INSTANT TIGHTENING AND RESTORING SERUM STUDY RESULTS

STUDY OBJECTIVE

The effectiveness of Jouvé Instant Tightening and Restoring Serum on crow's feet fine lines/wrinkles was evaluated for improvements in 32 subjects who participated in this 6-week study. The study was performed by an independent third-party accredited Clinical Research Organization (CRO), Essex Testing Clinic, Inc. (ETC Panel No. 15496), under the direction of a board-certified Dermatologist.

STUDY DESIGN

Subjects were asked to apply Jouvé Instant Tightening and Restoring Serum to the skin surrounding their eyes, especially on the area where crow's feet lines/wrinkles were present, once per day for a period of 6 weeks. At baseline, immediately following a single use of the product, and at 4 and 6 weeks, a trained technician evaluated the face of each subject for crow's feet fine lines/wrinkles. Parameters of skin texture, skin appearance, perceived skin health, and individual subject satisfaction were evaluated using instrument measurements, clinical grading, and subject questionnaires.

SIGNIFICANCE OF STUDY

Anti-aging products often focus on the skin around the eyes. This area of the skin is often thinner and more delicate, making it more sensitive to environmental and age-related stress and therefore more apt to display visible signs of aging, such as crow's feet or wrinkles. Interactive communication and emotional connections also center mainly on the eyes, motivating individuals to seek products that enhance a youthful appearance in that area.

Fast, visible results with ease of effort and minimal down time are strongly desired for today's anti-aging products. A skin tightening product that shows visible results in a relatively short period of time, such as the 6 week duration of this study, should have the ability to meet the high expectations of a discerning, savvy audience seeking effective products with anti-aging benefits.

RESULTS AND CONCLUSIONS

Advanced facial scanning technology objectively showed that the improvements observed following a single use of the Tightening Serum were highly significant when compared with baseline. A total of 91% of subjects showed visible improvement in fine lines, wrinkles and crow's feet following a single application. Subject opinions at conclusion of the study were very positive, and no adverse events or irritation were observed on any subject during the course of the study.

DRAMATIC IMPROVEMENTS OBSERVED FOR CROW'S FEET FINE LINES / WRINKLES

Throughout the study, professional technician and image evaluations noted significant improvement to subjects' skin from the first application and throughout the study. By the end of the 6-week period, a total of 97% of subjects experienced long-term positive results, demonstrating both immediate and long-lasting effectiveness of the tightening serum.

TECHNICIAN EVALUATION: At baseline and immediately following a single use of the product, a trained technician evaluated the face of each subject for crow's feet fine lines/wrinkles.

When measurements taken immediately following a single use of the test product and after 4 and 6 weeks of product use were compared with baseline measurements, there were mean percent improvements of 7.9%, 17.9% and 26.8%, respectively, based on technician evaluation. The improvements observed were highly significant when compared with baseline. A total of 47%, 84% and 97% of the subjects showed visible improvement following a single application and after 4 and 6 weeks, respectively.

The following table presents a summary of the crow's feet fine line/wrinkle evaluation.

Crow's feet fine line/wrinkle evaluation—image analysis mean score ± S.D., mean % change from basellne and % of subjects with improvements from baseline

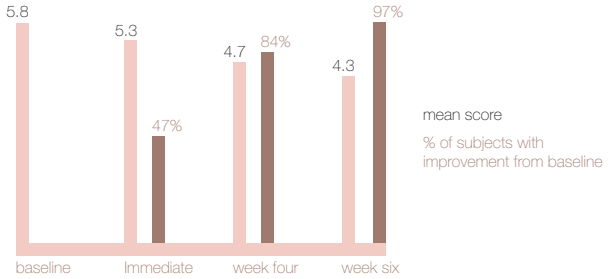
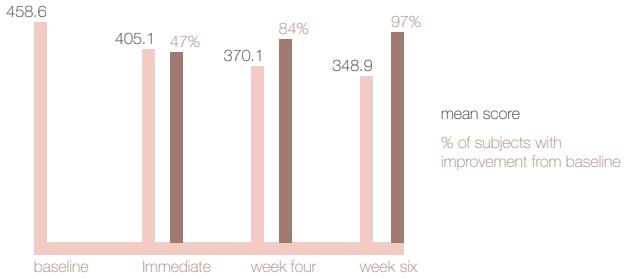


IMAGE ANALYSIS: When images taken immediately following a single use of the test product and after 4 and 6 weeks of product use were compared with baseline images, there were mean percent improvements of 10.8%, 17.7% and 22.5% based on image analysis, respectively. The improvements observed were highly significant when compared with baseline. A total of 88%, 94% and 97% of the subjects showed visible improvement following a single application and after 4 and 6 weeks of use, respectively.

At baseline and immediately following single use of the product, a trained technician took digital images of the face of each subject with the VisiaCR® imaging system. Using ImagePro® software, the images were analyzed to determine improvement. A trained technican evaluated the face of each subject for crow's feet fine lines/wrinkles.

The following table presents a summary of the crow's feet fine line/wrinkle image analysis.

Crow's feet, fine lines/wrinkles—image analysis mean score ± S.D., mean % change from baseline and % of subjects with improvement from baseline.



SUBJECT EVALUATIONS OF PRODUCT

These were performed via subject questionnaire at conclusion of study. More than 97% of subjects agreed that after using the Tightening Serum, the appearance of crow's feet fine lines was reduced. 94% reported skin texture as smoother and softer as well as overall healthier appearance.

USER QUOTES*

"I wear fake glasses to take away from my damaged skin when people are up close to me. I've spent thousands on peels, microdermabrasion, facials, creams, high-end products, Botox, the list goes on and on. Jouvé has been a game changer for me personally and for my business." – Woodson Gardner, North Carolina

"I can't believe how many products contain dangerous chemicals in them like PEGs, Parabens, etc, including products that are designed for children. Needless to say, I am so excited about Jouvé and the safe and effective way it combats the signs of aging." – Sarah Armson, UK

"I've received many compliments saying my skin looks "stunning" since using Jouvé, but, the difference The Instant Tightening Serum makes is stunning." – Heshie Segal, Pennsylvania

ADVERSE EVENTS

No adverse events or irritation were observed on any subject during the course of the study.

CONCLUSION

Advanced facial scanning technology objectively showed that the improvements observed following a single use of the Tightening Serum were highly significant when compared with baseline. A total of 91% of subjects showed visible improvement in fine lines, wrinkles and crow's feet following a single application. At completion of study, 84% of all subjects noted that they would purchase Jouvé Instant Tightening and Restoring Serum and 90% would recommend the product to a friend.

*Consumer testimonials after using Jouvé Instant Tightening and Restoring Serum.

Before After

Before After

Before After

Before After

Before After

Before After

Before After

Before After

These photos have not been retouched.