



efficacy

maximise your products potential...

Efficacy testing is vital for ensuring your product delivers maximum impact in the marketplace. It provides evidence to substantiate general or specific claims and gives valuable consumer feedback for marketing and product development. We offer tailor designed consumer studies to gather efficacy data for your product using techniques such as user trials, online surveys, and state of the art imaging.

Specific volunteer panels are selected based on your criteria to trial your product over a designated period of time.

Using the very latest equipment and technology, we can accurately and reliably evaluate the performance of your product, enabling us to substantiate a diverse range of marketing claims. Some of the technologies we use are:

-  **Corneometer (Moisturisation / Hydration)**
-  **Sebumeter (Sebum Reduction)**
-  **Tewameter (Hydration)**
-  **Profilometry (Skin Surface Imaging)**
-  **Dermal Torque Meter / Torsional Ballistometer (Skin Firming)**
-  **Cutometer (Elasticity)**

We utilise state of the art imaging systems such as Visioface™, Vectra3D™, Hirox Digital Microscope™ and Ultrasound to enable use to analyse changes in volume, perform skin tone comparisons, identify and analyse wrinkles, spots and acne, perform 3D model rendering for analysis and quantify changes.

Combining the use of our high-end laboratory, imaging and measurement techniques with bespoke recruitment and a programme of tailored subject surveys allows us to provide an Efficacy evaluation service which gives you the maximum return for your development budget.

CLAIM SUBSTANTIATION

*Moisturisation / hydration
Anti-Perspirant / Deodorant studies
Comedogenicity
Tooth Whitening
Firming
Minimises Lines
Anti-Wrinkle
Anti-Ageing
Minimises Pores
Facial Asymmetry
Slimming / Volume Reduction*

HAIR STUDIES

*Unwanted Hair removal
Damaged / Dry hair
Straightening
Smoothing / Conditioning
Anti Dandruff*

SPECIFIC PANEL STUDIES

*Sensitive Skin
Clinically Assessed Dry Skin
Acne / Spot / Blemish Prone Skin
Atopic*

NAIL STUDIES

*Brittle Nails
Nail Discolouration
Nail Strengthening*

To discuss your specific requirements or for more information please **contact us.**



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