

## Consumer Trial Report

<b>Study Details</b>	<b>1</b>
<b>Subject Recruitment &amp; Demographics</b>	<b>2</b>
Additional Panellist Information	2
<b>Study Methodology &amp; Instructions</b>	<b>3</b>
Usage Instructions	3
Safety Warning for Panellists	3
Special Instructions & Notes	3
Product Name	3
Formula Reference	3
Ingredients Listing (INCI)	3
<b>Summary of Data</b>	<b>4</b>
After first use	4
After 4 weeks of use summary	4
Criteria for Validation of Claims	5
<b>Adverse Reactions &amp; Undesirable Effects</b>	<b>6</b>
Overview	6
<b>Further Analysis of Results</b>	<b>7</b>
Percentage Share of Scale	7
Graphical Share of Scale	8
Other Data	9
<b>Appendices</b>	<b>11</b>
Appendix 1 - Product Literature & Further Information	11
Appendix 2 - Regulatory Objective	12
Appendix 3 - Oversight Credentials & Quality Assurance	13

## Study Details

<b>Investigational Product</b>	Scalp Tonic + Hair Oil + Shampoo + Conditioner + Leave-in Conditioner (5 piece)
<b>Client/Sponsor</b>	Ace Medicine Ltd
<b>Client Address</b>	27 Old Gloucester Street, London, WC1N 3AX
<b>Co-ordinator</b>	-
<b>Co-ordinator Address</b>	-
<b>Primary Contact</b>	Vanita Rattan
<b>Client Formula Reference</b>	Scalp Tonic + Hair Oil + Shampoo + Conditioner + Leave-in Conditioner (5 piece)
<b>Batch Reference</b>	-
<b>ADSL Reference</b>	2022-1735
<b>Study Objective</b>	The objective of the study is to assess the consumer opinion of <b>Scalp Tonic + Hair Oil + Shampoo + Conditioner + Leave-in Conditioner (5 piece)</b> over a 4 week period amongst a panel of healthy subjects. The objective is to substantiate marketing claims.
<b>Service Category</b>	Consumer trial
<b>Start / End Date</b>	16.02.2022 - 18.03.2022
<b>Duration</b>	4 weeks
<b>Published</b>	26.04.2022

## Subject Recruitment & Demographics

Gender	Total / Min / Max
Number of Subjects	45
Lowest Age	25
Highest Age	55

### Additional Panellist Information

25 - 55 year old females with skin of colour. Concerns; Lack of volume / Dandruff health / Frizziness.

## Study Methodology & Instructions

### Usage Instructions

Use 2-3 times a week. The thickening shampoo and cuticle conditioner should be used whilst showering. After the shower apply the hair oil followed by the leave in conditioner. Ideally use a microfibre towel to make hair dry faster. Apply the hair growth tonic directly to the scalp every day.

### 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

Scalp Tonic + Hair Oil + Shampoo + Conditioner + Leave-in Conditioner (5 piece)

#### Formula Reference

Scalp Tonic + Hair Oil + Shampoo + Conditioner + Leave-in Conditioner (5 piece)

#### Ingredients Listing (INCI)

AQUA, SODIUM LAURETH SULFATE, COCAMIDOPROPYL BETAINE, GLYCERIN, PHENOXYETHANOL, GLYCOL DISTEARATE, SODIUM CHLORIDE, NIACINAMIDE, COCO-GLUCOSIDE, GLYCERYL OLEATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, COCAMIDE MEA, ETHYLHEXYLGLYCERIN, POLYQUATERNIUM-7, CITRIC ACID, EMBLICA OFFICINALIS FRUIT EXTRACT, RETINYL PALMITATE, PANTHENOL, BUTYLENE GLYCOL, PROPANEDIOL, SODIUM BENZOATE, ARGANIA SPINOSA KERNEL OIL, HYDROLYZED WHEAT PROTEIN, SALICYLIC ACID, TOCOPHERYL ACETATE, ARGININE, LACTIC ACID, PANTOLACTONE, TRITICUM VULGARE GERM EXTRACT, GLYCINE SOJA GERM EXTRACT, TOCOPHEROL, GLUCONOLACTONE, SCUTELLARIA BAICALENSIS ROOT EXTRACT, ACETYL TETRAPEPTIDE-3, TRIFOLIUM PRATENSE FLOWER EXTRACT, BIOTIN, DEXTRAN, CALCIUM GLUCONATE

## Summary of Data

### After first use

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
1	After first use	1	The system is easy to use.	82%	45	68.00%	Passed
1	After first use	2	I enjoyed using the kit.	80%	45	68.00%	Passed
1	After first use	3	My hair feels silkier after use.	80%	45	68.00%	Passed
1	After first use	4	My hair feels smoother after use.	82%	45	68.00%	Passed
1	After first use	5	The number of split ends I have are reduced.	71%	45	68.00%	Passed
1	After first use	6	My hair is easier to detangle.	87%	45	68.00%	Passed
1	After first use	7	Hair frizz is reduced.	84%	45	68.00%	Passed
1	After first use	8	My hair shine is improved.	82%	45	68.00%	Passed
1	After first use	9	My hair feels thicker.	71%	45	68.00%	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	10	My hair feels silkier after use.	78%	45	68.00%	Passed
2	After 4 weeks of use	11	My hair feels smoother after use.	80%	45	68.00%	Passed
2	After 4 weeks of use	12	The number of split ends I have are reduced.	71%	45	68.00%	Passed
2	After 4 weeks of use	13	My hair is easier to detangle.	82%	45	68.00%	Passed
2	After 4 weeks of use	14	Hair frizz is reduced.	80%	45	68.00%	Passed
2	After 4 weeks of use	15	My hair shine is improved.	82%	45	68.00%	Passed
2	After 4 weeks of use	16	My hair feels thicker.	71%	45	68.00%	Passed
2	After 4 weeks of use	17	My hair has grown more than usual.	64%	45	68.00%	Advise
2	After 4 weeks of use	18	Grey hairs have reduced.	44%	45	68.00%	Advise
2	After 4 weeks of use	19	I would purchase this product.	71%	45	68.00%	Passed
2	After 4 weeks of use	20	I would recommend this product to family or friends.	71%	45	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  $\geq 90$  to  $\leq 115$ , 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
----------------------------	---