



72k FACE SERUM^{MEN}

CLINICAL STUDY RESULTS



QUESTIONNAIRE*

excellent cosmetic effects & quality confirmed
by study participants

cosmetic effect reported by study participants (n=22)	%
tightens skin	95 %
hydrates skin	95 %
refines skin texture	91 %
lifts sagging skin	91 %
refines pores	91 %
skin feels nourished	91 %
skin feels revitalized	91 %
enhances skin firmness	86 %
reduces fine lines and wrinkles	77 %
cosmetic quality confirmed by study participants (n=22)	%
is well absorbed	95 %
has a light & fine texture	91 %
scent is pleasant	73 %

* all results statistically significant; application twice daily for a duration of 2 months (56 days);
treatment response assessed at day 56 by instrumental measurement;
n=22; 23 study participants recruited; 1 dropout



72k FACE SERUM ^{MEN}

CLINICAL STUDY RESULTS



EFFICACY OVERVIEW – TECHNICAL MEASUREMENTS*

efficacy 72k face serum men	responder % of study persons	best result improvement vs. baseline (case nr)	average improvement from baseline % (n)	measurement method
increase of skin firmness	91 % (21/22)	67 % (case 20)	27.8 %	Cutometer Dual MPA 580
increase of skin elasticity	91 % (21/22)	36 % (case 11)	15.9 %	Cutometer Dual MPA 580
increase of skin density	77 % (17/22)	64 % (case 15)	8.7 %	Dermalab Ultrasound
increase of skin hydration	86 % (19/22)	240 % (case 10)	33.8 %	Corneometer CM 850
statistically significant skin lightening	45 % (10/22)	8 % (case 14)	1.5 %	Spectrophotometer CM 300
anti-pollution effect / reduction of skin pollution	100 % (22/22)	-	13.1 %	Visioscan & Expert grading Carbon Black Test

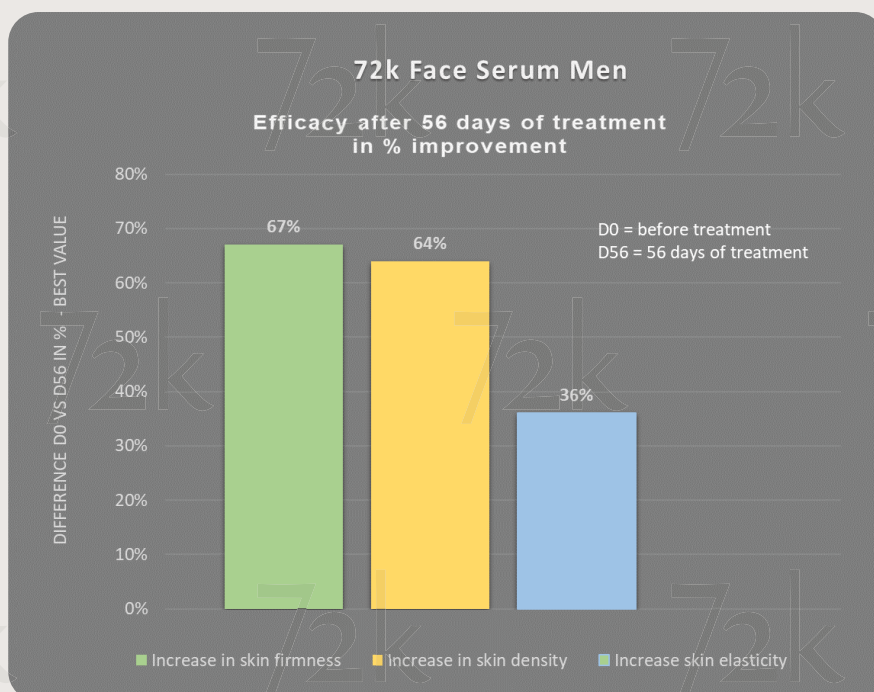
* all results statistically significant; application twice daily for a duration of 2 months (56 days); treatment response assessed at day 56 by instrumental measurement; n=22; 23 study participants recruited; 1 dropout instrumental measurement; n= 13-26; 28 study participants recruited; partially high drop outs due to covid outbreak in CH



72k FACE SERUM MEN CLINICAL STUDY RESULTS



INSTRUMENTAL MEASUREMENTS – BEST RESULT



measurement methods

● Firmness
Cutometer

● Density
Dermalab Ultrasound

● Elasticity
Cutometer

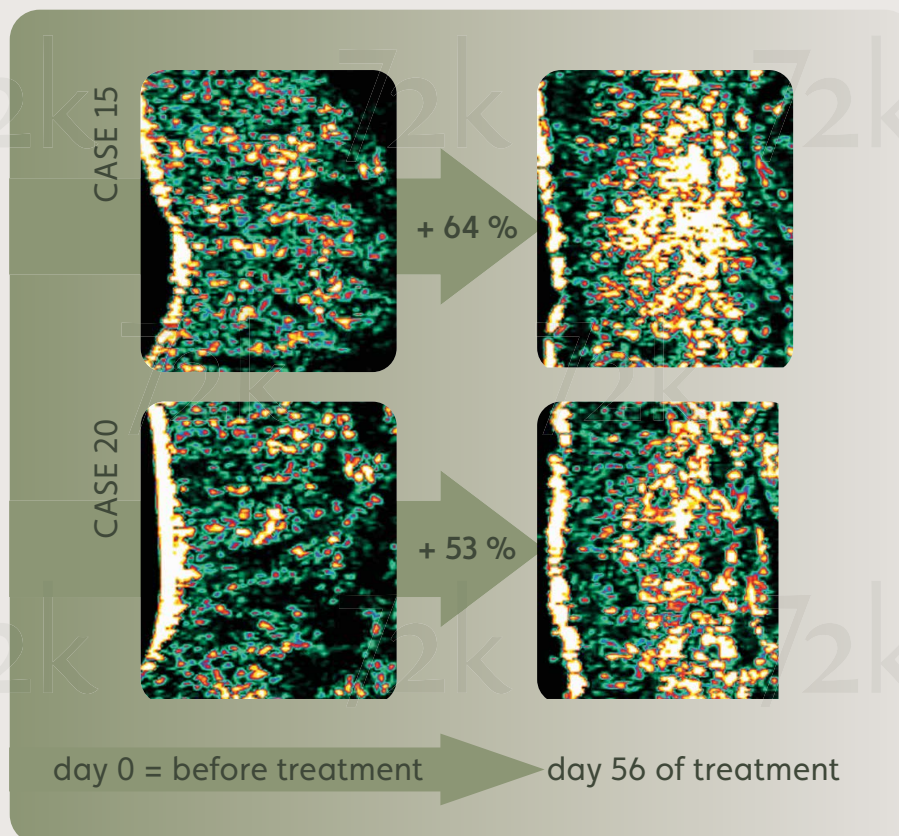
ultimate improvement of skin firmness, density and elasticity



72k FACE SERUM ^{MEN} CLINICAL STUDY RESULTS



INCREASE OF EPIDERMIS DENSITY Dermalab Ultrasound Images



impressively re-densified skin clear and significant increase of skin density suggesting regeneration of skin matrix.



72k FACE SERUM MEN CLINICAL STUDY RESULTS



SKIN LIFTING & CORRECTION OF WRINKLES spectrophotometric images

CASE 15



day 0 = before treatment



day 56 of treatment

CASE 21



day 0 = before treatment



day 56 of treatment

**significant skin smoothing /
visible reduction of wrinkles**

72k FACE SERUM MEN CLINICAL STUDY RESULTS

SKIN LIFTING & CORRECTION OF WRINKLES

Case 20 – spectrophotometric images



visible reduction of glabella fold



72k FACE SERUM ^{MEN} CLINICAL STUDY RESULTS



SKIN LIFTING & CORRECTION OF WRINKLES spectrophotometric images

CASE 04

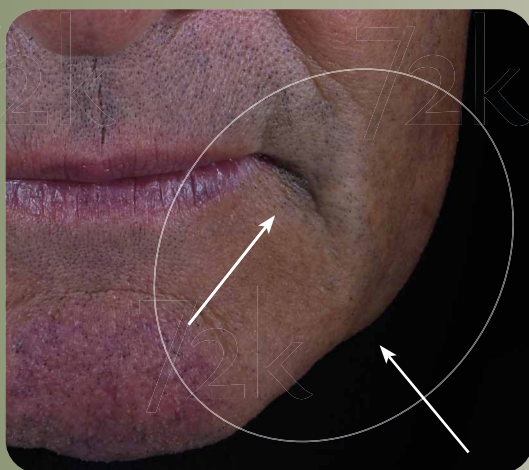


day 0 = before treatment

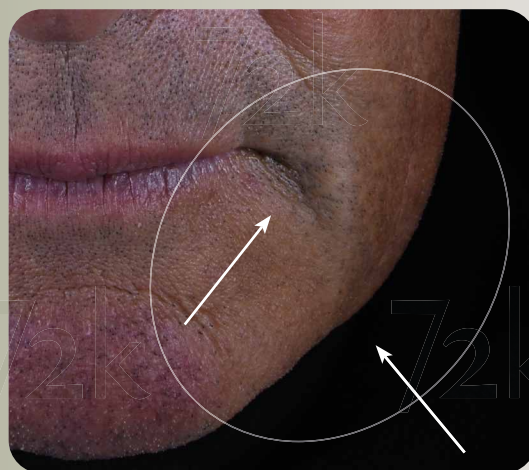


day 56 of treatment

CASE 21



day 0 = before treatment



day 56 of treatment

reduction of wrinkle depth & sagging skin

72K PRODUCTS MEN

CLINICAL STUDY RESULTS SUMMARY

72K PRODUCTS MEN

SUMMARY OF CLINICAL STUDY RESULTS

study and data analyses were performed by an independent test institute (Skin Test Institute Neuchâtel, Switzerland)

efficacy of 72k products men has been demonstrated in clinical studies using:

- a self-assessment questionnaire
- instrumental techniques combined with image analysis of participants

the 72k study products for men were applied by 23 study participants (mostly Caucasian; male; age 25-65; phototype II-II) twice daily for a duration of 2 months (56 days).

The treatment response was assessed at day 28 and day 56.

study results at day 56

- high satisfaction with the cosmetic qualities noted
- impressive efficacy reported by study participants (questionnaire)
- outstanding efficacy confirmed by instrumental measurements / image analysis and expert grading (skin firmness & density, skin smoothing, hydration etc.)
- significant protection against environmental pollution demonstrated
- significant lightening of skin and dark spots measured
- all results statistically significant