

## Consumer Trial Report

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## Study Details

<b>Investigational Product</b>	Vita Ace & HPx Clear
<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 (info@acemedicine.com)
<b>Client Formula Reference</b>	-
<b>Batch Reference</b>	-
<b>ADSL Reference</b>	2020-1593
<b>Study Objective</b>	The objective of the study is to assess the consumer opinion of <b>Vita Ace &amp; HPx Clear</b> over a 12 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>	10.12.2020 - 04.03.2021
<b>Duration</b>	12 weeks
<b>Published</b>	11.03.2021

## Subject Recruitment & Demographics

Gender	Female	Male	Total / Min / Max
Number of Subjects	44	-	44
Lowest Age	25	-	25
Highest Age	45	-	45

### Additional Panellist Information

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

## Study Methodology & Instructions

### Usage Instructions

Wash face then use HPx Clear for 2 nights and Vita Ace on the 3rd night. Followed by non scented 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

Vita Ace & HPx Clear

### 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 helped to improve skin hyperpigmentation.	59%	44	68.00%	Failed
1	After 4 weeks of use	2	The product helped to even out tone.	70%	44	68.00%	Passed
1	After 4 weeks of use	3	The kit improved dull skin.	70%	44	68.00%	Passed
1	After 4 weeks of use	4	The product reduced the appearance of your melasma (dark, discoloured patches on your skin).	66%	44	68.00%	Failed
1	After 4 weeks of use	5	The product helped improve the appearance of your skin texture.	75%	44	68.00%	Passed
1	After 4 weeks of use	6	I feel more confident wearing less make up after using the product.	70%	44	66.00%	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	7	The product helped to improve skin hyperpigmentation.	70%	44	66.00%	Passed
2	After 12 weeks of use	8	The product helped to even out tone.	77%	44	66.00%	Passed
2	After 12 weeks of use	9	The kit improved dull skin.	77%	44	68.00%	Passed
2	After 12 weeks of use	10	The product reduced the appearance of your melasma (dark, discoloured patches on your skin).	70%	44	66.00%	Passed
2	After 12 weeks of use	11	The product helped improve the appearance of your skin texture.	82%	44	66.00%	Passed
2	After 12 weeks of use	12	I feel more confident wearing less make up after using the product.	70%	44	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  $\geq 90$  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
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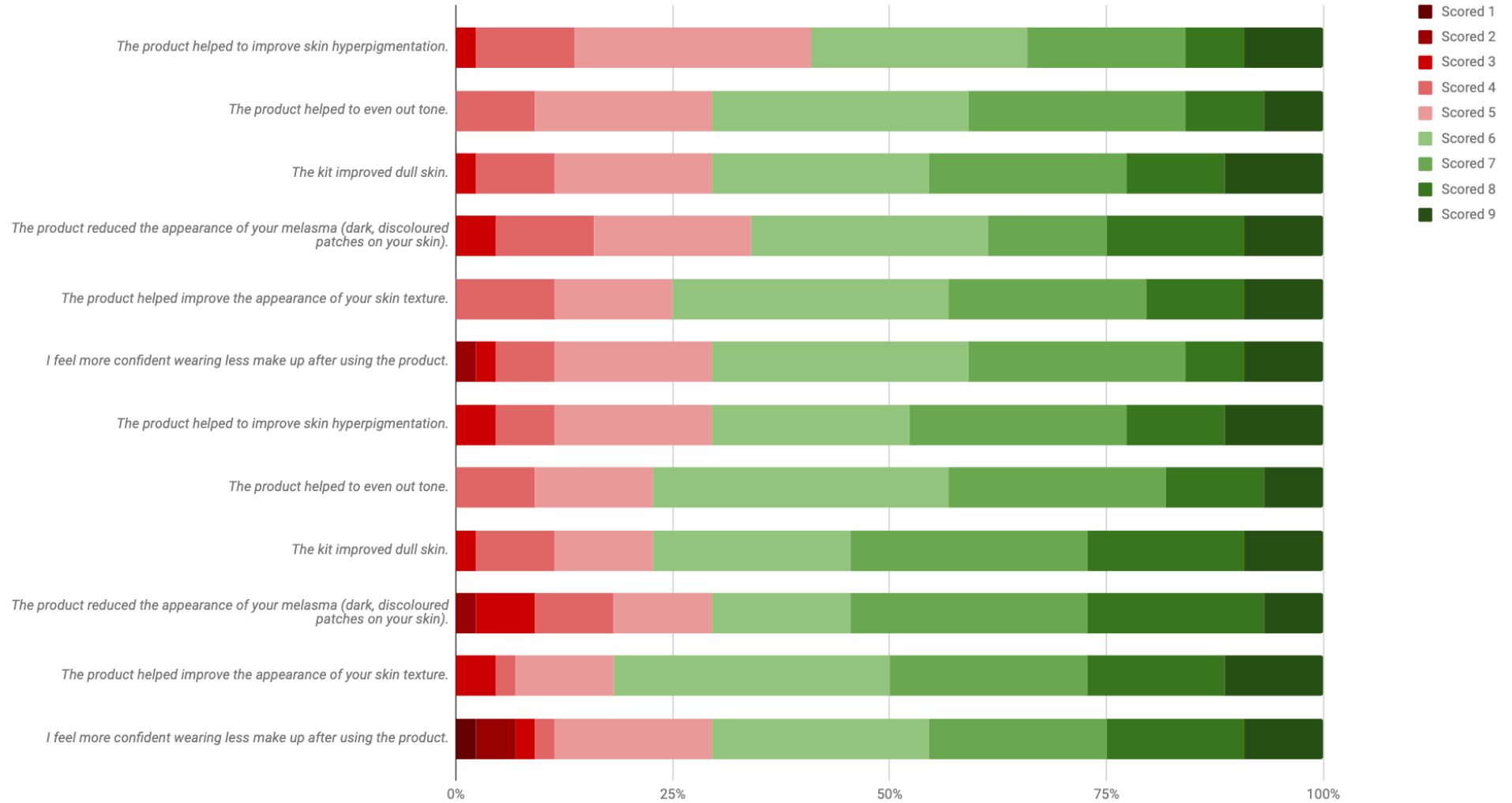
## Further Analysis of Results

### 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 helped to improve skin hyperpigmentation.	0.00%	0.00%	2.27%	11.36%	27.27%	25.00%	18.18%	6.82%	9.09%	44	59.09%
After 4 weeks of use	2	The product helped to even out tone.	0.00%	0.00%	0.00%	9.09%	20.45%	29.55%	25.00%	9.09%	6.82%	44	70.45%
After 4 weeks of use	3	The kit improved dull skin.	0.00%	0.00%	2.27%	9.09%	18.18%	25.00%	22.73%	11.36%	11.36%	44	70.45%
After 4 weeks of use	4	The product reduced the appearance of your melasma (dark, discoloured patches on your skin).	0.00%	0.00%	4.55%	11.36%	18.18%	27.27%	13.64%	15.91%	9.09%	44	65.91%
After 4 weeks of use	5	The product helped improve the appearance of your skin texture.	0.00%	0.00%	0.00%	11.36%	13.64%	31.82%	22.73%	11.36%	9.09%	44	75.00%
After 4 weeks of use	6	I feel more confident wearing less make up after using the product.	0.00%	2.27%	2.27%	6.82%	18.18%	29.55%	25.00%	6.82%	9.09%	44	70.45%
After 12 weeks of use	7	The product helped to improve skin hyperpigmentation.	0.00%	0.00%	4.55%	6.82%	18.18%	22.73%	25.00%	11.36%	11.36%	44	70.45%
After 12 weeks of use	8	The product helped to even out tone.	0.00%	0.00%	0.00%	9.09%	13.64%	34.09%	25.00%	11.36%	6.82%	44	77.27%
After 12 weeks of use	9	The kit improved dull skin.	0.00%	0.00%	2.27%	9.09%	11.36%	22.73%	27.27%	18.18%	9.09%	44	77.27%
After 12 weeks of use	10	The product reduced the appearance of your melasma (dark, discoloured patches on your skin).	0.00%	2.27%	6.82%	9.09%	11.36%	15.91%	27.27%	20.45%	6.82%	44	70.45%
After 12 weeks of use	11	The product helped improve the appearance of your skin texture.	0.00%	0.00%	4.55%	2.27%	11.36%	31.82%	22.73%	15.91%	11.36%	44	81.82%
After 12 weeks of use	12	I feel more confident wearing less make up after using the product.	2.27%	4.55%	2.27%	2.27%	18.18%	25.00%	20.45%	15.91%	9.09%	44	70.45%



## Graphical Share of Scale



## Other Data

Subject	Would you recommend this product to a friend with skin pigmentation issues?	What rating would you give this product out of 5?	Please add any general comments and feedback.
1	Yes	4	Great smooth cream
2	Yes	5	It had a funny smell to it. And I was expecting a serum consistency
3	No	3	My skin is not generally sensitive yet I had some small breakouts with this product
4	Yes	3	Overall I am pretty happy
5	Yes	4	Skin feels amazing
6	Yes	5	Very happy with this product would recommend
7	Yes	4	N/A
8	No	2	It didn't help my skin (I have moderate acne)
9	No	3	The pigmentation remained visible.
10	No	2	Didn't notice any obvious impacts which was a shame after testing product for a long period. The cream has an odd smell and was a bit grainy at times so not the most pleasant to use
11	No	4	OK product, but didn't really notice much difference
12	Yes	4	I feel like I need longer to use this item to feel its full affect. It has definitely improved my skin texture and I do feel more confident wearing no make up.
13	No	3	I didn't see much of a difference to my skin as I had expected
14	Yes	4	Made skin look brighter
15	Yes	4	There was slow but steady progress. Using this consistently for the past 3 months or so has made a difference to my skin
16	Yes	5	Good serum, i think for my skin i would need to use it for longer to see extensive results as i suppose my skin healing time is slow.
17	Yes	5	It really did brighten my skin. But the first product that you apply really smells and puts you off. Apart from the smell the products work fabulously.
18	No	4	N/A
19	Yes	4	Absolutely fantastic! The cream helped clear my pigmentation and uneven skin tone on my face
20	Yes	3	It didn't smell very nice, it smelled like it was really old but that could be because it was transferred to different pots and so therefore had been opened. I didn't see a massive difference in my skin but I did see some so I think if it was new and with continued use then maybe it would work better. I think it could be a good product and I'd definitely try it again!
21	Yes	4	Did lighten pigmentation to a certain extent, skin was brighter but not much change in texture.
22	Yes	3	Didn't like the smell of the product, it was a bit off-putting.
23	Yes	4	I liked it and can see improvement
24	Yes	5	It improves the appearance of my skin
25	No	2	Did not see significant results even after three months

Subject	Would you recommend this product to a friend with skin pigmentation issues?	What rating would you give this product out of 5?	Please add any general comments and feedback.
26	Yes	5	Loved these products.
27	Yes	5	Lovely texture, helped my skin look brighter
28	Yes	5	This product made my skin feel flawless I had a natural glow
29	Yes	4	Easy to use, kind to your skin and reduced level of hyperpigmentation I got after pregnancy 2 years ago.
30	Yes	5	Great product to even skin texture as well as tone I leaving skin feeling soft and pack of moisture
31	Yes	4	Easy non greasy application.
32	No	3	Did not notice as much improvements as I have hoped. The smell itself is strong when applied.
33	No	2	The smell was really off putting and I don't feel that the two products much of a different to my skin.
34	Yes	4	I feel the product definitely helped with the reduction in dark patches and even out the skin tone. The biggest difference was in the appearance of my skin, bright and clear.
35	Yes	4	My skin tone feels more even after usage
36	Yes	4	It has helped with pigmentation, there is still something lacking that could improve how skin looks.
37	Yes	4	Nice facial product
38	No	3	The texture is sticky on your skin
39	Yes	4	The product was good but left my skin feeling dry
40	Yes	4	My skin improved, other people noticed too, I had slight irritation but it went away
41	Yes	5	Fantastic product
42	Yes	4	I love the product, the texture is great, and it has helped me to lose some of the hyperpigmentation. I would just say that the packaging looks slightly outdated so would be good to think of something a little clearer.
43	Yes	4	The product improved my overall appearance of my dull skin however I wasn't the biggest fan of the colour or the product and the smell, but overall a good product.
44	Yes	5	Noticed an improvement in skin pigmentation. Really did help clear it up. Skin felt more smooth and even.

**Average User Rating: 3.89 / 5.00**

**Would you recommend this product to a friend with skin pigmentation issues? 75% 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.

