

## Anti-ageing Serum Study Report

### Carried out by Dermscan Laboratory

<b>Product :</b>	VITACREME B12 ANTI-AGEING SERUM
<b>Date of the study:</b>	From September 6 to October 31, 2011
<b>Objectives:</b>	To evaluate the anti-wrinkle effect To illustrate the visual expected effects To evaluate subjectively its properties, its effectiveness, its safety and future use.
<b>Kinetics :</b>	D0 – D28 – D56 / Methodology : before / after
<b>Application zone :</b>	face (focusing on the crow's feet) and neck
<b>Application frequency :</b>	twice daily: morning and evening
<b>Studied population :</b>	20 persons of female sex, 40 years old and above (between 42 and 65), subject with wrinkles on the crow's feet.



### RESULTS AND CONCLUSION

Under these study conditions, the product VITACREME B12 anti-ageing serum.

## AFTER 56 DAYS OF TWICE DAILY USE

Induced a smoothing and anti-wrinkle effect characterized by :

- A limit significant decrease in the number of microrelief furrows ;
- A limit significant decrease in the number of medium wrinkles ;
- A significant decrease in the number of deep wrinkles;
- A significant decrease in the number of total wrinkled surface;
- An anti-wrinkle and smoothing effect was mesured in respectively 70 % et 90 % of the subjects.

The product was appreciated by the subjects for its properties (easy application and penetration, non sticky effect) and efficacy. The product leaves the skin moisturized, comfortable, soft, smoothed, smoothed-out, firmed and younger. Improvement in skin aspect, tensor, anti-wrinkle and lifting effects, less visibles marks of tiredness, wrinkles and fine lines gummed. .

**70 % of the subjects would like to continue to use the product and might buy it at the end of the study.**

**Before**



**After**

