAL STUDY RESULTS

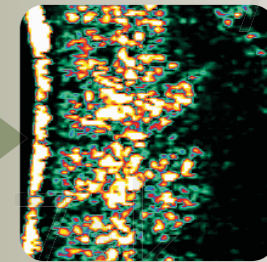


INCREASE OF SKIN DENSITY
Dermalab Ultrasound Images

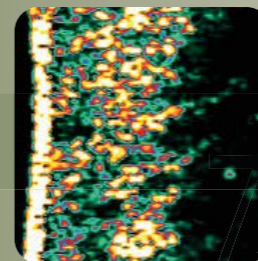
CASE 21



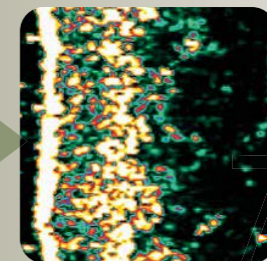
+ 20 %



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



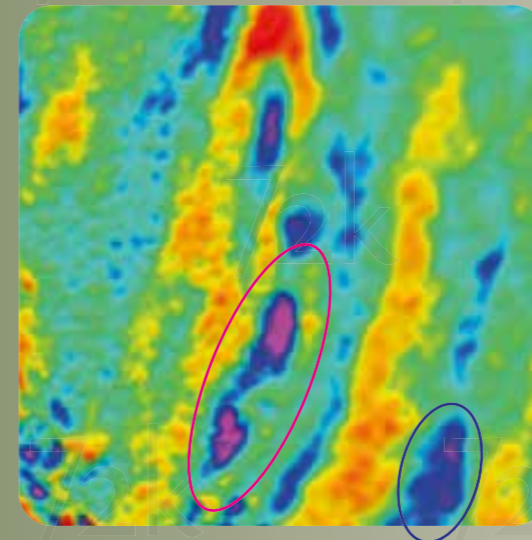
72k EYE CREAM WOMEN
CLINICAL STUDY RESULTS



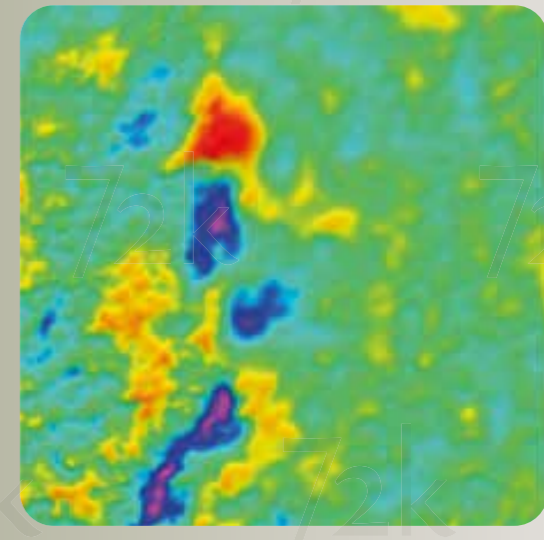
WRINKLE REDUCTION

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)

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 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



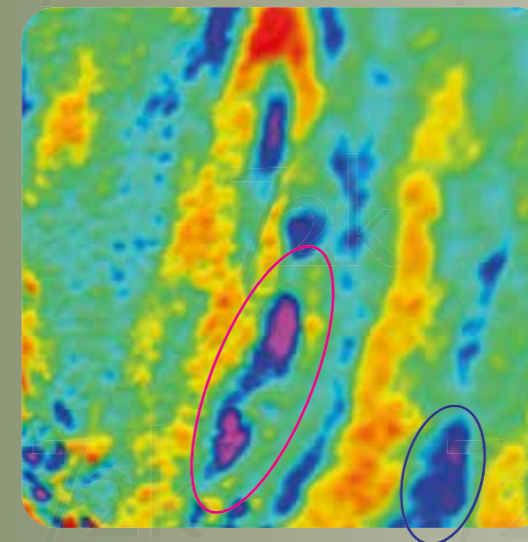
72k EYE CREAM WOMEN CLINICAL STUDY RESULTS



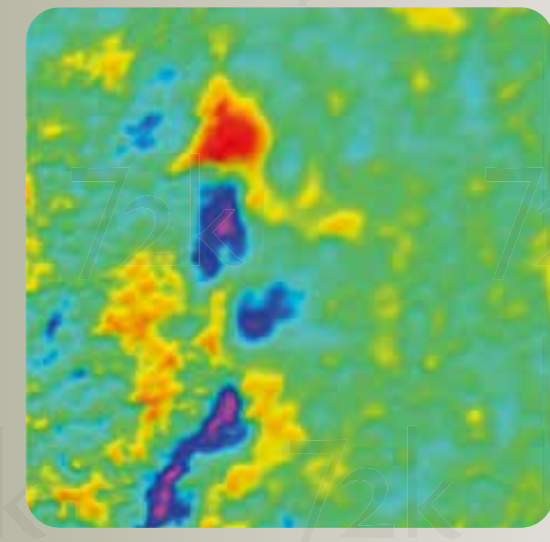
WRINKLE REDUCTION

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 stabil

* 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 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; n=22; 23 study participants recruited; 1 dropout

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

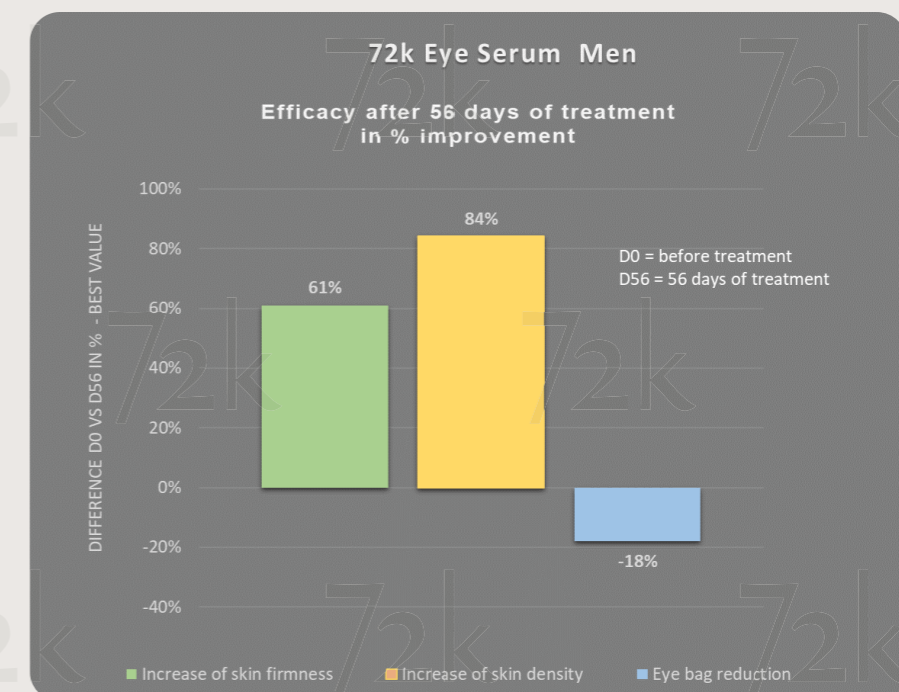
* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56; n=22 & 17 (only 17 participants had eye bags); 23 study participants recruited; 1 dropout



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

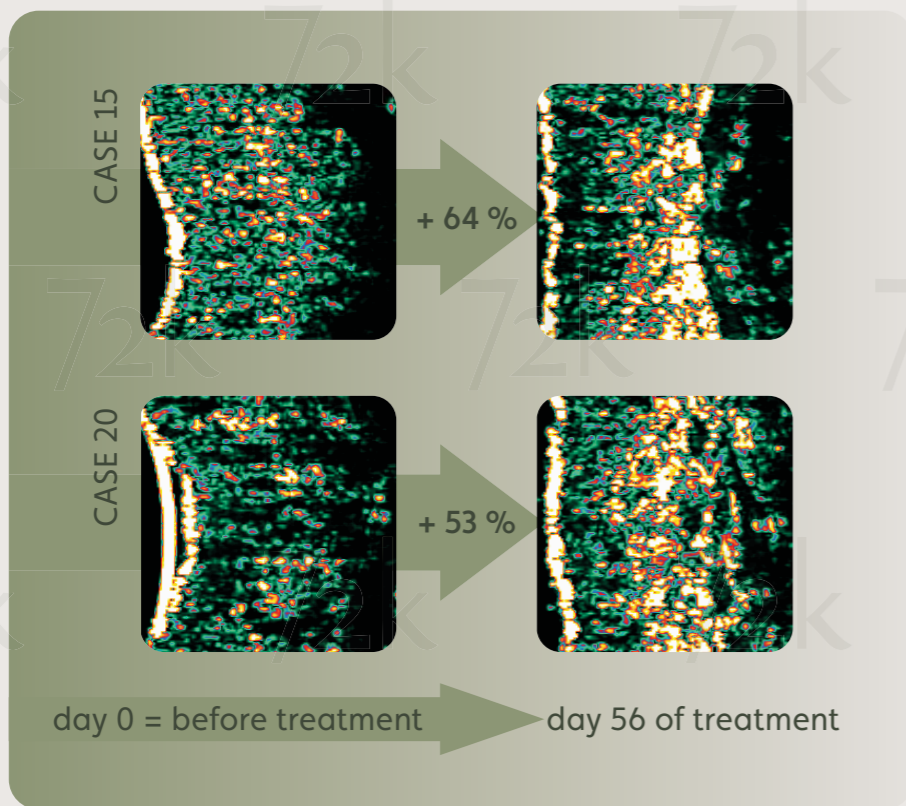
outstanding improvement of skin firmness, density and significant reduction of eye bags



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



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

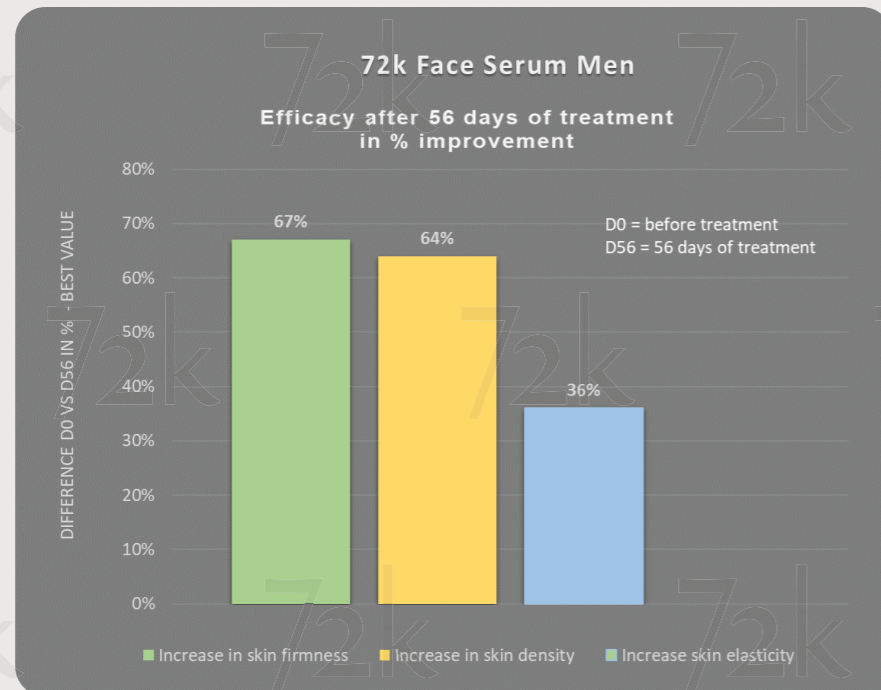
* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurement; n=22; 23 study participants recruited; 1 dropout instrumental measurement; n= 13-26; 28 study participants recruited; partially high drop outs due to covid outbreak in CH



72k FACE SERUM MEN
CLINICAL STUDY RESULTS



INSTRUMENTAL MEASUREMENTS – BEST RESULT



measurement methods

- Firmness
Cutometer
- Density
Dermalab Ultrasound
- Elasticity
Cutometer

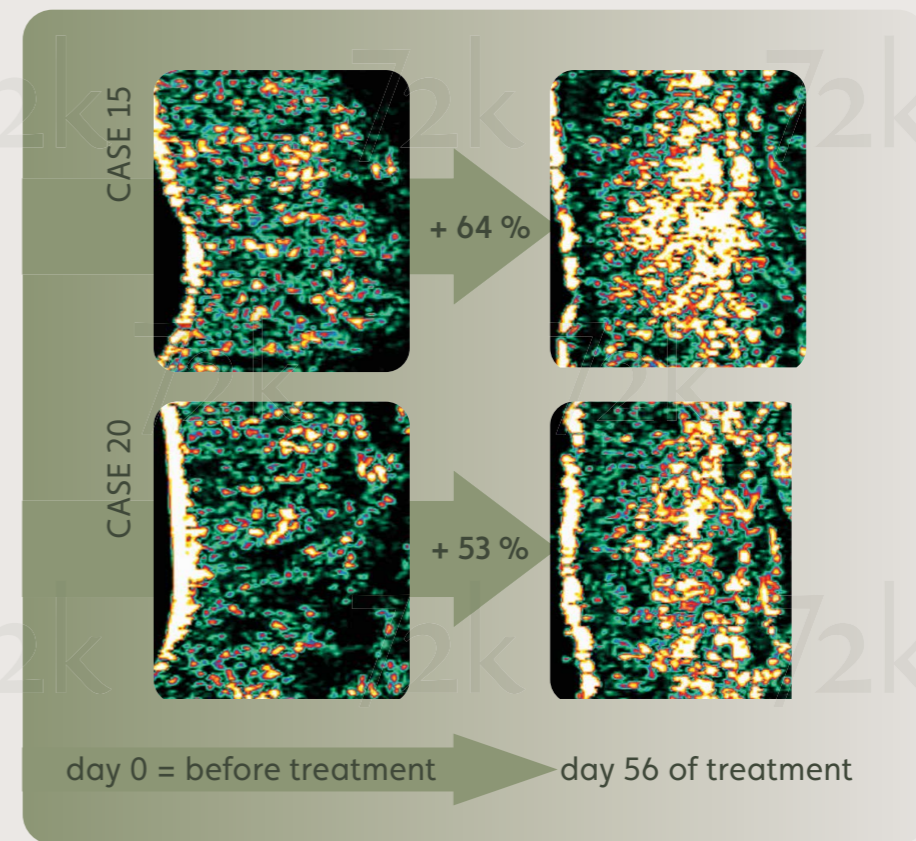
ultimate improvement of skin firmness, density and elasticity



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



visible reduction of glabella fold



72k FACE SERUM MEN
CLINICAL STUDY RESULTS



SKIN LIFTING & CORRECTION OF WRINKLES
spectrophotometric images

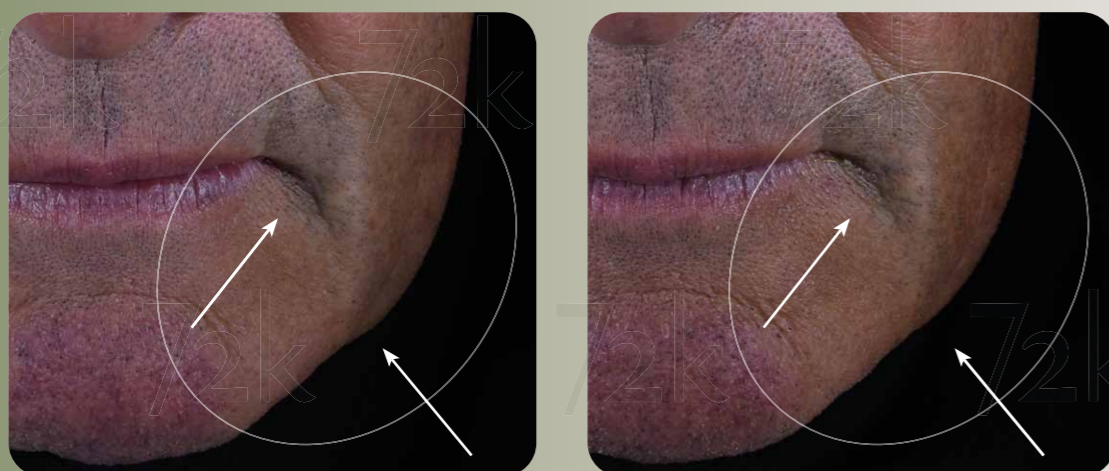
CASE 04



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

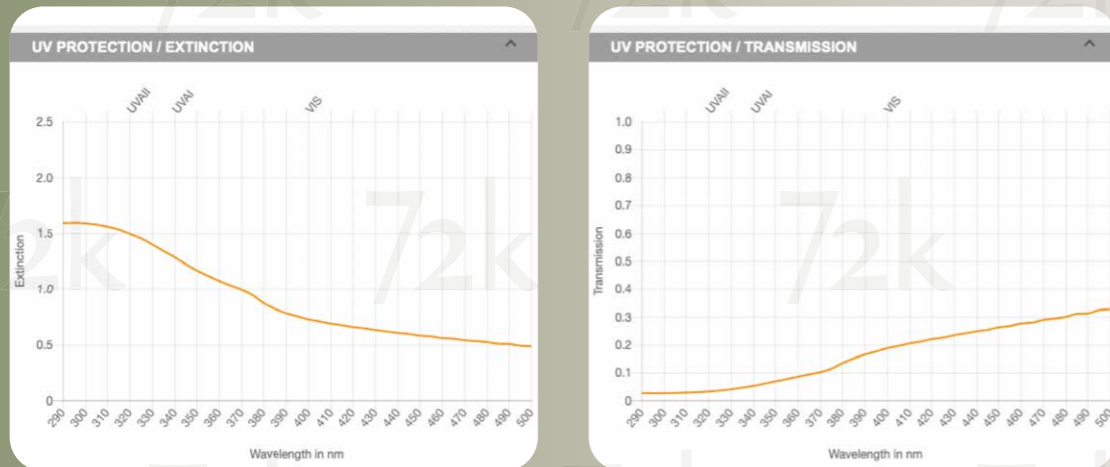
- high satisfaction with the cosmetic qualities noted
- impressive efficacy reported by study participants (questionnaire)
- outstanding efficacy confirmed by instrumental measurements / image analysis and expert grading (skin firmness & density, skin smoothing, hydration etc.)
- significant protection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



72k SKIN PROTECTION SKIN TEST RESULTS



RESULTS OF IN-VITRO AND IN-VIVO MEASUREMENTS of the Product: 72k sun SPF 30 tinted



UV Extinction and Transmission Curve of 72k sun SPF 30 tinted

SPF (ISO24444:2019) in-vivo determination of the sun protection factor (SPF):

Measured SPF (ISO 24444:2019) in-vivo:

33.7 +/- 2.7 (c)

Rating: **SPF: 30**

According to the European Commission 2006/647/CE recommendation of 22 September 2006 on the efficacy of sunscreen products and the claims made relating thereto, the sunprotection factor provided by the product belong to the category:

'HIGH PROTECTION'

UVA-Metrics (ISO 24443:2021)

UVA-PF: **11.7** with SD:0.2

UVA-PF/SPF: 0.35

Critical wavelength (nm): **378.5 nm**

Broad Spectrum Rating: **PASS**

Rating: **(UVA)**

In accordance with the data experimentally determined, 72k sun 30 tinted is **COMPLIANT** to UVA protection criteria defined in the Rec. September 22nd 2006, n. 2006/647/CE.



72k SKIN PROTECTION SKIN TEST RESULTS



Assessment of the UVA/UVB ratios of a sunscreen product according to Boots standard (Star Rating System) (IDEA, SGS, France)

GB (UVA Protection according to Boot Star Rating):

UVA/UVB ratio without irradiation: 0.74

UVA/UVB ratio with irradiation: 0.74

Rating: **(UVA) +++**

UFA-PF (ISO 24442): 10.9 (11.7)

Rating: **PA +++** (Very effective against UVA protection)

In silico-method (BASF) – sunscreen simulation

Blue Light Reduction: **77.5%**

Blue light protection given in % of transmittance reduction between 400-450nm.

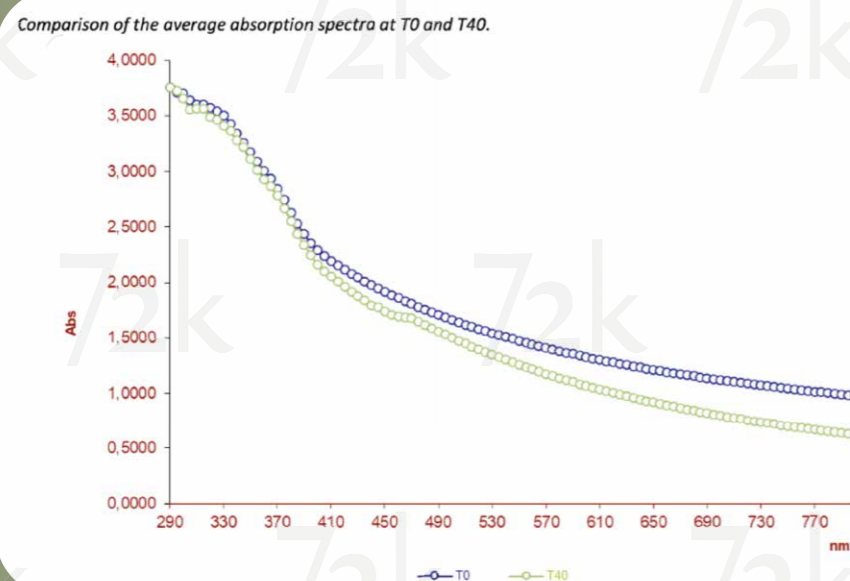
Free radical Protection. Radical reduction: **91.1%**

Radical protection given in % of radical formation reduction for an irradiation between 290 and 450nm.

72k SKIN PROTECTION SKIN TEST RESULTS

WATER RESISTANCE MEASUREMENT (ISO 16217:2020 + ISO 18861:2020)

72k sun 30 tinted is resistant to current water until 40 minutes immersion, therefore can be considered as **WATER-PROOF**



Comparison of the average absorption spectra at T0 and T40

Comment to results

Data reported on the tables 1 and 2 refer to tested product absorption value spectrophotometrically measured in the 290- 800 nm range, at intervals of 5, for each carried out trial.

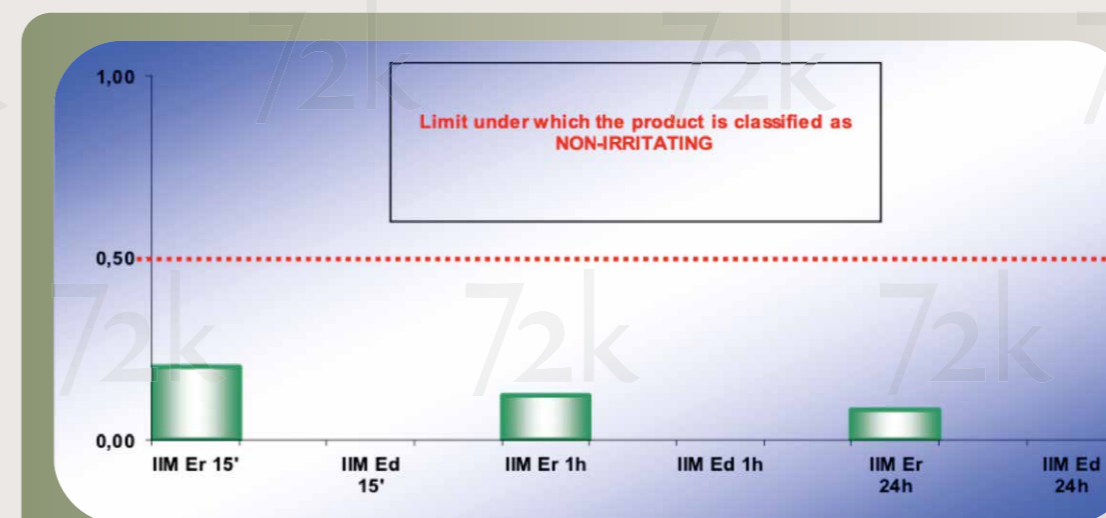
For each considered experimental time the mean absorption spectrum was calculated and reported on Graph 1.

Data reported on table 4 refer to % absorption variations at T40 vs absorption spectrum at T0, calculated in the 290 - 800 nm range. In the tables 4 the average % variation was also reported. This variation is of -16,15 % after 40 minutes of water immersion. **The product is water resistant.**

72k SKIN PROTECTION SKIN TEST RESULTS

DERMATOLOGICAL TESTING

48h closed patch test under occlusion on 25 subjects (mixed panel)



Comparison of the average absorption spectra at T0 and T40

CONCLUSIONS

Potential skin irritation of the product has been assessed according to the amended Draize classification. On the basis of the data obtained we deem the product:

72k sun SPF 30 tinted

NON IRRITATING "DERMATOLOGICALLY TESTED"

Sweat Resistance:

IN VITRO EVALUATION OF THE SWEAT RESISTANCE OF A COSMETIC PRODUCT BY USING DIFFEY-ROBSON TEST

This test is aimed to evaluate sweat resistance of a cosmetic product containing UV filters by means of the analysis of the absorption/transmittance spectrum in the region between 290 and 400nm before and after repeated immersion in a solution of artificial sweat. The test is run out according the Diffey-Robson method and allows for the instrumental evaluation of:

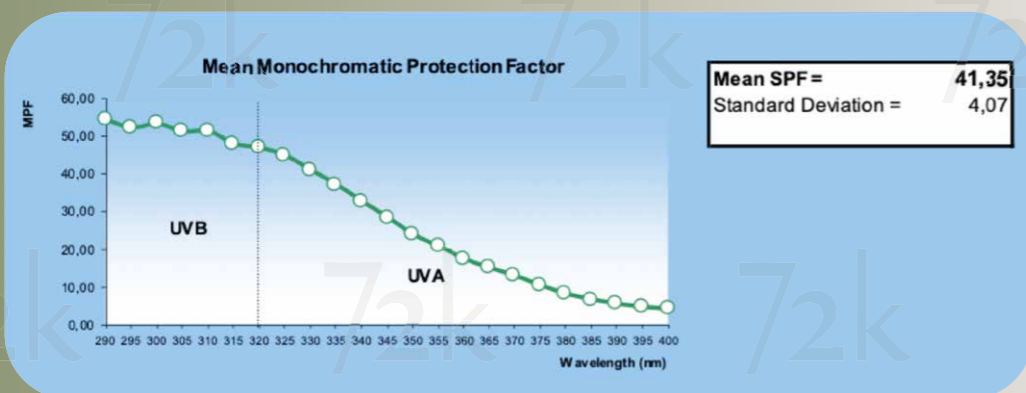
sun protection factor: the instrumental determination of the sun protection factor simulate the application conditions used for in vivo testing, both the applied quantity and substrate interaction. This would produce a reliable in vitro SPF that would positively predict the result of a subsequent in vivo test allowing for time saving in a subsequent in vivo determination of the SPF value.

Conclusion

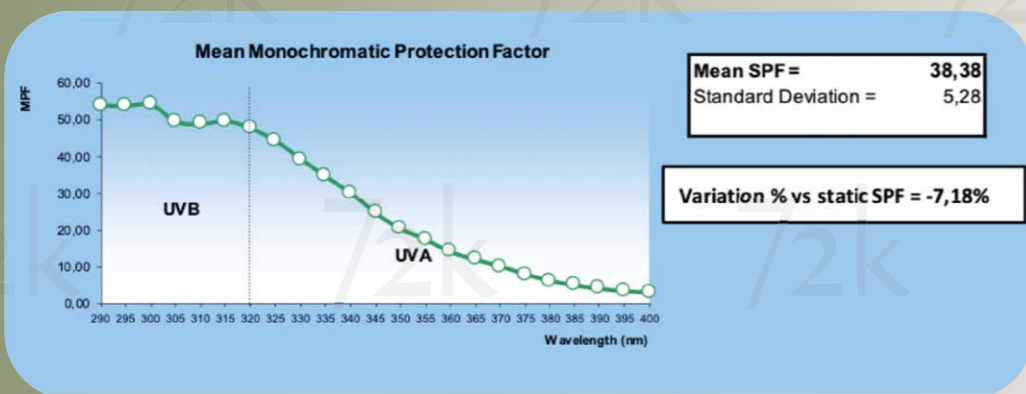
After 40 minutes of immersion, the sun protection factor is still 92.8% of the starting value of 100%. In other words, a decrease of 7.2% was measured.



72k SKIN PROTECTION SKIN TEST RESULTS



Static SPF (before immersion)



SPF after 40 minutes in immersion



72k SKIN PROTECTION SKIN TEST RESULTS



DECLARATION OF COMPLIANCE TO COSMETIC REGULATION (EC) No 1223/2009

We herein declare and certify, that the three described sun protection products, namely:

- 72k sun SPF 30 tinted (V. 1.3 P3)
- 72k sun SPF 50+ (V.3.4)
- 72k sun SPF 50+ tinted (V.3.4 P2)

- are in compliance with the current EU regulation (EC) No 1223/2009
- are manufactured according to ISO22716 and are in conformity with quality standards ISO22716 and specifications established by the manufacturer
- corresponds in its entirety to the samples sent to the testing institut
- are tested according to the corresponding ISO test method at the institute

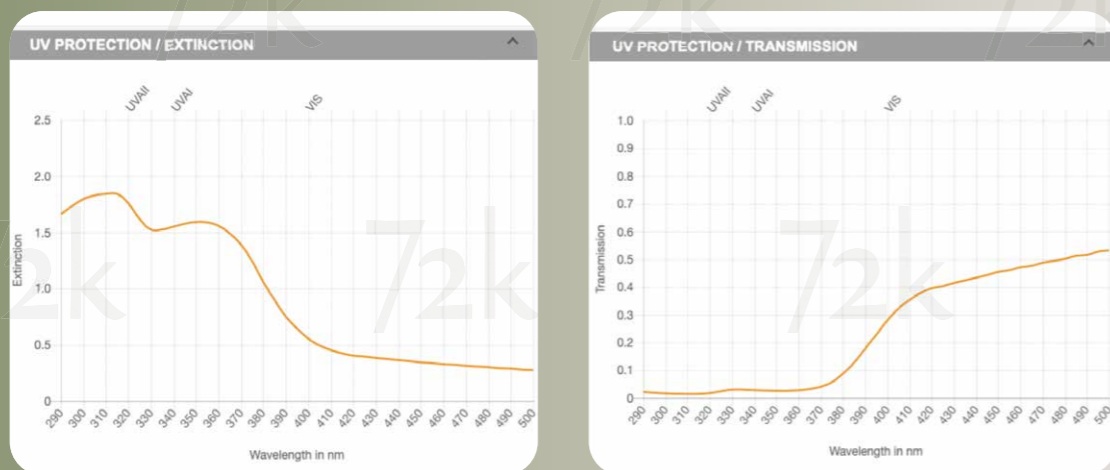


72k SKIN PROTECTION SKIN TEST RESULTS



RESULTS OF IN-VITRO AND IN-VIVO

72k sun SPF 50+ and 72k sun 50+ tinted



UV Extinction and Transmission Curve

SPF (ISO24444:2019) in-vivo determination of the sun protection factor (SPF)

Measured SPF (ISO 24444) in-vivo:

70.4 +/- 6.1 (c)

Rating: **SPF: 50+**

According to the European Commission 2006/647/CE recommendation of 22 September 2006 on the efficacy of sunscreen products and the claims made relating thereto, the sun protection factor provided by the product belong to the category: «**VERY HIGH PROTECTION**»

UVA-Metrics (ISO 24443:2021)

UVA-PF: **35.4** with SD: **1.4**

UVA-PF/SPF: 0.50

Critical wavelength (nm): **381.0 nm**

Broad Spectrum Rating: **PASS**

Rating: **(UVA)**

In accordance with the data experimentally determined, the 72k sun 50+ and 72k sun 50+ tinted are **COMPLIANT** to UVA protection criteria defined in the Rec. September 22nd 2006, n. 2006/647/CE.



72k SKIN PROTECTION SKIN TEST RESULTS



Assessment of the UVA/UVB ratios of a sunscreen product according to Boots standard (Star Rating System) (IDEA, SGS, France)

GB (UVA Protection according to Boot Star Rating):

UVA/UVB ratio without irradiation: 0.74

UVA/UVB ratio with irradiation: 0.74

Rating: **(UVA) +++**

UFA-PF (ISO 24442): 23.7 (35.4)

Rating: **PA +++++** (Extremely effective against UVA protection)

In silico-method (BASF) – sunscreen simulation

Blue Light Reduction: **61.0%**

Blue light protection given in % of transmittance reduction between 400-450nm.

Free radical Protection. Radical reduction: **93.8%**

Radical protection given in % of radical formation reduction for an irradiation between 290 and 450nm.

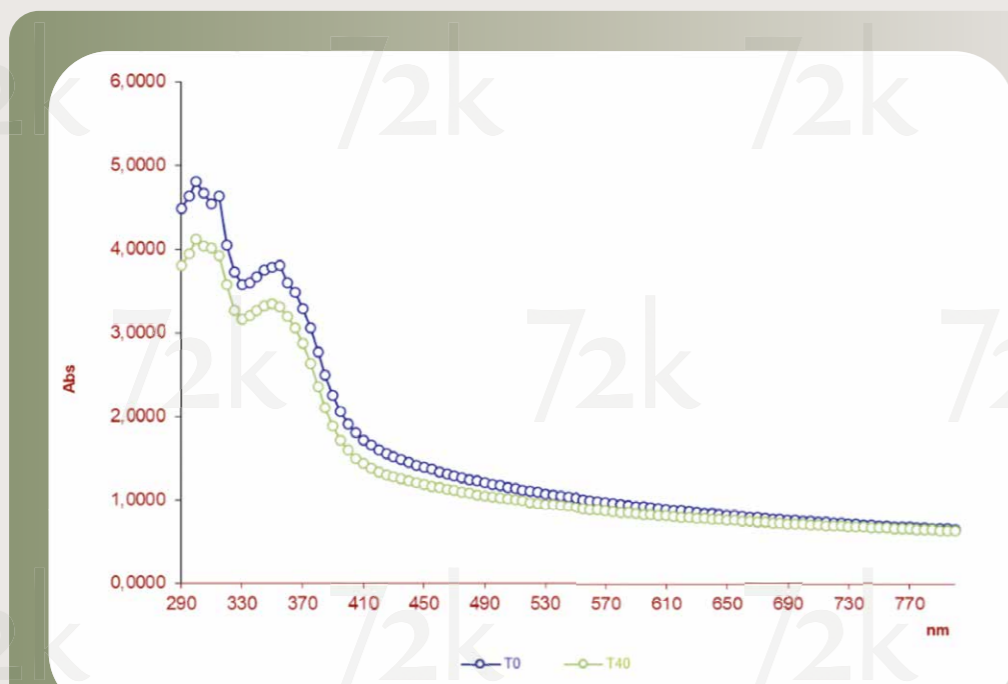


72k SKIN PROTECTION SKIN TEST RESULTS



WATER RESISTANCE MEASUREMENT (ISO 16217:2020 + ISO 18861:2020)

72k sun 50+ and 72k sun 50+ tinted are resistant to current water until 40 minutes immersion, therefore can be considered as **WATER-PROOF**



Comparison of the average absorption spectra at T0 and T40

Comment to results

Data reported on the tab/es 1 and 2 refer to tested product absorption value spectrophotometrical/y measured in the 290 - 800 nm range, at intervals of 5, for each carried out trial.

For each considered experimental time the mean absorption spectrum was calculated and reported on Graph 1. Data reported on tab/e 4 refer to % absorption variations at T40 vs absorption spectrum at T0, calculated in the 290 - 800 nm range. In the tab/es 4 the average % variation was also reported. This variation is of -10,11 % after 40 minutes of water immersion. **The product is water resistant.**

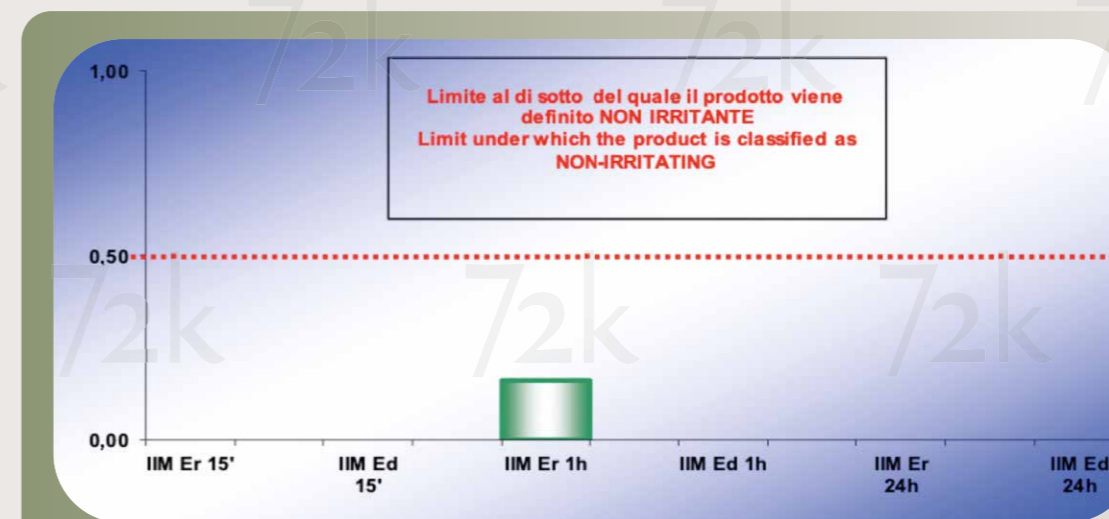


72k SKIN PROTECTION SKIN TEST RESULTS



DERMATOLOGICAL TESTING

48h closed patch test under occlusion on 25 subjects (mixed panel)



Comparison of the average absorption spectra at T0 and T40

CONCLUSIONS

Potential skin irritation of the product has been assessed according to the amended Draize classification. On the basis of the data obtained we deem the products: **72k sun 50+ and 72k sun 50+ tinted NON IRRITATING "DERMATOLOGICALLY TESTED"**

Sweat Resistance:

IN VITRO EVALUATION OF THE SWEAT RESISTANCE OF A COSMETIC PRODUCT BY USING DIFFEY-ROBSON TEST

This test is aimed to evaluate sweat resistance of a cosmetic product containing UV filters by means of the analysis of the absorption/transmittance spectrum in the region between 290 and 400nm before and after repeated immersion in a solution of artificial sweat. The test is run out according the Diffey-Robson method and allows for the instrumental evaluation of:

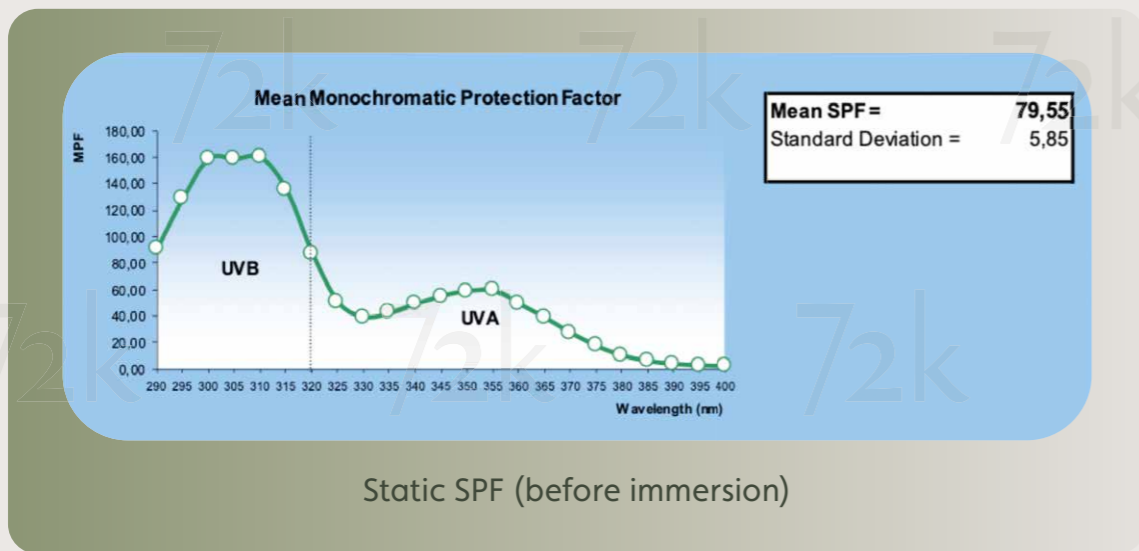
sun protection factor: the instrumental determination of the sun protection factor simulate the application conditions used for in vivo testing, both the applied quantity and substrate interaction. This would produce a reliable in vitro SPF that would positively predict the result of a subsequent in vivo test allowing for time saving in a subsequent in vivo determination of the SPF value

Conclusion:

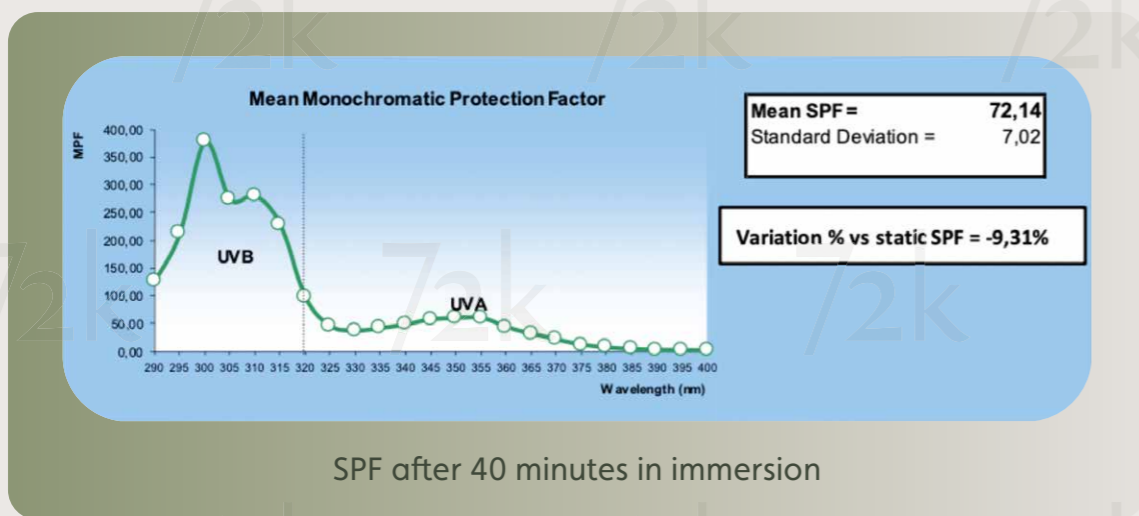
After 40 minutes of immersion, the sun protection factor is still **90.69%** of the starting value of 100%. In other words, a decrease of 9.31% was measured.



72k SKIN PROTECTION SKIN TEST RESULTS



Static SPF (before immersion)



SPF after 40 minutes in immersion



72k SKIN PROTECTION SKIN TEST RESULTS



DECLARATION OF COMPLIANCE TO COSMETIC REGULATION (EC) No 1223/2009

We herein declare and certify, that the three described sun protection products, namely:

- 72k sun SPF 30 tinted (V. 1.3 P3)
- 72k sun SPF 50+ (V.3.4)
- 72k sun SPF 50+ tinted (V.3.4 P2)

- are in compliance with the current EU regulation (EC) No 1223/2009
- are manufactured according to ISO22716 and are in conformity with quality standards ISO22716 and specifications established by the manufacturer
- corresponds in its entirety to the samples sent to the testing institut
- are tested according to the corresponding ISO test method at the institute