

Consumer Trial Report

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Study Details

Investigational Product	InZincable SPF50
Client/Sponsor	Ace Medicine Ltd
Client Address	27 Old Gloucester Street, London, WC1N 3AX
Co-ordinator	-
Co-ordinator Address	-
Primary Contact	Vanita Rattan
Client Formula Reference	ACEM05-09-SF210310-1
Batch Reference	ACEM05-09-SF210310-1
ADSL Reference	2021-1621
Study Objective	The objective of the study is to assess the consumer opinion of InZincable SPF50 over a 4 week period amongst a panel of healthy subjects. The objective is to substantiate marketing claims.
Service Category	Consumer trial
Start / End Date	31.03.2020 - 30.04.2021
Duration	4 weeks
Published	07.05.2021

Subject Recruitment & Demographics

Gender	Total / Min / Max
Number of Subjects	51
Lowest Age	30
Highest Age	64

Additional Panellist Information

Demographic is females and males (asian/ african fitzpatrick 4-6) age 30+ with skin of colour who have melasma, post acne pigmentation or dark circles. It is an anti pigmentation and anti aging sunscreen for skin of colour.

Study Methodology & Instructions

Usage Instructions

Please apply the product ahead of outdoor exposure.

Safety Warning for Panellists

If irritation occurs, discontinue use. Avoid contact with eyes. If the product gets into your eyes, rinse well with cool water until irritation subsides.

Special Instructions & Notes

Product Name

InZincable SPF50

Formula Reference

ACEM05-09-SF210310-1

Ingredients Listing (INCI)

Aqua, Zinc Oxide (Nano), C12-15 Alkyl Benzoate, Butyloctyl Salicylate, Caprylyl Methicone, Glycerin, Dimethicone, Niacinamide, Copernicia Cerifera Wax, Argania Spinosa Kernel Oil, Tocopheryl Acetate, PEG-9 Polydimethylsiloxyethyl Dimethicone, Capsicum Annuum Fruit Extract, Polyhydroxystearic Acid, Dimethicone/PEG-10/15 Crosspolymer, Stearalkonium Hectorite, Tocopherol, Phenoxyethanol, Sodium PCA, Buddleja Davidii Callus Extract, Dimethicone/Vinyl Dimethicone Crosspolymer, Propylene Carbonate, Isostearic Acid, Oryza Sativa Bran Wax, Bisabolol, Disodium EDTA, Citric Acid, Dipropylene Glycol, Sodium Benzoate, Xanthan Gum, Sodium Citrate, Sodium Salicylate.

Summary of Data

After first use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
1	After first use	1	The fragrance is pleasant	73%	51	68.00%	Passed
1	After first use	2	This product was suitable for my skin colour.	75%	51	68.00%	Passed
1	After first use	3	Once applied, this product appeared invisible on my skin.	76%	51	68.00%	Passed
1	After first use	4	The product was suitable for my sensitive skin.	90%	51	68.00%	Passed
1	After first use	5	The product immediately reduced the appearance of hyperpigmentation (melasma or post acne).	35%	51	68.00%	Failed
1	After first use	6	The product appears to be non-comedogenic.	65%	51	66.00%	Failed
1	After first use	7	The product was easy to reapply.	90%	51	66.00%	Passed
1	After first use	8	The product sits nicely on top of makeup.	63%	51	66.00%	Failed
1	After first use	9	In selfies/photos, I did not see any "flash back" from the product.	73%	51	68.00%	Passed
1	After first use	10	Based on my first impressions, I would recommend* Inzincable SPF 50* to a friend or family.	82%	51	66.00%	Passed
1	After first use	11	My skin feels soft after application.	88%	51	66.00%	Passed
1	After first use	12	My skin feels supple after application.	90%	51	66.00%	Passed
1	After first use	13	My skin has a fresh-faced glow look after application.	84%	51	66.00%	Passed
1	After first use	14	My skin feels smoother after application.	88%	51	66.00%	Passed

After 4 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
2	After 4 weeks of use	15	The fragrance is pleasant	86%	51	66.00%	Passed
2	After 4 weeks of use	16	This product was suitable for my skin colour.	82%	51	66.00%	Passed
2	After 4 weeks of use	17	Once applied, this product appeared invisible on my skin.	82%	51	66.00%	Passed
2	After 4 weeks of use	18	The product was suitable for my sensitive skin.	90%	51	66.00%	Passed
2	After 4 weeks of use	19	The product reduced the appearance of hyperpigmentation (melasma or post acne).	73%	51	66.00%	Passed
2	After 4 weeks of use	20	The product appears to be non-comedogenic.	92%	51	66.00%	Passed
2	After 4 weeks of use	21	The product was easy to reapply.	90%	51	66.00%	Passed
2	After 4 weeks of use	22	The product sits nicely on top of makeup.	80%	51	66.00%	Passed
2	After 4 weeks of use	23	In selfies/photos, I did not see any "flash back" from the product.	88%	51	66.00%	Passed
2	After 4 weeks of use	24	I would recommend* Inzincable SPF 50* to a friend or family.	88%	51	66.00%	Passed
2	After 4 weeks of use	25	My skin feels soft after use.	94%	51	66.00%	Passed
2	After 4 weeks of use	26	My skin feels supple after use.	94%	51	66.00%	Passed
2	After 4 weeks of use	27	My skin has a fresh-faced glow look after use.	88%	51	66.00%	Passed
2	After 4 weeks of use	28	My skin feels smoother after use.	94%	51	66.00%	Passed

Criteria for Validation of Claims

The following validation criteria are used for analysis of the intended claims where possible;

When N is ≥ 90 to ≤ 115 , the **PO** must exceed 68%

When N is < 90 or > 115 the **PO** must exceed $RP + 1.645 * \sqrt{(RP * (1 - RP)/N)}$

Where;

RP = Reference Percentage

N = Sample Size

PO = Percentage Observed

Additional validation criteria are...

Condition 1 = Total of responses is > 30

Condition 2 = $N \text{ Pref}(1-\text{Pref}) > 5$

Adverse Reactions & Undesirable Effects

Overview

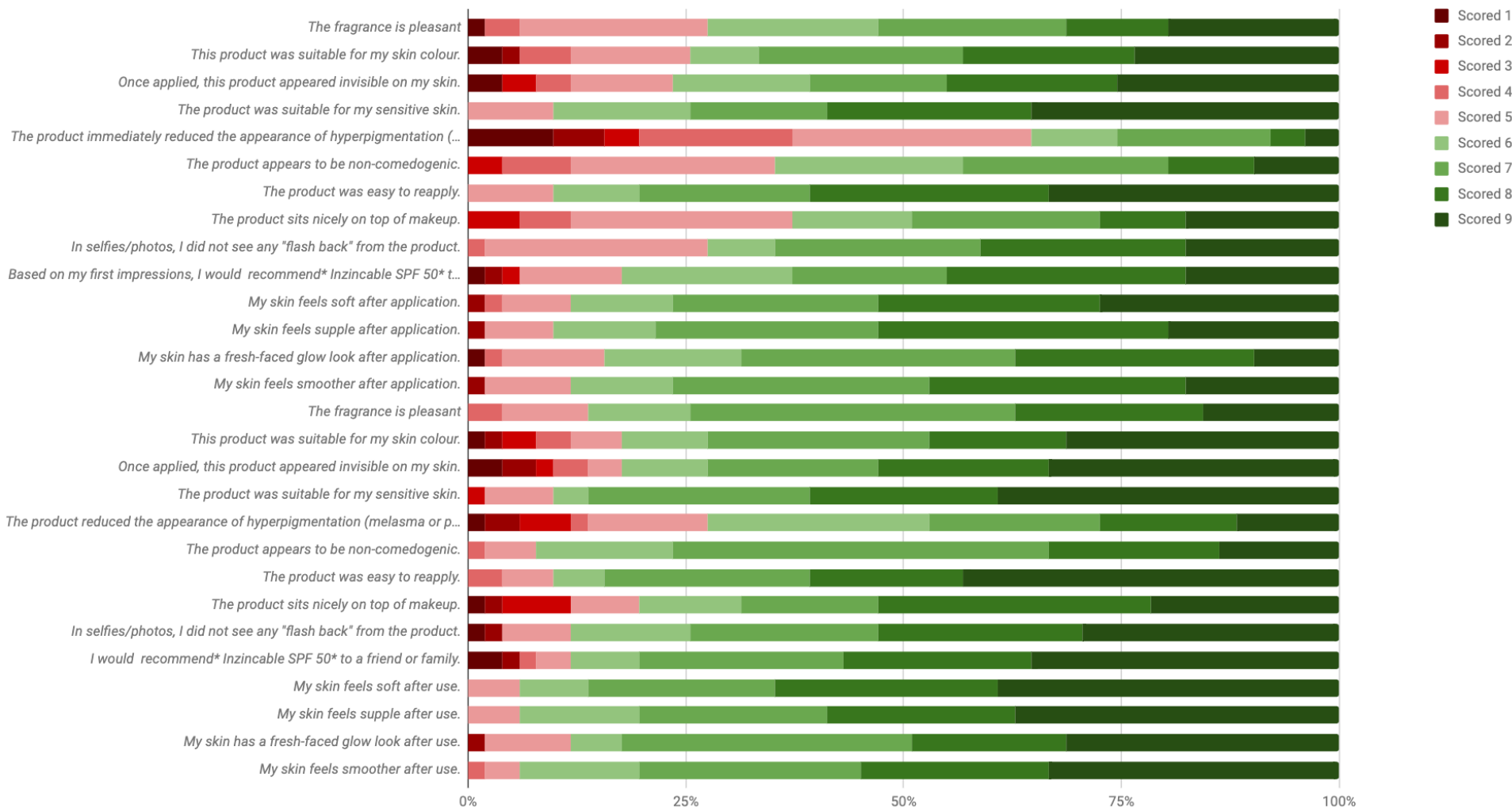
Adverse Reactions Recorded	0
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Further Analysis of Results

Percentage Share of Scale

Description	Question Ref.	Statement to be evaluated	Scored 1	Scored 2	Scored 3	Scored 4	Scored 5	Scored 6	Scored 7	Scored 8	Scored 9	Count of Responses	Positive Responses
After first use	1	The fragrance is pleasant	1.96%	0.00%	0.00%	3.92%	21.57%	19.61%	21.57%	11.76%	19.61%	51	72.55%
After first use	2	This product was suitable for my skin colour.	3.92%	1.96%	0.00%	5.88%	13.73%	7.84%	23.53%	19.61%	23.53%	51	74.51%
After first use	3	Once applied, this product appeared invisible on my skin.	3.92%	0.00%	3.92%	3.92%	11.76%	15.69%	15.69%	19.61%	25.49%	51	76.47%
After first use	4	The product was suitable for my sensitive skin.	0.00%	0.00%	0.00%	0.00%	9.80%	15.69%	15.69%	23.53%	35.29%	51	90.20%
After first use	5	The product immediately reduced the appearance of hyperpigmentation (melasma or post acne).	9.80%	5.88%	3.92%	17.65%	27.45%	9.80%	17.65%	3.92%	3.92%	51	35.29%
After first use	6	The product appears to be non-comedogenic.	0.00%	0.00%	3.92%	7.84%	23.53%	21.57%	23.53%	9.80%	9.80%	51	64.71%
After first use	7	The product was easy to reapply.	0.00%	0.00%	0.00%	0.00%	9.80%	9.80%	19.61%	27.45%	33.33%	51	90.20%
After first use	8	The product sits nicely on top of makeup.	0.00%	0.00%	5.88%	5.88%	25.49%	13.73%	21.57%	9.80%	17.65%	51	62.75%
After first use	9	In selfies/photos, I did not see any "flash back" from the product.	0.00%	0.00%	0.00%	1.96%	25.49%	7.84%	23.53%	23.53%	17.65%	51	72.55%
After first use	10	Based on my first impressions, I would recommend* Inzincable SPF 50* to a friend or family.	1.96%	1.96%	1.96%	0.00%	11.76%	19.61%	17.65%	27.45%	17.65%	51	82.35%
After first use	11	My skin feels soft after application.	0.00%	1.96%	0.00%	1.96%	7.84%	11.76%	23.53%	25.49%	27.45%	51	88.24%
After first use	12	My skin feels supple after application.	0.00%	1.96%	0.00%	0.00%	7.84%	11.76%	25.49%	33.33%	19.61%	51	90.20%
After first use	13	My skin has a fresh-faced glow look after application.	1.96%	0.00%	0.00%	1.96%	11.76%	15.69%	31.37%	27.45%	9.80%	51	84.31%
After first use	14	My skin feels smoother after application.	0.00%	1.96%	0.00%	0.00%	9.80%	11.76%	29.41%	29.41%	17.65%	51	88.24%
After 4 weeks of use	15	The fragrance is pleasant	0.00%	0.00%	0.00%	3.92%	9.80%	11.76%	37.25%	21.57%	15.69%	51	86.27%
After 4 weeks of use	16	This product was suitable for my skin colour.	1.96%	1.96%	3.92%	3.92%	5.88%	9.80%	25.49%	15.69%	31.37%	51	82.35%
After 4 weeks of use	17	Once applied, this product appeared invisible on my skin.	3.92%	3.92%	1.96%	3.92%	3.92%	9.80%	19.61%	19.61%	33.33%	51	82.35%
After 4 weeks of use	18	The product was suitable for my sensitive skin.	0.00%	0.00%	1.96%	0.00%	7.84%	3.92%	25.49%	21.57%	39.22%	51	90.20%
After 4 weeks of use	19	The product reduced the appearance of hyperpigmentation (melasma or post acne).	1.96%	3.92%	5.88%	1.96%	13.73%	25.49%	19.61%	15.69%	11.76%	51	72.55%
After 4 weeks of use	20	The product appears to be non-comedogenic.	0.00%	0.00%	0.00%	1.96%	5.88%	15.69%	43.14%	19.61%	13.73%	51	92.16%
After 4 weeks of use	21	The product was easy to reapply.	0.00%	0.00%	0.00%	3.92%	5.88%	5.88%	23.53%	17.65%	43.14%	51	90.20%
After 4 weeks of use	22	The product sits nicely on top of makeup.	1.96%	1.96%	7.84%	0.00%	7.84%	11.76%	15.69%	31.37%	21.57%	51	80.39%
After 4 weeks of use	23	In selfies/photos, I did not see any "flash back" from the product.	1.96%	1.96%	0.00%	0.00%	7.84%	13.73%	21.57%	23.53%	29.41%	51	88.24%
After 4 weeks of use	24	I would recommend* Inzincable SPF 50* to a friend or family.	3.92%	1.96%	0.00%	1.96%	3.92%	7.84%	23.53%	21.57%	35.29%	51	88.24%
After 4 weeks of use	25	My skin feels soft after use.	0.00%	0.00%	0.00%	0.00%	5.88%	7.84%	21.57%	25.49%	39.22%	51	94.12%
After 4 weeks of use	26	My skin feels supple after use.	0.00%	0.00%	0.00%	0.00%	5.88%	13.73%	21.57%	21.57%	37.25%	51	94.12%
After 4 weeks of use	27	My skin has a fresh-faced glow look after use.	0.00%	1.96%	0.00%	0.00%	9.80%	5.88%	33.33%	17.65%	31.37%	51	88.24%
After 4 weeks of use	28	My skin feels smoother after use.	0.00%	0.00%	0.00%	1.96%	3.92%	13.73%	25.49%	21.57%	33.33%	51	94.12%

Graphical Share of Scale



Other Data

Subject	What rating would you give the product?	Please add any additional comments you have concerning the products.
1	4	Nice, smooth texture. No aftersmell
2	5	Lovely product
3	4	Smelt nice
4	5	Great
5	5	Easy to apply and gave a soft smooth result.would definitely continue to use.
6	5	None
7	4	The grey film it leaves over skin is not so suitable for people of colour
8	5	My son says my skin looks younger
9	5	None
10	5	I like the texture and how smoothly it settles on skin, leaves skin smooth , moisturising, has good spf qualities
11	5	Really nice product. Please could you give a moisturiser to use before the product? This has been brilliant for my skin
12	5	The product was just perfect very easy to use and quickly absorbed in my skin no greasy feeling at all. My skin feels nourished after application.
13	5	Easy to apply wasn't harsh on the skin , no sticky residue left
14	5	I absolutely love this product its made a huge difference to my skin i noticed after 2 weeks everyones commenting saying my skin is glowing so im really thankful and glad i got chosen
15	5	Great product
16	4	Could do with being a better smell
17	4	No concerns about product
18	4	The product was nice to use but left a white colouring on skin
19	4	Its quite a thick cream.
20	4	I felt it was a little thick
21	5	I found a little went a long way as too much left my face too shiny and too greasy
22	4	Very nice product that protects against the sun really well. The only thing I would say is the smell on first applying is a little unpleasant. This disappears after around 5 minutes of applying so not too bad.
23	5	It's a lovely easy to apply product with the additional benefits of SPF.
24	4	Not sure its a good idea for a daytime sun cream to have niacinamide or vitamin c in it. These can irritate the skin
25	4	I don't feel this sits well on top of makeup especially if powder is used

Subject	What rating would you give the product?	Please add any additional comments you have concerning the products.
26	5	My skin loves InZincable SPF50
27	4	The product was a nice addition to my daily beauty routine
28	2	Unfortunately I did not get on very well with this product. I found it very greasy and it left a grey cast on my skin so I think it would be best suited to people with fairer skin. I did not reapply over make up because I was concerned that it might change the colour.
29	4	Fragrance could be improved
30	4	n/a
31	5	It was a lovely product, pretty easy to use and blends beautifully
32	5	I prefer a gel or light moisturiser so of there is another version available that would be great. Also in fullyrecyclable packaging and non animal tested.
33	5	Easy to use and comfortable
34	2	The product was too greasy for my skin type on one application to apply further made me more greasy. Gave me small breakout and did leave a white cast on skin. To apply over moisturiser made this even more greasy. Bearing in mind I am using this in cold weather at the moment I cannot imagine this being applied on a hot or humid day or a hot holiday as its so greasy. I find the product moved up towards my eyes and greases them up as well as my glasses. It was not pleasant to apply this and did get some breakout.
35	4	Was a good product
36	2	Product showed white on my skin and looked very noticeable in sunlight/daylight. I found the cream quite oily and it remained so throughout the day. Further applications made my skin more oily. I had alot of shine on my face particularly my forehead. Too rich for my skin and didn't sit well over makeup. Far too much product greasing and this didn't feel nice on my skin.
37	5	I really like the moisturizer. Very easy to apply. It left my skin hydrated, smooth and soft
38	5	I would definitely use this product
39	5	Fantastic product
40	5	-
41	4	None
42	4	It is very rich/thick to what I usually use and application took long as it appeared white on applying but you had to work the moisturiser in. Because of its richness you only had to use a small amount.
43	5	I have enjoyed using this spf and would go on to purchase it in future
44	5	Skin looks and feels smoother
45	5	I would purchase this
46	5	I like the product it might be new in the market but I think it has a chance, especially with SPF 50 for hyperpigmentation prone skin
47	4	Good product
48	4	The product did need some working into my skin to get rid of the 'white' look but once blended into skin was invisible however I would not use it over makeup as it did not do a great job of blending in without effecting my makeup. The product left my skin feeling nice and soft but I was hoping to see more of a reduction in my pigmentation which unfortunately was not the case.
49	4	It was a nice product
50	4	Easy to apply
51	5	I loved this product when i apply it very smooth to apply and also give nice glow to my face even with out makeup

Average User Rating: 4.41 / 5.00

Appendices

Appendix 1 - Product Literature & Further Information

Appendix 2 - Regulatory Objective

This study has been conducted in respect of part of European Commission Regulation 655/2013 and the bigger umbrella of EC 1223 which lays out the criteria for the justification of claims used in relation to cosmetic products. The trial was conducted in respect of the *Helsinki Declaration* (Helsinki Declaration 64th WMA General Assembly, Fortaleza, Brazil, October 2013) relating to ethical principles for research involving human subjects.

European Commission Regulation 655/2013 dictates specifically that criteria for assessment of a cosmetic product comprises of;

- Legal compliance
- Truthfulness
- Evidential support
- Honesty
- Fairness
- Informed decision making

The primary objective of this study relates to the provision of evidential support. Evidential support includes the following sub-categories;

- Consumer feedback data
- Clinical evaluation data
- Product nature data
- Formulation data
- Supporting ingredient data

Appendix 3 - Oversight Credentials & Quality Assurance

This study was conducted from the stated study centre with relevant company and individual qualification including;

Company

- Accreditation according to ISO 9001:2008
- Accreditation according to ISO 17025:2005

Competent Employees

- BSc (Hons) App. Chem CSci, CChem FRSC, PhD
- Fellow of the Royal Society Of Chemistry and a "Chartered" Chemist and Scientist
- Members of The Society Of Cosmetic Scientists
- Members of the British Toxicology Society
- Members of Society of Dermatology
- Members of International Society of Dermoscopy
- Members of European Academy of Dermatology & Venereology (EADV)
- Members on the Editorial board of the journal Dermatopathology

Study Results and Observations

This report is considered to be an accurate description of the methods used and an accurate presentation of the data obtained during the conduct of the study. The reported results relate exclusively to the tested sample and was administered from the stated study centre.

