

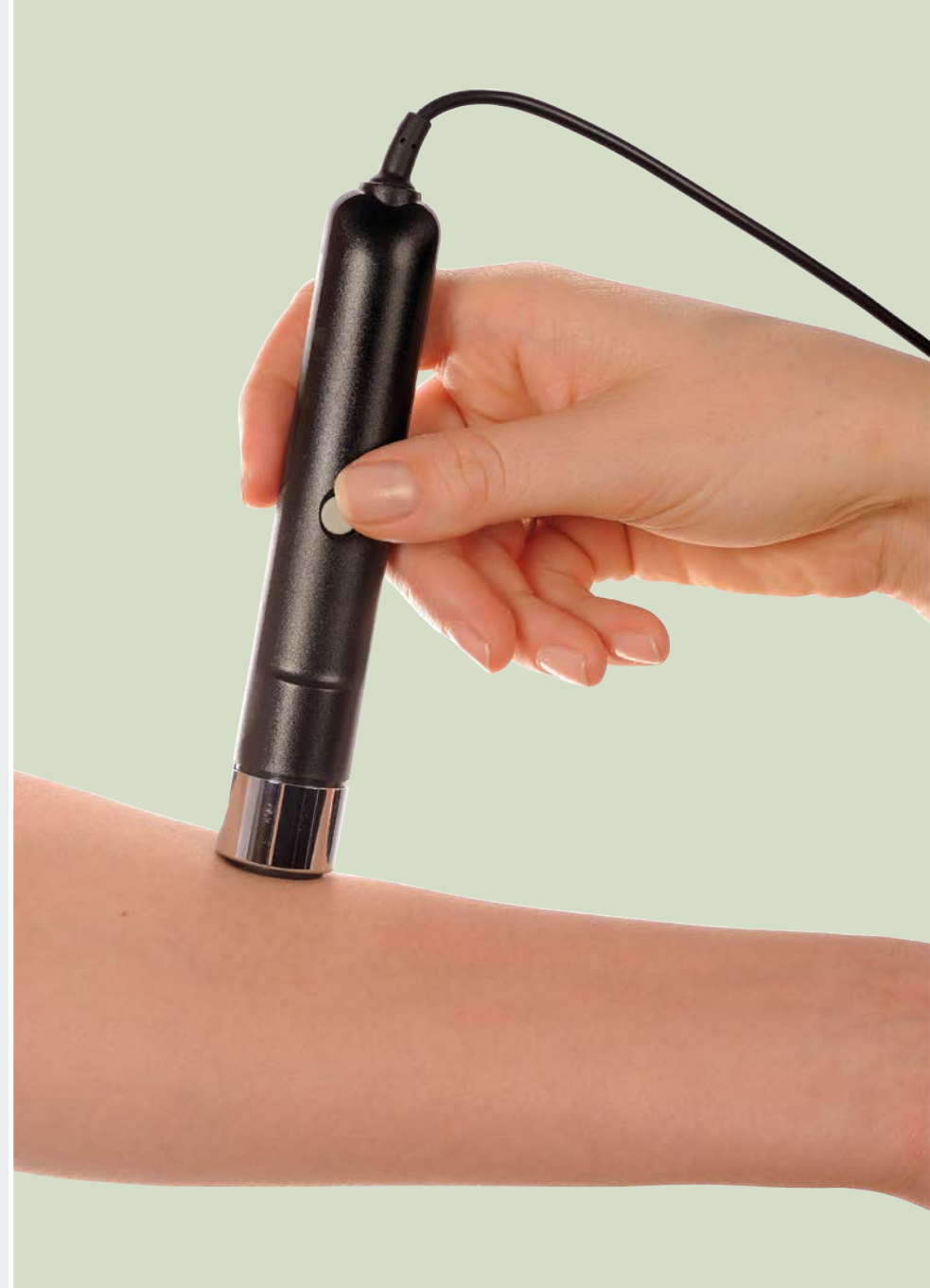


CLINICAL TRIALS LOOK BOOK

LIVING SKIN RESEARCH by



**ORGANIC
BIOACTIVES**
NEW ZEALAND



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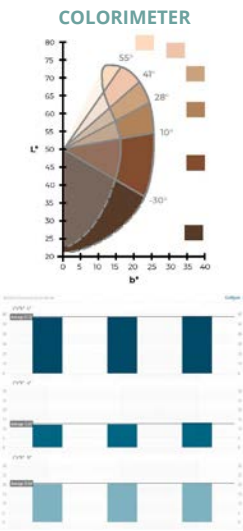
LSPD LIVING SKIN RESEARCH

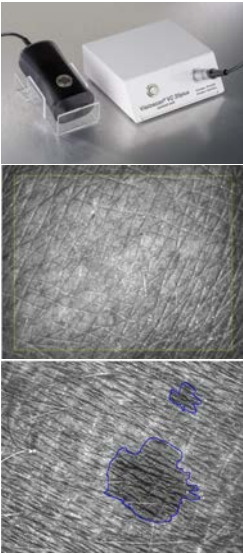
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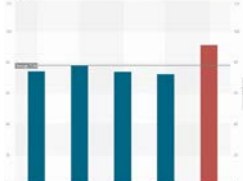
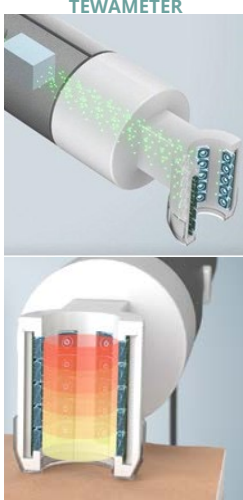
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We are a vital part of your product development by providing quality assured clinical trials with data.

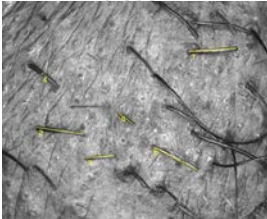


PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Pigmentation intensity 2. Melanin concentration 3. Colour change on the RGB colour space 4. Colour change on the CIELAB colour space 5. Change on the ITA° colour scale 6. Hair colour analysis	FACE 	COLORIMETER 	1. Cosmetic and pharmaceutical efficacy tests - sunscreen - self-tanners - make-ups - brightening products - decorative cosmetics - hair care - carotene food supplements 2. Demonstration of - ageing spots - sun damage - inhomogeneous skin colour 3. Occupational health - skin irritation (erythema value) - skin soothing	1. Sun protecting 2. Anti-blemish 3. Spot treatment 4. Brightening 5. Skin tone correcting 6. Soothing 7. Micro circulation increasing 8. Vitalising 9. Anti-allergic 10. Anti-irritation 11. Safe 12. Anti-pollution 13. For sensitive skin 14. Self-tanning 15. Colouring 16. Colour protection 17. Improves healing 18. Concealing 19. Anti-aging 20. Against dark-spots/ age-spots/couperosis/ dark-circles 21. Non-photosensitive	1. Reduction of visible dark circles be x% 2. Reduction of blemish for x % of subjects 3. Decrease of blemish colour by x% 4. Melanin quantity decreases by x % 5. x% of subjects show a more radiant complexion 6. Skin is more radiant 7. Spot intensity decreased by x%
1. Erythema content 2. Melanin index	BODY 	MEXAMETER 			

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Exfoliation 2. Determination of sebum production 3. Evaluation of desquamation 4. Skin surface analyses (roughness, smoothness, scaliness, wrinkles) 5. Skin structure 6. Skin topography 7. Ageing 8. Parameters (anisotropy, cell number, cell size) 9. Cleansing 10. Skin protection 11. Stretch marks 12. Astringent effects 13. Scalp analyses (spots, lesions, etc.)	FACE  BODY  SCALP 	VISIOSCAN 	1. Efficacy testing and claim support for cosmetics, pharmaceuticals and detergents especially regarding roughness and skin surface topology 2. Dermatological basic research 3. Occupational medicine: to monitor the state of the skin and show the importance of skin protection products	1. Gentle on skin 2. Controls sebum production 3. Improvement in skin cohesion 4. Healing 5. Decrease in spot surface area 6. Improves skin texture 7. Gently exfoliates skin 8. Reduces wrinkles and fine lines 9. Smoothing effects 10. Cleansing properties 11. Antipollution 12. Photoprotective 13. Anti-stretch mark 14. Astringent 15. Anti-ageing 16. Combats dry skin 17. Hair growth 18. Supports skin renewal 19. Prevents water loss 20. Slows down TEWL 21. Evens out skin texture 22. Slough off dead skin cells	1. Skin is less dry by x% 2. Skin is less flaky by x% 3. Improves cell cohesion by x% 4. Spot surface and diameter reduced in x% of participants 5. Comedone size decreased by x% 6. Reduction of skin's visible pores by x% 7. Sebum production was reduced by x% 8. Tough on stains, gentle on skin 9. X% of participants experienced smoother skin after use (of product) 10. Gently exfoliates without drying skin
1. Number, size and thickness of the corneocytes 2. Desquamation of the stratum corneum 3. Hydration level of the stratum corneum 4. Nail structure analyses		CORNEOFIX 			

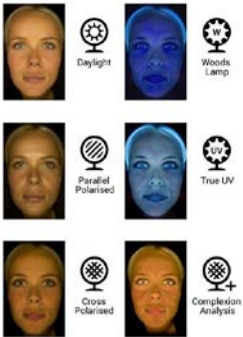
PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
- Cutaneous hydration rate - Cutaneous barrier properties	FACE  BODY 	CORNEOMETER 	- Formulation, claim support and efficacy testing of cosmetics & skin care products -personal care -irritation research -soaps and cleansers -occlusive product development - Raw materials, pharmaceuticals, household products, detergents, food supplements , etc. - Dermatology - Occupational health to underline the importance of skin protection measures	- Moisturizes skin - Skin repairing properties - Non-drying - Water retention properties - Nourishes skin - Occlusive properties - Improves cutaneous barrier functions - Dermal protection - Protective properties - Skin restoration - Hydrates skin - Effective moisturization	- Cutaneous hydration improved by x% - Cutaneous hydration improved after x days of application - Improves skin barrier functions - The cutaneous layer of the skin was restored by x% - Moisturizes dry skin for x hours - Provides deep moisturizing benefits
- Trans epidermal water loss - Water evaporation flow - Temperature distribution (skin and ambience) - Relative humidity distribution (skin and ambience) - Water vapor concentration - Local skin energy - Evaporation cooling - Heat diffusion - Water retention	FACE  BODY 	TEWAMETER 	- Formulation, claim support, efficacy & safety testing of skin care, household product, raw materials and pharmaceutical products - Sweat studies (antiperspirant efficacy) - Dermatology - Occupational health - quality of the barrier function of the skin - to highlight the importance of using skin protection products - Veterinary dermatology and zoology - Textile or food/food supplement, sports, packaging or paper/tissue industries - Local skin energy balance could be an exciting new parameter for different research fields: e.g., sports, nutrition & food supplements, textile, micro circulation, sleep medicine, special cooling products, etc.	- Fast absorbing - Water-based product - Promotes moisture retention - Prevents water loss - Enriched moisturizer - Long-lasting hydration	- Skin remained intensely moisturized for x hours - Reduces TEWL by x% over x time - Maintained surface hydration for x hours

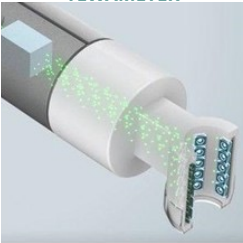
HAIR AND SCALP

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Hair colour change on the RGB colour space 2. Hair colour change on the CIELAB colour space 3. Hair colour change on the ITA° colour scale		COLORIMETER	1. Claim support and efficacy testing of all kinds of cosmetic and pharmaceutical products - Anti-acne products (hairline) - Shampoos and hair care - Hair dye - Shaving tools and products - Hair removal products - Products for oily scalp 2. Dermatological research in humans and animals 3. Food and food supplements - Hair growth supplements	1. Longer time in-between shaves 2. Thicker hair 3. Smoother hair 4. Shinier hair 5. Preserves hair colour after x number of washing 6. Colour-safe conditioner/ shampoo 7. Colouring properties 8. Colour protection 9. Prevents oily hair/scalp 10. Anti-dandruff 11. Anti-acne 12. Cleaning/purifying 13. Improves imperfections 14. Oil restoring 15. Soothing 16. Nourishing, rich, balancing, normalizing, protecting 17. Pore refining/pore activity decreasing 18. Does not strip hair of its natural oils 19. Gently cleanses 20. Soothes itchy scalp 21. Relieves dry scalp conditions 22. Removes excess oil without aggravating hair or scalp	1. Drastically reduces hair growth and keeps keeps hair at bay after shaving by x% 2. Hair colour is preserved for up to x washes 3. Speeds up hair growth 4. Reduction in hair length after shaving by x% 5. x% or participants saw shinier hair 6. All participants experienced softer hair after conditioning for x minutes 7. Thoroughly cleanses hair and scalp without drying hair out 8. Scalp itchiness reduced in x% of participants 9. x% of participants with dry scalp reported 'relieved' scalp conditions 10. Cleared dandruff in x% of participants
1. Scalp sebum content 2. Hair oiliness 3. Some scalp analyses (e.g., dandruff)		SEBUMETER			
1. Hair thickness 2. Hair length 3. Scalp analyses (e.g., spots, dandruff, lesions) 4. Sebum production in real time 5. Hair oiliness 6. Clogged pores 7. Scalp desquamation	 	 SEBUFIX OR CORNEOFIX			

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Skin firmness/ pliability 2. Skin elasticity 3. Skin aging 4. Skin energy 5. Skin fatigue 6. Collagen power 7. Tonicity 8. Skin flexibility 9. Visco-elastic properties	FACE  BODY  	CUTOMETER 	1. Formulation, efficacy testing and claim support for all kinds of cosmetic products (e.g., anti-ageing products) 2. Research of mechanical properties of the skin and skin ageing 3. The mechanical properties of other materials like food or textiles can also be assesse.	1. Anti-ageing 2. Firmness enhancing 3. Anti-cellulite 4. Lifting 5. Toning 6. Improves skin elasticity 7. Rejuvenating 8. Against skin fatigue/slackness 9. Improves appearance of stretch marks 10. Skin softening (e.g., callus) 11. Improves stiffness/hardness (e.g., scar tissue) 12. Anti-cellulite 13. Anti-wrinkle 14. Firmer-looking skin 15. Promotes moisture retention 16. Targets signs of ageing 17. Collagen/ elasticity booster 18. Reduces signs of ageing 19. Firming, toning, plumping, etc.	1. Skin firmness is increased by x% 2. Plumps skin after x days 3. Improves skin elasticity by x% 4. The total skin energy improved by x% 5. Reduces skin ageing by x% 6. Reduces the appearance of stretch marks by x% 7. Over x% of participants saw improved skin elasticity 8. X% of participants experienced firmer skin 9. X% saw smoother skin texture

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Rate of sebum production 2. Rate of sebum reduction 3. Number of sebaceous canals	FACE  BODY  SCALP 	SEBUMETER 	1. Claim support and efficacy testing of all kinds of cosmetic and pharmaceutical products (especially cleansers, anti-acne products, shampoos and hair care, products for oily skin). 2. Dermatological research in humans and animals	1. Improves oily skin/hair/scalp 2. Non-greasy 3. Does not leave skin shiny/glossy 4. Non-comedogenic 5. Anti-acne 6. For oily skin 7. Does not clog pores 8. Moisturises without leaving the skin greasy 9. Anti-acne 10. Pore-minimizing 11. Pore refining 12. Oil- restoring 13. Oil-reducing 14. Anti-dandruff 15. Sebum regulation 16. Balancing shampoo 17. Cleanses without drying skin out 18. Decreases hair/scalp oil 19. Balances overreactive sebaceous glands 20. Restores scalp's healthy microbiome 21. Sebum control conditioner 22. Oily skin treatment 23. For acne-prone skin 24. Suitable for all hair types 25. Non-acnegenic 26. Sebum regulation	1. Regulated sebum production on the skin in x% of participants 2. X% participants saw gentle scalp exfoliation 3. X% saw reduction in acne breakouts 4. Decreased sebum secretion by x% 5. Hair was supple and light in x% of participants 6. Regulates excessive sebum production by x% 7. X% noticed pores were less congested 8. X% noticed minimized skin shine 9. X% noticed skin looked and felt less oily
1. Qualitative sebum monitoring 2. Quantitative sebum measurement 3. Desquamation evaluation 4. Real-time evaluation of each sebum gland 5. Sebum production (how quickly and how constantly sebum production takes place)	FACE  BODY 	SEBUFIX LOW OIL  OILY SKIN 			

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Skin layers 2. Dermal structures 3. Vascular conditions 4. Inflammation 5. Pigmentation beneath epidermis 6. Fine lines and wrinkles 7. Pore size 8. Oil flow 9. Hydration 10. Skin integrity 11. Abnormalities on skin surface and deeper layers 12. Skin tone 13. Rosacea 14. Irregularities in skin texture and structure 15. Overall skin health 16. Complexion analysis	FACE  NECK  6 Modes of Operation 	OBSERV® 520 	1. Accurate skin diagnosis 2. Efficacy testing of cosmetic and pharmaceutical products 3. Customised treatment plan 4. Prevention of skin damage 5. Diagnose deeper-level skin conditions 6. Visualize skin treatment progress 7. Dermatology	1. Smoothing effect 2. Improvement in structural integrity 3. Prevents further wrinkle formation 4. Soothes inflamed skin 5. Prevents collagen loss 6. Improves skin surface texture 7. Reverses skin irritations 8. Regulates oil flow/ oil flow distribution 9. Unclogs pores 10. Supports overall skin health 11. Hydrates skin surface 12. Supports hydrolipidic protective barrier 13. Side by side comparison 14. Combats pigmentation from sun damage 15. Improves skin structure 16. Prevents sun damage	1. X% saw an improvement in structural integrity 2. Wrinkles diminished by x% in x participants 3. Skin integrity improved after x washes 4. Sun damage was reduced in x participants 5. Abnormalities in skin were kept at bay

PARAMETERS	TEST SITE	DEVICES	APPLICATIONS	CLAIMS	CONCLUSIONS
1. Redness 2. Erythema index 3. Haemoglobin content 4. Skin barrier function 5. Skin hydration 6. Skin sensitivity	FACE  BODY   	OBSERV® 520  MEXAMETER  TEWAMETER 	1. Efficacy testing of cosmetic and pharmaceutical products (e.g., sunscreen, soothing/ calming products, skin brightening products, etc.) 2. Occupational health to demonstrate the necessity of skin protection measures	1. Smoothing effect 2. Soothes skin 3. Soothes inflamed skin 4. Prevents sun damage 5. Improvement of rosacea symptoms 6. Reduction in redness 7. Reduction in flushing 8. Calms skin 9. Reduces rosacea flare-ups 10. Improves skin's erythema index 11. Reduces itching 12. Barrier strengthening 13. Anti-redness 14. Anti-stinging 15. Anti-burning 16. Anti-itch	1. Reduction of redness in x% of participants 2. Reduction of blemish for x % of subjects 3. An x% decrease in TEWL resulted from a restored skin barrier 4. Redness decreased by x % 5. Treatment countered the associated signs and symptoms of rosacea in x participants 6. Skin hydration increased by x%



www.livingskinresearch.com

info@livingskinresearch.com