

Consumer Trial Report

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Study Details

Investigational Product	Vita Ace & HPx Clear
Client/Sponsor	Ace Medicine Ltd
Client Address	27 Old Gloucester Street, London, WC1N 3AX
Co-ordinator	-
Co-ordinator Address	-
Primary Contact	Vanita Rattan (info@acemedicine.com)
Client Formula Reference	-
Batch Reference	-
ADSL Reference	2020-1595
Study Objective	The objective of the study is to assess the consumer opinion of Eye Max & DCC Repair 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	10.12.2020 - 04.03.2021
Duration	12 weeks
Published	11.03.2021

Subject Recruitment & Demographics

Gender	Female	Male	Total / Min / Max
Number of Subjects	26	-	26
Lowest Age	25	-	25
Highest Age	50	-	50

Additional Panellist Information

Asian / Female & Male / 25-45 Asian and African skin (fitzpatrick 4 and 5)

Study Methodology & Instructions

Usage Instructions

Eye max and Dc Repair alternating nights followed by non fragranced moisturiser. If any irritation with eye max then only 1 hr short contact then wash off and apply 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

Eye Max & DCC Repair

Formula Reference

-

Ingredients Listing (INCI)

Aqua, Glycerin, Cetearyl Alcohol, Cyclopentasiloxane, Simmondsia Chinensis Seed Oil, Glyceryl Stearate, Tetrahexyldecyl Ascorbate, Steareth-2, Butylene Glycol, Butyrospermum Parkii Butter, Caprylic/Capric Triglyceride, Salicylic Acid, Tocopheryl Acetate, Sodium Hyaluronate, Cetareth-12, Tocopherol, Cetareth-20, Sodium Ascorbyl Phosphate, Glycyrrhiza Glabra Root Extract, Polyacrylamide, Retinyl Palmitate, Arctostaphylos Uva Ursi Leaf Extract, Allantoin, Dimethicone, Ceteth-10 Phosphate, Dicaprylyl Phosphate, Cetyl Palmitate, C13-14 Isoparaffin, Phenyl Trimethicone, Tetrasodium glutamate diacetate, Laureth-7, Trimethylsiloxysilicate, Trisodium NTA, Methylparaben, Propylparaben

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	The product is easy to use.	96%	26	68.00%	Passed
1	After 4 weeks of use	2	The product feels comfortable to use around the eye.	92%	26	68.00%	Passed
1	After 4 weeks of use	3	The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.	73%	26	68.00%	Passed
1	After 4 weeks of use	4	The product helps to reduce the appearance of fine lines.	65%	26	68.00%	Failed
1	After 4 weeks of use	5	The product helps to reduce the appearance of wrinkles.	65%	26	68.00%	Failed
1	After 4 weeks of use	6	The product helps to reduce puffiness around the eyes.	73%	26	66.00%	Passed
1	After 4 weeks of use	7	The product helps to leave skin feeling moisturised.	88%	26	66.00%	Passed
1	After 4 weeks of use	8	The product helps to leave skin feeling hydrated.	92%	26	66.00%	Passed
1	After 4 weeks of use	9	The product helps to leave skin feeling nourished.	88%	26	68.00%	Passed
1	After 4 weeks of use	10	The product helps to leave skin looking brighter.	73%	26	66.00%	Passed
1	After 4 weeks of use	11	The product helps to leave skin looking more radiant.	73%	26	66.00%	Passed
1	After 4 weeks of use	12	The product helps to improve the overall appearance of the eye area.	85%	26	66.00%	Passed
1	After 4 weeks of use	13	The product left my skin feeling smooth.	85%	26	66.00%	Passed
1	After 4 weeks of use	14	I feel like I can wear less concealer.	73%	26	66.00%	Passed
1	After 4 weeks of use	15	I feel more confident to go out make up.	73%	26	66.00%	Passed

After 8 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
2	After 8 weeks of use	16	The product feels comfortable to use around the eye.	88%	26	66.00%	Passed
2	After 8 weeks of use	17	The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.	81%	26	66.00%	Passed
2	After 8 weeks of use	18	The product helps to reduce the appearance of fine lines.	77%	26	66.00%	Passed
2	After 8 weeks of use	19	The product helps to reduce the appearance of wrinkles.	73%	26	66.00%	Passed
2	After 8 weeks of use	20	The product helps to reduce puffiness around the eyes.	77%	26	66.00%	Passed
2	After 8 weeks of use	21	The product helps to leave skin feeling moisturised.	85%	26	66.00%	Passed
2	After 8 weeks of use	22	The product helps to leave skin feeling hydrated.	85%	26	66.00%	Passed
2	After 8 weeks of use	23	The product helps to leave skin feeling nourished.	92%	26	66.00%	Passed
2	After 8 weeks of use	24	The product helps to leave skin looking brighter.	81%	26	66.00%	Passed
2	After 8 weeks of use	25	The product helps to leave skin looking more radiant.	85%	26	66.00%	Passed
2	After 8 weeks of use	26	The product helps to improve the overall appearance of the eye area.	85%	26	66.00%	Passed
2	After 8 weeks of use	27	The product left my skin feeling smooth.	88%	26	66.00%	Passed
2	After 8 weeks of use	28	I feel like I can wear less concealer.	73%	26	66.00%	Passed
2	After 8 weeks of use	29	I feel more confident to go out make up.	77%	26	66.00%	Passed

After 12 weeks of use summary

Time Interval	Description	Question Ref.	Statement to be evaluated	Positive Response %	Responses	% Pass Criteria	Verdict
3	After 12 weeks of use	30	<i>The product feels comfortable to use around the eye.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	31	<i>The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.</i>	88%	26	66.00%	Passed
3	After 12 weeks of use	32	<i>The product helps to reduce the appearance of fine lines.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	33	<i>The product helps to reduce the appearance of wrinkles.</i>	85%	26	66.00%	Passed
3	After 12 weeks of use	34	<i>The product helps to reduce puffiness around the eyes.</i>	88%	26	66.00%	Passed
3	After 12 weeks of use	35	<i>The product helps to leave skin feeling moisturised.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	36	<i>The product helps to leave skin feeling hydrated.</i>	88%	26	66.00%	Passed
3	After 12 weeks of use	37	<i>The product helps to leave skin feeling nourished.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	38	<i>The product helps to leave skin looking brighter.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	39	<i>The product helps to leave skin looking more radiant.</i>	88%	26	66.00%	Passed
3	After 12 weeks of use	40	<i>The product helps to improve the overall appearance of the eye area.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	41	<i>The product left my skin feeling smooth.</i>	92%	26	66.00%	Passed
3	After 12 weeks of use	42	<i>I feel like I can wear less concealer.</i>	85%	26	66.00%	Passed
3	After 12 weeks of use	43	<i>I feel more confident to go out make up.</i>	85%	26	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 4 weeks of use	1	The product is easy to use.	0.00%	0.00%	0.00%	0.00%	3.85%	11.54%	19.23%	26.92%	38.46%	26	96.15%
After 4 weeks of use	2	The product feels comfortable to use around the eye.	0.00%	0.00%	0.00%	0.00%	7.69%	11.54%	19.23%	30.77%	30.77%	26	92.31%
After 4 weeks of use	3	The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.	0.00%	3.85%	3.85%	0.00%	19.23%	23.08%	11.54%	19.23%	19.23%	26	73.08%
After 4 weeks of use	4	The product helps to reduce the appearance of fine lines.	0.00%	0.00%	3.85%	0.00%	30.77%	15.38%	15.38%	11.54%	23.08%	26	65.38%
After 4 weeks of use	5	The product helps to reduce the appearance of wrinkles.	0.00%	0.00%	3.85%	0.00%	30.77%	15.38%	19.23%	7.69%	23.08%	26	65.38%
After 4 weeks of use	6	The product helps to reduce puffiness around the eyes.	0.00%	0.00%	0.00%	3.85%	23.08%	23.08%	15.38%	19.23%	15.38%	26	73.08%
After 4 weeks of use	7	The product helps to leave skin feeling moisturised.	0.00%	0.00%	0.00%	0.00%	11.54%	15.38%	19.23%	23.08%	30.77%	26	88.46%
After 4 weeks of use	8	The product helps to leave skin feeling hydrated.	0.00%	0.00%	0.00%	0.00%	7.69%	15.38%	26.92%	19.23%	30.77%	26	92.31%
After 4 weeks of use	9	The product helps to leave skin feeling nourished.	0.00%	0.00%	0.00%	0.00%	11.54%	11.54%	23.08%	19.23%	34.62%	26	88.46%
After 4 weeks of use	10	The product helps to leave skin looking brighter.	0.00%	0.00%	0.00%	3.85%	23.08%	26.92%	11.54%	11.54%	23.08%	26	73.08%
After 4 weeks of use	11	The product helps to leave skin looking more radiant.	0.00%	0.00%	0.00%	0.00%	26.92%	19.23%	15.38%	11.54%	26.92%	26	73.08%
After 4 weeks of use	12	The product helps to improve the overall appearance of the eye area.	0.00%	0.00%	0.00%	0.00%	15.38%	26.92%	15.38%	26.92%	15.38%	26	84.62%
After 4 weeks of use	13	The product left my skin feeling smooth.	0.00%	0.00%	0.00%	3.85%	11.54%	19.23%	23.08%	23.08%	19.23%	26	84.62%
After 4 weeks of use	14	I feel like I can wear less concealer.	0.00%	0.00%	3.85%	3.85%	19.23%	23.08%	19.23%	15.38%	15.38%	26	73.08%
After 4 weeks of use	15	I feel more confident to go out make up.	0.00%	0.00%	0.00%	7.69%	19.23%	23.08%	15.38%	15.38%	19.23%	26	73.08%
After 8 weeks of use	16	The product feels comfortable to use around the eye.	0.00%	0.00%	3.85%	0.00%	7.69%	11.54%	23.08%	19.23%	34.62%	26	88.46%
After 8 weeks of use	17	The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.	0.00%	0.00%	3.85%	0.00%	15.38%	23.08%	30.77%	19.23%	7.69%	26	80.77%
After 8 weeks of use	18	The product helps to reduce the appearance of fine lines.	0.00%	3.85%	0.00%	3.85%	15.38%	23.08%	26.92%	11.54%	15.38%	26	76.92%
After 8 weeks of use	19	The product helps to reduce the appearance of wrinkles.	0.00%	3.85%	0.00%	3.85%	19.23%	23.08%	26.92%	11.54%	11.54%	26	73.08%
After 8 weeks of use	20	The product helps to reduce puffiness around the eyes.	0.00%	3.85%	0.00%	3.85%	15.38%	11.54%	30.77%	15.38%	19.23%	26	76.92%
After 8 weeks of use	21	The product helps to leave skin feeling moisturised.	0.00%	0.00%	0.00%	3.85%	11.54%	3.85%	42.31%	15.38%	23.08%	26	84.62%
After 8 weeks of use	22	The product helps to leave skin feeling hydrated.	0.00%	3.85%	0.00%	0.00%	11.54%	7.69%	30.77%	15.38%	30.77%	26	84.62%
After 8 weeks of use	23	The product helps to leave skin feeling nourished.	0.00%	0.00%	3.85%	0.00%	3.85%	19.23%	23.08%	23.08%	26.92%	26	92.31%
After 8 weeks of use	24	The product helps to leave skin looking brighter.	0.00%	3.85%	0.00%	3.85%	11.54%	30.77%	15.38%	11.54%	23.08%	26	80.77%
After 8 weeks of use	25	The product helps to leave skin looking more radiant.	0.00%	0.00%	3.85%	0.00%	11.54%	34.62%	7.69%	19.23%	23.08%	26	84.62%
After 8 weeks of use	26	The product helps to improve the overall appearance of the eye area.	0.00%	0.00%	3.85%	3.85%	7.69%	19.23%	11.54%	30.77%	23.08%	26	84.62%
After 8 weeks of use	27	The product left my skin feeling smooth.	0.00%	3.85%	0.00%	0.00%	7.69%	19.23%	26.92%	23.08%	19.23%	26	88.46%
After 8 weeks of use	28	I feel like I can wear less concealer.	3.85%	3.85%	0.00%	3.85%	15.38%	15.38%	19.23%	19.23%	19.23%	26	73.08%
After 8 weeks of use	29	I feel more confident to go out make up.	0.00%	3.85%	3.85%	3.85%	11.54%	15.38%	19.23%	19.23%	23.08%	26	76.92%
After 12 weeks of use	30	The product feels comfortable to use around the eye.	0.00%	0.00%	0.00%	3.85%	3.85%	7.69%	23.08%	11.54%	50.00%	26	92.31%
After 12 weeks of use	31	The product helps to improve the appearance of hyperpigmentation under the eye and on the eye lid.	0.00%	0.00%	0.00%	3.85%	7.69%	19.23%	23.08%	26.92%	19.23%	26	88.46%
After 12 weeks of use	32	The product helps to reduce the appearance of fine lines.	0.00%	0.00%	3.85%	0.00%	3.85%	23.08%	38.46%	11.54%	19.23%	26	92.31%
After 12 weeks of use	33	The product helps to reduce the appearance of wrinkles.	0.00%	0.00%	3.85%	0.00%	11.54%	19.23%	34.62%	11.54%	19.23%	26	84.62%
After 12 weeks of use	34	The product helps to reduce puffiness around the eyes.	0.00%	3.85%	0.00%	0.00%	7.69%	30.77%	26.92%	7.69%	23.08%	26	88.46%
After 12 weeks of use	35	The product helps to leave skin feeling moisturised.	0.00%	0.00%	3.85%	0.00%	3.85%	7.69%	23.08%	38.46%	23.08%	26	92.31%
After 12 weeks of use	36	The product helps to leave skin feeling hydrated.	0.00%	3.85%	0.00%	0.00%	7.69%	3.85%	15.38%	34.62%	34.62%	26	88.46%
After 12 weeks of use	37	The product helps to leave skin feeling nourished.	0.00%	0.00%	3.85%	0.00%	3.85%	3.85%	23.08%	34.62%	30.77%	26	92.31%
After 12 weeks of use	38	The product helps to leave skin looking brighter.	0.00%	0.00%	3.85%	0.00%	3.85%	19.23%	26.92%	23.08%	23.08%	26	92.31%
After 12 weeks of use	39	The product helps to leave skin looking more radiant.	0.00%	3.85%	0.00%	0.00%	7.69%	19.23%	26.92%	19.23%	23.08%	26	88.46%
After 12 weeks of use	40	The product helps to improve the overall appearance of the eye area.	3.85%	0.00%	0.00%	0.00%	3.85%	19.23%	19.23%	34.62%	19.23%	26	92.31%
After 12 weeks of use	41	The product left my skin feeling smooth.	0.00%	3.85%	0.00%	0.00%	3.85%	3.85%	30.77%	30.77%	26.92%	26	92.31%
After 12 weeks of use	42	I feel like I can wear less concealer.	0.00%	3.85%	0.00%	0.00%	11.54%	15.38%	23.08%	23.08%	23.08%	26	84.62%
After 12 weeks of use	43	I feel more confident to go out make up.	3.85%	0.00%	0.00%	0.00%	11.54%	15.38%	23.08%	23.08%	23.08%	26	84.62%

Graphical Share of Scale



Other Data

Subject	What rating would you give this product out of 5?	Please write any general comments and feedback here.
1	5	A really fantastic product routine. Superb results.
2	4	Easy to use eye cream with results visible after 2 months of use! Product is a bit thick though but it's not an issue since a little goes a long way
3	5	Fantastic results received over the weeks. Can absolutely see a visible difference
4	4	Great product however took a little while for my eyes to not feel tough and dry after application so would definitely need to use a moisturiser that's the only reason for the 4 stars... great product long term
5	5	I am very pleased with these products. Overall they have improved the appearance of my skin, with a feeling of smoothness and nourishment. Would definitely recommend them to my friends
6	3	I find that although it was ok to use it didn't really have much of an effect on my dark circles
7	5	I have got puffiness, dark circles and fine lines issue around my eyes and this product is perfect to resolve all these issues! These eye creams or serums (DCC repair and Eye Max) are super easy to apply. I apply them on alternate nights as advised under my usual moisturiser. My eyes have started looking more open, bright and less wrinkly! The area around eyes is less puffy and dark! The texture of both creams is very creamy and easily absorbent! I did not get any adverse reaction so they are gentle to the skin too!
8	4	I love the way it feels on my eye area
9	5	I would like to recommend this product to my friends and family. I am very happy to use this cream and I got very good results
10	4	It did sting a little bit but nothing major. Liked that it left my skin around the eye feeling very smooth and hydrated. Felt that the initial idea of getting rid of dark pigmentation around the eyes was not achieved a huge deal.
11	5	It didn't feel heavy when I put it on it felt nice
12	5	It helped my eyes to look less tired and skin around my eyes look healthy
13	4	It's taken a long time to get any results, and the results aren't a huge difference so would be interesting to know how much this product costs
14	5	It's good for dark circles and does not leave skin dry
15	5	Like this product for nourishing soothing and brightening
16	5	Lovely product worked brilliantly
17	5	Nice products
18	3	None
19	3	Ok
20	4	Really like this product although would have preferred it to be without any parabens.
21	4	Some weeks my under eyes looks less darker than other weeks. After been using this my skin feels smooth and well moisturise.
22	4	The only remark is that I like creams to smell, preferably fresh. Unfortunately, these do not smell.
23	4	This made my whole eye area feel different but in a very good way
24	2	This product didn't work for me...puffed eyes and tired looking eyes remain.
25	5	This product was amazing it wasn't sticky which I hate with any product and left my skin feeling clearer
26	4	This product was nice to use and made my eye area feel pampered the product was not sticky as I find some products leave a sticky flakey look once applied

Average User Rating: 4.27 / 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.

