

Consumer Trial Report

Study Details	1
Subject Recruitment & Demographics	2
Additional Panellist Information	2
Study Methodology & Instructions	3
Usage Instructions	3
Safety Warning for Panellists	3
Special Instructions & Notes	3
Product Name	3
Formula Reference	3
Ingredients Listing (INCI)	3
Summary of Data	4
After 4 weeks of use summary	4
After 12 weeks of use summary	4
Criteria for Validation of Claims	5
Adverse Reactions & Undesirable Effects	6
Overview	6
Further Analysis of Results	7
Percentage Share of Scale	7
Graphical Share of Scale	8
Other Data	9
Appendices	10
Appendix 1 - Product Literature & Further Information	10
Appendix 2 - Regulatory Objective	11
Appendix 3 - Oversight Credentials & Quality Assurance	12

Study Details

Investigational Product	The Daily Range (6 piece kit)
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	Super Hydrating Toner + Oil Melting Cleanser + Cera Pep Rich Brightening Moisturiser + Exfoliate To Glow + Micellar Wash Gel + Anti Oxidant Power Serum
Batch Reference	-
ADSL Reference	2021-1812
Study Objective	The objective of the study is to assess the consumer opinion of The Daily Range (6 piece kit) over a 12 week period amongst a panel of healthy subjects. The objective is to substantiate marketing claims.
Service Category	Consumer trial
Start / End Date	18.10.2021 - 18.01.2022
Duration	12 weeks
Published	21.01.2022

Subject Recruitment & Demographics

Gender	Total / Min / Max
Number of Subjects	29
Lowest Age	25
Highest Age	55

Additional Panellist Information

The daily range is for 25 - 55 year old females with skin of colour. Concerns; Pigmentation, Fine Lines & Wrinkles, Skin Texture.

Study Methodology & Instructions

Usage Instructions

Tip: Line products on sink in order to make the routine easier.

AM...

- Micellar Wash Gel
- Cera Pep Rich Brightening Moisturiser

PM...

- Oil Melting Cleanser
- Micellar Wash Gel
- Super Hydrating Toner
- Exfoliate to Glow (once a week. Leave on for 5-10 minutes then wash off)
- Anti Oxidant Power Serum
- Cera- Pep Rich Brightening Moisturiser

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

The Daily Range (6 piece kit)

Formula Reference

Super Hydrating Toner + Oil Melting Cleanser + Cera Pep Rich Brightening Moisturiser + Exfoliate To Glow + Micellar Wash Gel + Anti Oxidant Power Serum

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 4 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
1	After 4 weeks of use	1	<i>My skin looks brighter.</i>	79%	29	68.00%	Passed
1	After 4 weeks of use	2	<i>My pigmentation marks have improved.</i>	72%	29	68.00%	Passed
1	After 4 weeks of use	3	<i>My skin feels more supple.</i>	93%	29	68.00%	Passed
1	After 4 weeks of use	4	<i>My skin feels more hydrated.</i>	86%	29	68.00%	Passed
1	After 4 weeks of use	5	<i>My skin has more "bounce".</i>	90%	29	68.00%	Passed
1	After 4 weeks of use	6	<i>My skin texture has improved.</i>	79%	29	68.00%	Passed
1	After 4 weeks of use	7	<i>My fine lines have improved.</i>	66%	29	68.00%	Advise
1	After 4 weeks of use	8	<i>The product left my skin looking smoother.</i>	79%	29	68.00%	Passed
1	After 4 weeks of use	9	<i>The product left my skin feeling smooth.</i>	79%	29	68.00%	Passed
1	After 4 weeks of use	10	<i>The product left my skin looking clearer.</i>	76%	29	68.00%	Passed
1	After 4 weeks of use	11	<i>The product left my skin looking purified.</i>	76%	29	68.00%	Passed
1	After 4 weeks of use	12	<i>The product reduced the appearance of breakouts.</i>	72%	29	68.00%	Passed
1	After 4 weeks of use	13	<i>The product reduced the appearance of blemishes.</i>	72%	29	68.00%	Passed
1	After 4 weeks of use	14	<i>The system is easy to use.</i>	86%	29	68.00%	Passed

After 12 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
2	After 12 weeks of use	15	<i>My skin looks brighter.</i>	90%	29	68.00%	Passed
2	After 12 weeks of use	16	<i>My pigmentation marks have improved.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	17	<i>My skin feels more supple.</i>	83%	29	68.00%	Passed
2	After 12 weeks of use	18	<i>My skin feels more hydrated.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	19	<i>My skin has more "bounce".</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	20	<i>My skin texture has improved.</i>	83%	29	68.00%	Passed
2	After 12 weeks of use	21	<i>My fine lines have improved.</i>	79%	29	68.00%	Passed
2	After 12 weeks of use	22	<i>The product left my skin looking smoother.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	23	<i>The product left my skin feeling smooth.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	24	<i>The product left my skin looking clearer.</i>	83%	29	68.00%	Passed
2	After 12 weeks of use	25	<i>The product left my skin looking purified.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	26	<i>The product reduced the appearance of breakouts.</i>	72%	29	68.00%	Passed
2	After 12 weeks of use	27	<i>The product reduced the appearance of blemishes.</i>	72%	29	68.00%	Passed
2	After 12 weeks of use	28	<i>The system is easy to use.</i>	86%	29	68.00%	Passed
2	After 12 weeks of use	29	<i>Overall, I was really satisfied by this product routine.</i>	86%	29	68.00%	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 4 weeks of use	1	My skin looks brighter.	0.00%	0.00%	6.90%	6.90%	6.90%	6.90%	34.48%	20.69%	17.24%	29	79.31%
After 4 weeks of use	2	My pigmentation marks have improved.	0.00%	3.45%	10.34%	6.90%	6.90%	20.69%	20.69%	17.24%	13.79%	29	72.41%
After 4 weeks of use	3	My skin feels more supple.	0.00%	0.00%	6.90%	0.00%	0.00%	20.69%	24.14%	31.03%	17.24%	29	93.10%
After 4 weeks of use	4	My skin feels more hydrated.	0.00%	0.00%	0.00%	6.90%	6.90%	6.90%	31.03%	31.03%	17.24%	29	86.21%
After 4 weeks of use	5	My skin has more "bounce".	0.00%	3.45%	0.00%	3.45%	3.45%	27.59%	24.14%	24.14%	13.79%	29	89.66%
After 4 weeks of use	6	My skin texture has improved.	0.00%	3.45%	0.00%	3.45%	13.79%	10.34%	27.59%	24.14%	17.24%	29	79.31%
After 4 weeks of use	7	My fine lines have improved.	0.00%	6.90%	3.45%	3.45%	20.69%	6.90%	34.48%	13.79%	10.34%	29	65.52%
After 4 weeks of use	8	The product left my skin looking smoother.	0.00%	3.45%	3.45%	0.00%	13.79%	10.34%	24.14%	27.59%	17.24%	29	79.31%
After 4 weeks of use	9	The product left my skin feeling smooth.	0.00%	3.45%	3.45%	0.00%	13.79%	3.45%	31.03%	24.14%	20.69%	29	79.31%
After 4 weeks of use	10	The product left my skin looking clearer.	3.45%	0.00%	0.00%	10.34%	10.34%	20.69%	20.69%	24.14%	10.34%	29	75.86%
After 4 weeks of use	11	The product left my skin looking purified.	3.45%	0.00%	0.00%	10.34%	10.34%	13.79%	20.69%	27.59%	13.79%	29	75.86%
After 4 weeks of use	12	The product reduced the appearance of breakouts.	3.45%	3.45%	3.45%	13.79%	3.45%	17.24%	17.24%	17.24%	20.69%	29	72.41%
After 4 weeks of use	13	The product reduced the appearance of blemishes.	3.45%	3.45%	3.45%	10.34%	6.90%	17.24%	20.69%	17.24%	17.24%	29	72.41%
After 4 weeks of use	14	The system is easy to use.	0.00%	0.00%	0.00%	6.90%	6.90%	3.45%	17.24%	20.69%	44.83%	29	86.21%
After 12 weeks of use	15	My skin looks brighter.	3.45%	0.00%	0.00%	6.90%	0.00%	20.69%	13.79%	31.03%	24.14%	29	89.66%
After 12 weeks of use	16	My pigmentation marks have improved.	3.45%	0.00%	3.45%	3.45%	3.45%	13.79%	27.59%	24.14%	20.69%	29	86.21%
After 12 weeks of use	17	My skin feels more supple.	6.90%	0.00%	0.00%	0.00%	10.34%	6.90%	27.59%	24.14%	24.14%	29	82.76%
After 12 weeks of use	18	My skin feels more hydrated.	3.45%	0.00%	0.00%	6.90%	3.45%	13.79%	17.24%	17.24%	37.93%	29	86.21%
After 12 weeks of use	19	My skin has more "bounce".	3.45%	0.00%	0.00%	0.00%	10.34%	6.90%	37.93%	20.69%	20.69%	29	86.21%
After 12 weeks of use	20	My skin texture has improved.	3.45%	0.00%	0.00%	3.45%	10.34%	6.90%	31.03%	20.69%	24.14%	29	82.76%
After 12 weeks of use	21	My fine lines have improved.	3.45%	3.45%	0.00%	3.45%	10.34%	20.69%	17.24%	27.59%	13.79%	29	79.31%
After 12 weeks of use	22	The product left my skin looking smoother.	3.45%	0.00%	0.00%	6.90%	3.45%	13.79%	27.59%	13.79%	31.03%	29	86.21%
After 12 weeks of use	23	The product left my skin feeling smooth.	3.45%	0.00%	0.00%	6.90%	3.45%	6.90%	31.03%	20.69%	27.59%	29	86.21%
After 12 weeks of use	24	The product left my skin looking clearer.	0.00%	3.45%	3.45%	3.45%	6.90%	10.34%	17.24%	31.03%	24.14%	29	82.76%
After 12 weeks of use	25	The product left my skin looking purified.	3.45%	0.00%	0.00%	6.90%	3.45%	17.24%	34.48%	13.79%	20.69%	29	86.21%
After 12 weeks of use	26	The product reduced the appearance of breakouts.	6.90%	0.00%	0.00%	6.90%	13.79%	6.90%	20.69%	13.79%	31.03%	29	72.41%
After 12 weeks of use	27	The product reduced the appearance of blemishes.	6.90%	0.00%	3.45%	3.45%	13.79%	6.90%	24.14%	20.69%	20.69%	29	72.41%
After 12 weeks of use	28	The system is easy to use.	0.00%	3.45%	0.00%	3.45%	6.90%	6.90%	13.79%	31.03%	34.48%	29	86.21%
After 12 weeks of use	29	Overall, I was really satisfied by this product routine.	0.00%	3.45%	0.00%	3.45%	6.90%	6.90%	13.79%	34.48%	31.03%	29	86.21%

Graphical Share of Scale



Other Data

Subject	Overall, I was really satisfied by this product routine.	Would you recommend this product routine to a friend?	Please add any comments you have concerning your experience of the product routine.
1	8	Yes	No additional comments but the routine really helped me.
2	4	Yes	Far too many items to use with busy life style.
3	9	Yes	Loved the products.
4	9	Yes	You only need a small amount of any product, so long lasting.
5	7	Yes	-
6	8	Yes	Very easy to use, lovely products made my skin feel lovely
7	5	Yes	It was good but hasn't got rid of my pigmentation.
8	9	Yes	It was very simple to use when you put it in order. Helped my skin so much and i liked the bottles which the serums came in. The products smelled good which is always a bonus. No problems or concerns.
9	9	Yes	The anti oxidant serum and night cream were amazing would purchase
10	2	No	Simple easy to use routine but i found no difference to my skin at all. And the face moisturiser ran out too soon. Serum too silicone feeling.
11	8	Yes	Really satisfied that it made my skin feel smoother
12	8	Yes	None
13	8	Yes	No issues
14	8	Yes	The routine can be quite arduous, however the overall improvement to my skin is notable. I've had people compliment me on how clear my skin is, it was good to hear. I am extremely glad I had the opportunity to trial.
15	7	Yes	I've loved this trial, all products were lovely to use and have left my skin noticeably brighter and plumped and hydrated.
16	8	Yes	Needed a little more blemish cream as scraping out last bits
17	8	Yes	Really liked using these products
18	9	Yes	I know the packing it was for test purpose - only - but for the original sells product I would suggest to use waterproof labels as I was always using it with wet hands and all the labels came off completely
19	5	No	There were too many steps, plus night and day routine were different which may it even more complicated. On whole the range was average skincare.
20	7	Yes	It was OK - I think it might have even more of an affect on certain skin.
21	9	Yes	Its great. Can't wait to purchase in order to continue the process!
22	7	Yes	Loved it! As did my skin
23	8	No	Didn't really help my skin but made skin feel clean and soft
24	9	Yes	No concerns, amazing set of skin care items
25	6	No	The process itself was easy - I noticed that I got a few whiteheads after using it, which I haven't had in many years. I loved the last 2 stages especially but after stage 1 and 2 I still felt like I had makeup on.
26	9	Yes	Should have come with more detailed instructions as to the benefits of each step.
27	6	Yes	It took some time to get used to but once using it was a easy routine
28	9	Yes	My skin as never felt as good and refreshed
29	8	Yes	Excellent - no issues

Would you recommend this product routine to a friend? 86% answered Yes.

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.

