



Consumer Trial Report

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Study Details

Investigational Product	Triple Action Eye Cream
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	-
Batch Reference	-
ADSL Reference	2023-2234
Study Objective	The objective of the study is to assess the consumer opinion of Triple Action Eye Cream 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	16.09.2023 - 09.12.2023
Duration	12 weeks
Published	07.01.2024

Subject Recruitment & Demographics

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

Additional Panellist Information

Aged 25 - 55. The objective is to assess in respect of;

- Dark circles
- Under eye wrinkles
- Puffiness
- Dry skin
- Skin bounce
- Hydration

Study Methodology & Instructions

Usage Instructions

This is an evening (PM) eye cream. 1. Was face with usual face wash. 2. Dab the eye cream under eyes and around the top lids. 3. Top with a fatty moisturiser e.g. cetraaben to seal in actives.

Safety Warning for Panellists

Keep out of reach of children and animals. For external use only. If skin /eye irritation occurs, rinse eyes with water and discontinue use.

Special Instructions & Notes

Product Name

Eye Cream

Formula Reference

-

Ingredients Listing (INCI)

Aqua, Polysilicone-11, Caprylic/Capric Triglyceride, Dimethicone, Glycerin, Cetearyl Alcohol, Isopropyl Myristate, Glyceryl Stearate, Butyrospermum Parkii (Shea) Butter, Gluconolactone, Simmondsia Chinensis (Jojoba) Seed Oil, Synthetic Fluorophlogopite, Tranexamic Acid, Tocopheryl Acetate, Caffeine, Niacinamide, Sodium Ascorbyl Phosphate, Tetrahexyldecyl Ascorbate, Retinal, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Retinol, Retinyl Palmitate, Acetyl Hexapeptide-49, Palmitoyl Tripeptide-8, Ceramide NP, Olive Glycerides, Inulin, Alpha-Glucan Oligosaccharide, Buddleja Davidii Leaf Cell Culture Extract, Ascorbic Acid, Dipotassium Glycyrrhizate, Glycyrrhiza Glabra (Liquorice) Root Extract, Poria Cocos Sclerotium Extract, Portulaca Oleracea Extract, Tocopherol, Phospholipids, Ceteareth-12, Ceteareth-20, Cetyl Palmitate, Triethanolamine, Polysorbate-20, Ethylhexylglycerin, Laureth-12, Butylene Glycol, Citric Acid, Caprylyl Glycol, Xanthan Gum, Cyclohexane, Carbomer, Phenoxyethanol, BHT, BHA, CI 77491, CI 77492, CI 77499

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	<i>My eyes area appears lifted directly after using this eye serum.</i>	60%	25	68.00%	Advise
1	After first use	2	<i>Use minimises the appearance of fine lines.</i>	60%	25	68.00%	Advise
1	After first use	3	<i>My eye area appears firmer directly after using this eye serum.</i>	72%	25	68.00%	Passed
1	After first use	4	<i>My eye area appears more youthful directly after using this eye serum.</i>	76%	25	68.00%	Passed
1	After first use	5	<i>Use minimises the appearance of puffiness.</i>	72%	25	68.00%	Passed
1	After first use	6	<i>My eye area feels hydrated directly after using this eye serum.</i>	80%	25	68.00%	Passed
1	After first use	7	<i>Use of the product reduces dryness.</i>	92%	25	68.00%	Passed
1	After first use	8	<i>Use of the product reduces dark circles.</i>	68%	25	68.00%	Advise
1	After first use	9	<i>My eye area appears brighter directly after using this eye serum.</i>	68%	25	68.00%	Advise
1	After first use	10	<i>My eye area appears re-energised directly after using this eye serum.</i>	68%	25	68.00%	Advise
1	After first use	11	<i>Puffiness around the eye area appears reduced directly after using this eye serum.</i>	68%	25	68.00%	Advise
1	After first use	12	<i>Use of the product minimises the appearance of wrinkles.</i>	60%	25	68.00%	Advise
1	After first use	13	<i>Wrinkles around the eye area appear reduced directly after using this eye serum.</i>	68%	25	68.00%	Advise
1	After first use	14	<i>My eyes appear refreshed.</i>	80%	25	68.00%	Passed
1	After first use	15	<i>My eyes appear more youthful.</i>	80%	25	68.00%	Passed
1	After first use	16	<i>My eyes appear more rested.</i>	80%	25	68.00%	Passed
1	After first use	17	<i>There is better skin bounce around my eye area.</i>	72%	25	68.00%	Passed
1	After first use	18	<i>Dark circles around the eye area appear reduced directly after using this eye serum.</i>	64%	25	68.00%	Advise

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	19	<i>My eyes area appears lifted directly after using this eye serum.</i>	80%	25	68.00%	Passed
2	After 4 weeks of use	20	<i>Use minimises the appearance of fine lines.</i>	84%	25	68.00%	Passed
2	After 4 weeks of use	21	<i>My eye area appears firmer directly after using this eye serum.</i>	84%	25	68.00%	Passed
2	After 4 weeks of use	22	<i>My eye area appears more youthful directly after using this eye serum.</i>	80%	25	68.00%	Passed
2	After 4 weeks of use	23	<i>Use minimises the appearance of puffiness.</i>	88%	25	68.00%	Passed
2	After 4 weeks of use	24	<i>My eye area feels hydrated directly after using this eye serum.</i>	96%	25	68.00%	Passed
2	After 4 weeks of use	25	<i>Use of the product reduces dryness.</i>	84%	25	68.00%	Passed
2	After 4 weeks of use	26	<i>Use of the product reduces dark circles.</i>	76%	25	68.00%	Passed
2	After 4 weeks of use	27	<i>My eye area appears brighter directly after using this eye serum.</i>	84%	25	68.00%	Passed
2	After 4 weeks of use	28	<i>My eye area appears re-energised directly after using this eye serum.</i>	88%	25	68.00%	Passed
2	After 4 weeks of use	29	<i>Puffiness around the eye area appears reduced directly after using this eye serum.</i>	80%	25	68.00%	Passed
2	After 4 weeks of use	30	<i>Use of the product minimises the appearance of wrinkles.</i>	76%	25	68.00%	Passed
2	After 4 weeks of use	31	<i>Wrinkles around the eye area appear reduced directly after using this eye serum.</i>	72%	25	68.00%	Passed
2	After 4 weeks of use	32	<i>My eyes appear refreshed.</i>	92%	25	68.00%	Passed
2	After 4 weeks of use	33	<i>My eyes appear more youthful.</i>	84%	25	68.00%	Passed
2	After 4 weeks of use	34	<i>My eyes appear more rested.</i>	88%	25	68.00%	Passed
2	After 4 weeks of use	35	<i>There is better skin bounce around my eye area.</i>	80%	25	68.00%	Passed
2	After 4 weeks of use	36	<i>Dark circles around the eye area appear reduced directly after using this eye serum.</i>	76%	25	68.00%	Passed

After 8 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
3	After 8 weeks of use	37	<i>My eye area appears lifted after using this eye serum for 8 weeks.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	38	<i>My eye area appears plumper after using this eye serum for 8 weeks.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	39	<i>My eye area appears firmer after using this eye serum for 8 weeks.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	40	<i>My eye area appears more youthful after using this eye serum for 8 weeks.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	41	<i>My eyes appear refreshed.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	42	<i>My eyes appear more youthful.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	43	<i>My eyes appear more rested.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	44	<i>Use minimises the appearance of fine lines.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	45	<i>My eye area feels hydrated after using this eye serum for 8 weeks.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	46	<i>Use minimises the appearance of puffiness.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	47	<i>Use of the product reduces dryness.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	48	<i>Use of the product reduces dark circles.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	49	<i>Use of the product minimises the appearance of wrinkles.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	50	<i>My eye area feels refreshed after using this eye serum for 8 weeks.</i>	88%	25	68.00%	Passed
3	After 8 weeks of use	51	<i>My eye area appears brighter after using this eye serum for 8 weeks.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	52	<i>My eye area appears re-energised after using this eye serum for 8 weeks.</i>	92%	25	68.00%	Passed
3	After 8 weeks of use	53	<i>Puffiness around the eye area appears reduced after using this eye serum for 8 weeks.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	54	<i>Wrinkles around the eye area appear reduced after using this eye serum for 8 weeks.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	55	<i>There is better skin bounce around my eye area after using this eye serum for 8 weeks.</i>	84%	25	68.00%	Passed
3	After 8 weeks of use	56	<i>Dark circles around the eye area appear reduced after using this eye serum for 8 weeks.</i>	84%	25	68.00%	Passed

After 12 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
4	After 12 weeks of use	57	<i>My eye area appears lifted after using this eye serum for 12 weeks.</i>	80%	25	68.00%	Passed
4	After 12 weeks of use	58	<i>My eye area appears plumper after using this eye serum for 12 weeks.</i>	76%	25	68.00%	Passed
4	After 12 weeks of use	59	<i>My eye area appears firmer after using this eye serum for 12 weeks.</i>	80%	25	68.00%	Passed
4	After 12 weeks of use	60	<i>My eye area appears more youthful after using this eye serum for 12 weeks.</i>	88%	25	68.00%	Passed
4	After 12 weeks of use	61	<i>My eyes appear refreshed.</i>	92%	25	68.00%	Passed
4	After 12 weeks of use	62	<i>My eyes appear more youthful.</i>	84%	25	68.00%	Passed
4	After 12 weeks of use	63	<i>My eyes appear more rested.</i>	80%	25	68.00%	Passed
4	After 12 weeks of use	64	<i>Use minimises the appearance of fine lines.</i>	76%	25	68.00%	Passed
4	After 12 weeks of use	65	<i>My eye area feels hydrated after using this eye serum for 12 weeks.</i>	96%	25	68.00%	Passed
4	After 12 weeks of use	66	<i>Use minimises the appearance of puffiness.</i>	84%	25	68.00%	Passed
4	After 12 weeks of use	67	<i>Use of the product reduces dryness.</i>	92%	25	68.00%	Passed
4	After 12 weeks of use	68	<i>Use of the product reduces dark circles.</i>	76%	25	68.00%	Passed
4	After 12 weeks of use	69	<i>Use of the product minimises the appearance of wrinkles.</i>	80%	25	68.00%	Passed
4	After 12 weeks of use	70	<i>My eye area feels refreshed after using this eye serum for 12 weeks.</i>	92%	25	68.00%	Passed
4	After 12 weeks of use	71	<i>My eye area appears brighter after using this eye serum for 12 weeks.</i>	88%	25	68.00%	Passed
4	After 12 weeks of use	72	<i>My eye area appears re-energised after using this eye serum for 12 weeks.</i>	88%	25	68.00%	Passed
4	After 12 weeks of use	73	<i>Puffiness around the eye area appears reduced after using this eye serum for 12 weeks.</i>	84%	25	68.00%	Passed
4	After 12 weeks of use	74	<i>Wrinkles around the eye area appear reduced after using this eye serum for 12 weeks.</i>	88%	25	68.00%	Passed
4	After 12 weeks of use	75	<i>There is better skin bounce around my eye area after using this eye serum for 12 weeks.</i>	84%	25	68.00%	Passed
4	After 12 weeks of use	76	<i>Dark circles around the eye area appear reduced after using this eye serum for 12 weeks.</i>	72%	25	68.00%	Passed
4	After 12 weeks of use	77	<i>I would purchase this product.</i>	76%	25	68.00%	Passed
4	After 12 weeks of use	78	<i>I would recommend this product to family or friends.</i>	76%	25	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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