

Efficacy Evaluation of Activated Skin Care Collection on Facial Attributes after 8 Weeks of Use

OBJECTIVE

To evaluate the efficacy of the new TrueScience® Activated Skin Care Collection on Facial Skin Attributes over a 8-week period

PRINCIPAL INVESTIGATOR

LifeVantage Corporation

REFERENCE

In-house study write-up

Abstract

A total of 27 subjects (male and female), over the age of 30 years, were recruited for an in-house subjective trial using the TrueScience® Activated Skin Care Collection.

The LifeVantage® TrueScience® Activated Skin Care Collection consists of 4 products: TrueScience® TrueClean Refining Cleanser, TrueScience® TrueRenew Daily Firming Complex, TrueScience® TrueLift Illuminating Eye Cream, and TrueScience® TrueHydrate Brightening Moisturizer.

Study participants were instructed on how to apply the products to their faces and were told to use them every morning and evening for 8 weeks.

Facial skin attributes and product experiences were measured at baseline, 15 minutes, week 2, week 4, and week 8 by self-assessment questionnaires. Standardized color photographs at each time point were also generated with the help of the LifeVantage Media team.

A total of 13 facial skin attributes (softness, radiance, hydration, firmness, visible lift, tightness, smoothness, overall complexion, skin tone, brightness, tired-looking eyes, dark circles under eyes, and bags under eyes) were investigated. An immediate self-assessed benefit ranging from 17%-50% in all skin attributes was observed 15 minutes after applying the regimen.

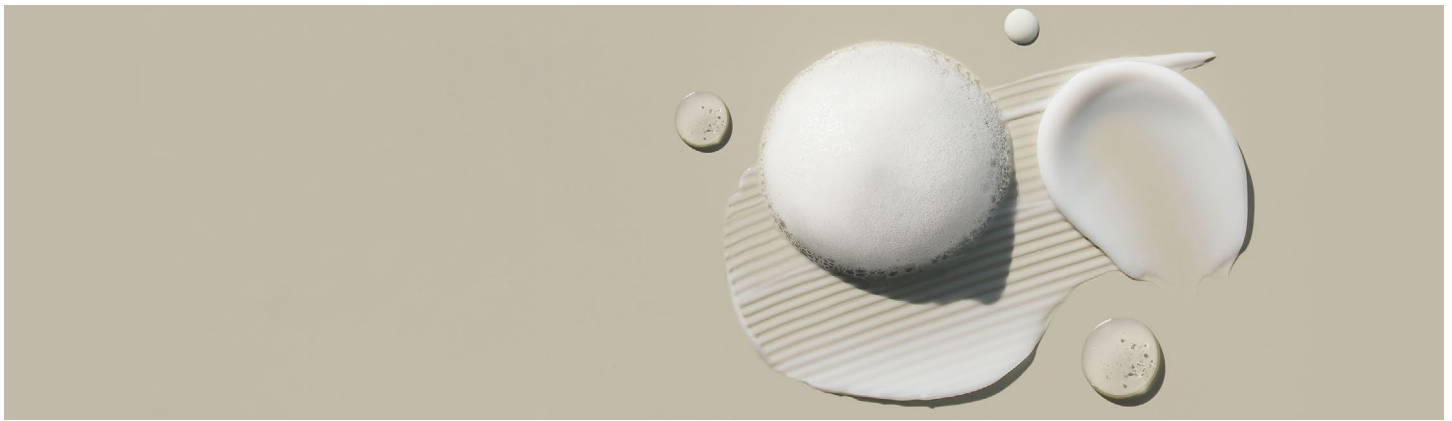
Study participants' self-assessment scores after 8 weeks showed further improvements in facial skin attributes: softness 44%, radiance 74%, hydration 78%, firmness 77%, visible lift 82%, tightness 83%, smoothness 62%, overall complexion 54%, skin tone 75%, brightness 76%, tired-looking eyes 71%, dark circles under eyes 72%, and bags under eyes 56%.

These results were also apparent in the photographs taken at the various timepoints.

The percentages of subjects who agreed with questions about positive product experience increased consistently over the 8-week study period.

No side effects were reported.





Introduction

Reducing the appearance of aging has become more significant to consumers in recent years, prompting LifeVantage to increase exploration of novel ingredients that work through activation to enhance the appearance of facial skin over time. This in-house study examined the benefits of a new skin regimen including 4 new TrueScience (TS) activating products on facial skin attributes, specifically on 13 key visible signs of aging: softness, radiance, hydration, firmness, visible lift, tightness, smoothness, overall complexion, evenness of skin tone, brightness, tired-looking eyes, dark circles under eyes, and bags under eyes. A self-assessment questionnaire was also used to evaluate subjective experience with the products.

Materials and Methods

A total of 27 healthy male and female subjects over the age of 30 years were recruited, and 20 individuals completed the 8-week study. All subjects were asked to use only the study products every morning and evening for 8 weeks in the following order:



STEP 1

Massage TS TrueClean Refining Cleanser onto dampened face and neck using fingertips and then rinse with warm water. Dry face with a towelette.



STEP 3

Using the applicator of TS TrueLift Illuminating Eye Cream, apply a small amount under the eyes and along the upper eyelid. Then gently pat into the skin with your finger.



STEP 2

Apply TS TrueRenew Daily Firming Complex to fingertips and tap into face and neck before smoothing in light upward strokes until fully absorbed.



STEP 4

Massage TS TrueHydrate Brightening Moisturizer onto face and neck with upward strokes.

If desired, a self-selected sunscreen could be applied in the morning after the study treatment products had dried on the face for 15 minutes. Subjects also had color photographs taken at each time point in the LifeVantage Media studio.



All subjects filled in a self-assessment questionnaire at each time point: baseline, 15 minutes after the very first treatment, 2 weeks, 4 weeks, and at 8 weeks. A 7-point scale (1=worse, 4=neutral, 7=best) was used to rate 13 skin attributes (softness, radiance, hydration, firmness, visible lift, tightness, smoothness, overall complexion, skin tone, brightness, tired-looking eyes, dark circles under eyes, and bags under eyes). (Table 1)

The following question on skin attributes was rated by the subjects at each time point:

Please rate the following skin attributes on your face:	
Softness	Overall complexion
Radiance	Evenness of skin tone
Hydration	Brightness
Firmness	Tired-looking eyes
Lift	Dark circles under eyes
Tightness	Bags under eyes
Smoothness	-

Table 1. Facial skin attributes rated by subjects over 8 weeks.

All subjects also filled in another self-assessment questionnaire evaluating their experience with the products. A 7-point scale (1= strongly disagree, 4=neutral, 7=strongly agree) was used to assess 27 aspects of their experience at 15 minutes after the very first treatment, 2 weeks, 4 weeks, and 8 weeks. (Table 2)

The following product experiences were rated after the use of the study products:

PRODUCT EXPERIENCE QUESTIONNAIRE		
My skin feels softer	My overall complexion looks more radiant	I have seen an overall improvement in the appearance of fine lines and wrinkles on my face
My skin looks more radiant	My skin tone looks more even	My skin feels more hydrated
I have seen a visible improvement in dark circles around my eyes	My skin looks brighter	My skin looks visibly more plump
I have seen a visible improvement in bags under my eyes	My skin feels even and supple	The skin around my eyes looks firmer
I have seen a visible improvement in puffiness around my eyes	After cleansing, my skin feels comfortable	These products are easy to use
I look less tired	After cleansing, my skin feels clean	My skin FEELS more plump
I have seen an improvement in the appearance of fine lines and wrinkles around my eyes	This was simple to incorporate into my daily routine	I have noticed a visible improvement in my age spots (if applicable)
The skin around my eyes looks more lifted	I look forward to using this regimen every day	My face LOOKS visibly smoother
My face FEELS smoother	These products are easy to incorporate into my daily routine	I have noticed an overall improvement in my skin

Table 2. Product experiences rated by subjects over 8 weeks.

Results

A total of 20 subjects completed the study, including 5 males (M) and 15 females (F). All participants were 30 years or older. There were no compliance issues.

1. Facial skin attributes

Subjects self-reported visible improvements in all skin attributes assessed (softness, radiance, hydration, firmness, visible lift, tightness, smoothness, overall complexion, skin tone, brightness, tired-looking eyes, dark circles under eyes, and bags under eyes) at each timepoint. An immediate subjective improvement, ranging from 17%–50% in all skin attributes, was observed 15 minutes after applying the regimen for the first time. Study participants' self-assessment scores after 8 weeks showed further improvements in facial skin attributes as compared to baseline: softness 44%, radiance 74%, hydration 78%, firmness 77%, visible lift 82%, tightness 83%, smoothness 62%, overall complexion 54%, skin tone 75%, brightness 76%, tired-looking eyes 71%, dark circles under the eye 72%, and bags under the eyes 56%. (Table 3)

Figures 1, 3, and 5 show the subjective skin attribute assessments over the 8-week study period.

Before and after pictures were also taken at the same time points. (Figures 2, 4, and 6).

SKIN ATTRIBUTES	% CHANGE AT 15 MIN	% CHANGE AT 8 WEEKS
Softness	17%	44%
Radiance	30%	74%
Hydration	50%	78%
Firmness	28%	77%
Visible Lift	25%	82%
Tightness	33%	83%
Smoothness	30%	62%
Overall complexion	17%	54%
Skin tone	21%	75%
Brightness	27%	76%
Tired-looking eyes	17%	71%
Dark circles under eyes	23%	72%
Bags under eyes	18%	56%

Table 3. Subjects' self-reported visible improvements in facial skin attributes compared to baseline.

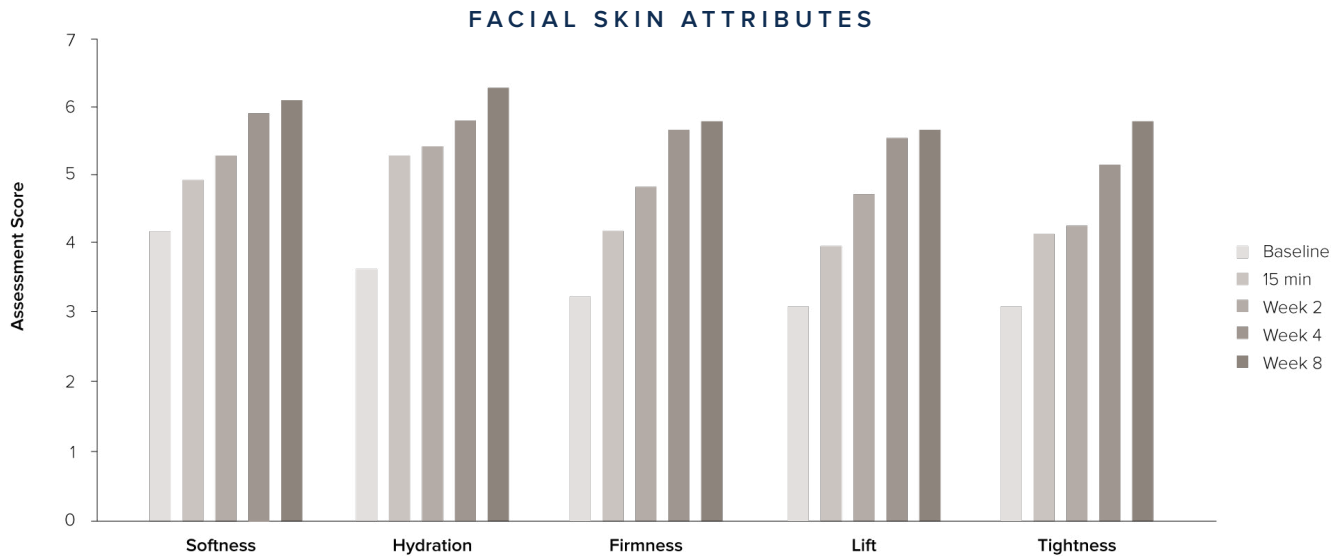


Figure 1. Softness, hydration, firmness, visible lift, and tightness subjective-assessment scores improved over the 8-week study period. Softness increased by 44%, hydration increased by 78%, firmness increased by 77%, visible lift increased by 82%, and tightness increased by 83% as compared to baseline.



Figure 2. A. Improvement in appearance of lines around the mouth area as compared to baseline.



Figure 2. B. Improvement of appearance of fine lines and wrinkles on the forehead as compared to baseline.

FACIAL SKIN ATTRIBUTES

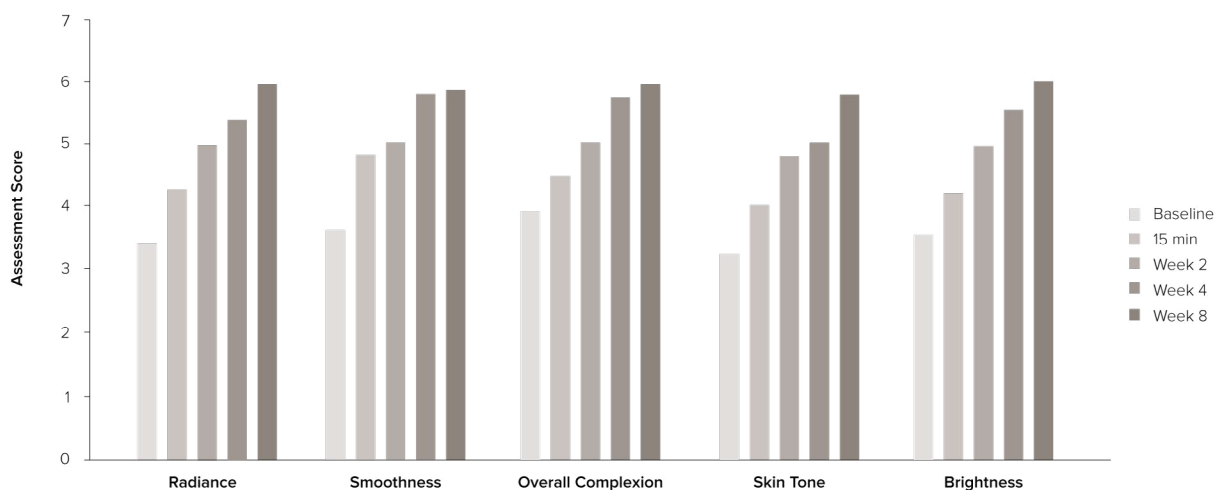


Figure 3. Radiance, smoothness, overall complexion, skin tone, and brightness subjective-assessment scores improved over the 8-week study period. Radiance increased by 74%, smoothness increased by 62%, overall complexion increased by 54%, skin tone increased by 75%, and brightness increased by 76% as compared to baseline.

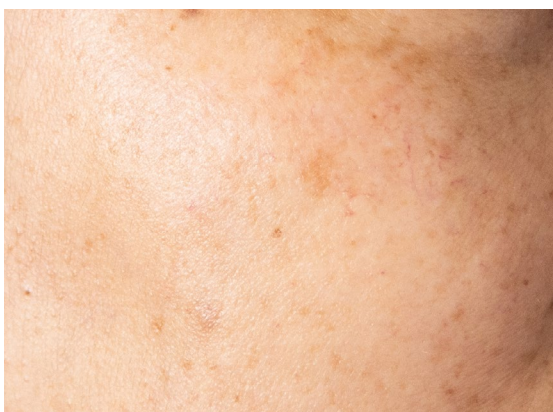


BASELINE



WEEK 4

Figure 4. A. Improvement of skin tone and overall brightness as compared to baseline.



BASELINE



WEEK 8

Figure 4. B. Improvement in the appearance of dark spots as compared to baseline.

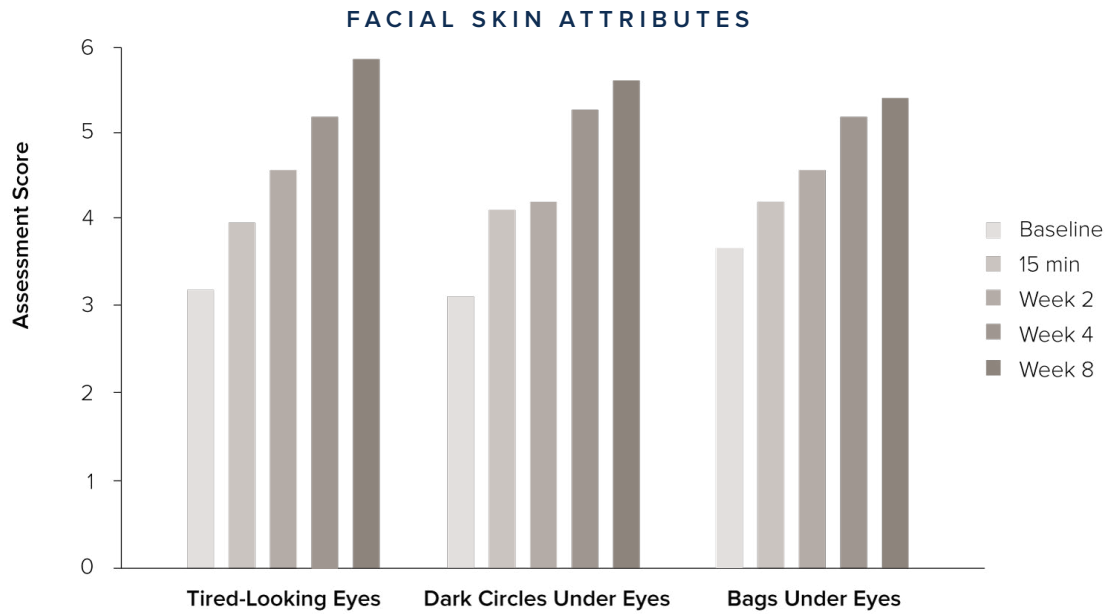


Figure 5. Tired-looking eyes, dark circles under eyes, and bags under eyes subjective-assessment scores improved over the 8-week study period. Tired-looking eyes improved by 71%, dark circles under eyes improved by 72%, and bags under eyes improved by 56% as compared to baseline.



BASELINE

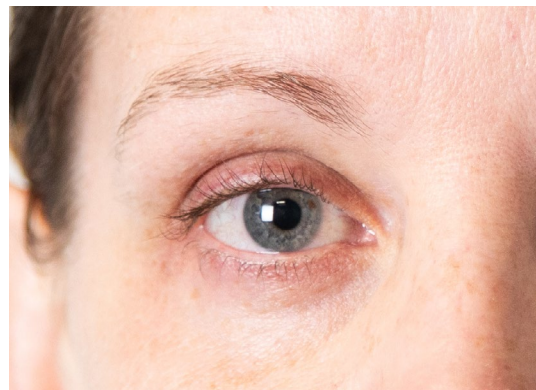


WEEK 6

Figure 6. A. Improvement in the appearance of under eye puffiness and overall skin tone as compared to baseline.



BASELINE



WEEK 4

Figure 6. B. Improvement in visible lift of the eyelid as compared to baseline.

1. Product Experience

No side effects were reported. Over time, subjective product-experience ratings showed more study participants agreed the products performed to their satisfaction.

Tables 4–7 show the percentages of subjects who agreed with the 27 product-experience questions when taking the 4 products together at each time point.

Product Experience Question	15 min	Week 2	Week 4	Week 8
I have seen a visible improvement in dark circles around my eyes	48%	64%	78%	95%
I have seen a visible improvement in bags under my eyes	56%	65%	74%	90%
I have seen a visible improvement in puffiness around my eyes	63%	61%	78%	100%
I look less tired	67%	61%	78%	90%
I have seen an improvement in the appearance of fine lines and wrinkles around my eyes	59%	78%	86%	100%
The skin around my eyes looks firmer	73%	78%	86%	100%
The skin around my eyes looks more lifted	67%	61%	86%	95%

Table 4. Percentages of subjects who agreed with the experience questions at 15 minutes, 2 weeks, 4 weeks, and 8 weeks.

Product Experience	15 min	Week 2	Week 4	Week 8
My skin looks more radiant	85%	91%	96%	100%
My face FEELS smoother	67%	91%	91%	95%
My face LOOKS visibly smoother	71%	77%	96%	90%
My overall complexion looks more radiant	44%	90%	95%	100%
My skin tone looks more even	52%	73%	83%	95%
My skin looks brighter	67%	77%	86%	100%
I have noticed a visible improvement in my age spots (if applicable)	-	40%	57%	63%
I have noticed an overall improvement in my skin	-	100%	96%	100%

Table 5. Percentages of subjects who agreed with the experience questions at 15 minutes, 2 weeks, 4 weeks, and 8 weeks.

Product Experience	15 min	Week 2	Week 4	Week 8
After cleansing, my skin feels comfortable	93%	95%	96%	100%
After cleansing, my skin feels clean	96%	91%	96%	95%

Table 6. Percentages of subjects who agreed with the experience questions at 15 minutes, 2 weeks, 4 weeks, and 8 weeks.

Product Experience	15 min	Week 2	Week 4	Week 8
My skin feels softer	89%	91%	91%	95%
My skin feels more hydrated	96%	91%	91%	100%
My skin FEELS more plump	57%	82%	86%	85%
My skin looks visibly more plump	-	94%	91%	90%
My skin feels even and supple	89%	86%	91%	95%
I have seen an overall improvement in the appearance of fine lines and wrinkles on my face	-	91%	91%	100%

Table 7. Percentages of subjects who agreed with the experience questions at 15 minutes, 2 weeks, 4 weeks, and 8 weeks.

At the end of the study, 90% of the participants agreed that they looked forward to using this regimen every day, and 95% agreed that these products were simple and easy to incorporate in their daily routine and easy to use.

Conclusion

The study showed improvement in the self-assessment of overall facial appearance in subjects using the study product for 8 weeks as compared to baseline. All the products were easy to use and incorporate into participants’ daily routines. No product irritation or product-related issues occurred in any of the subjects.