



ACTIVE SERUM™

CLINICAL STUDY

ACTIVE SERUM study

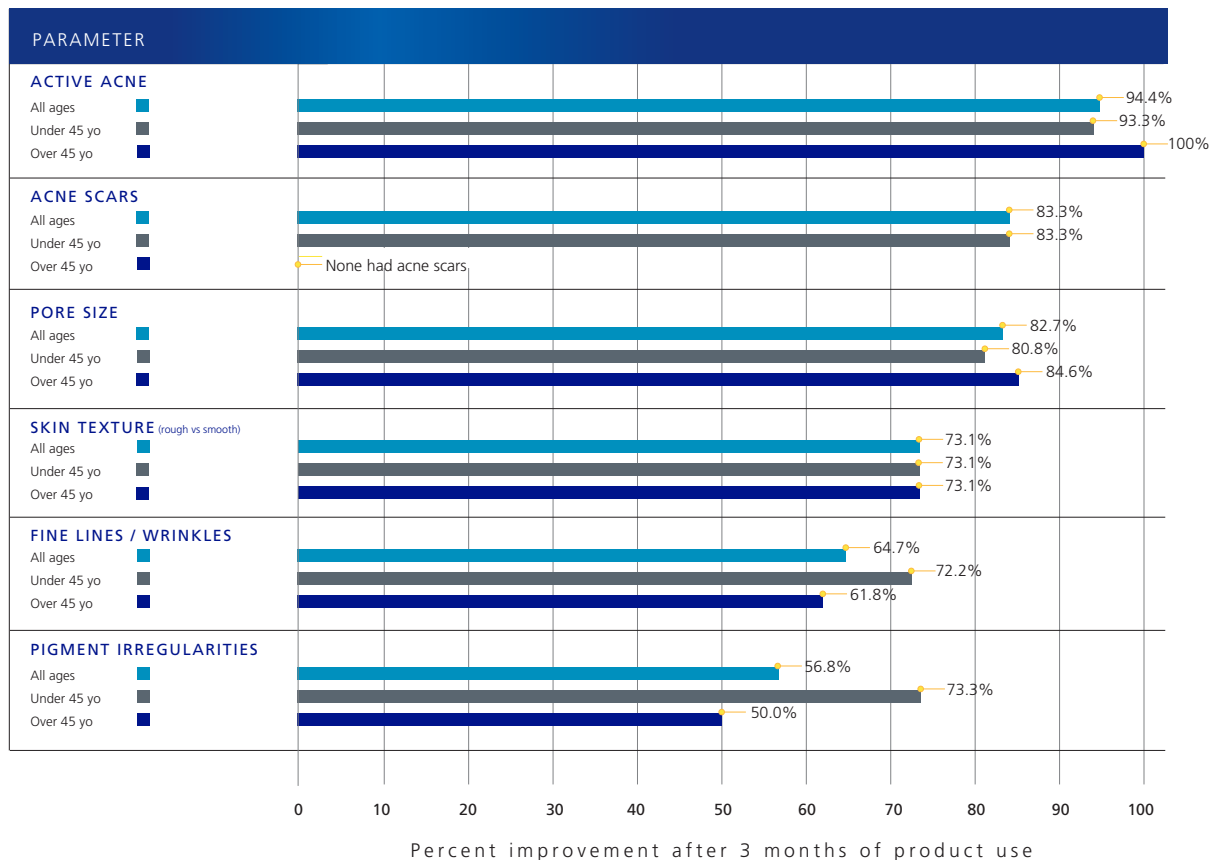
STUDY OBJECTIVE The effects of using ACTIVE SERUM in a variety of skin types for a wide variety of ages were evaluated.

STUDY DESIGN The subjects were asked to apply ACTIVE SERUM twice daily for a period of 3 months on clean skin. To minimize potential variability from using different cleansing regimens which might confound the results, the subjects were asked to cleanse with CLEANSING COMPLEX prior to application of ACTIVE SERUM. Six different parameters were scored by a clinical evaluator: active acne, scarring, pore size, skin texture, fine lines and wrinkles, pigment irregularities and skin thickness. Digital photos were taken at regular intervals. Each subject was allowed at the 3-month period to make any comments they wished about using the product.

SIGNIFICANCE OF STUDY It has been previously noted that ACTIVE SERUM is helpful for all skin types and for a number of clinical skin issues. In the marketplace, it is common for a particular product, however, to be targeted to a specific problem or marketed as most suitable for a specific age group. This study demonstrated the wide range of applications over all age groups for this multipurpose product.

RESULTS AND CONCLUSIONS It was common for visible improvements to be seen at the time of first evaluation, i.e. one week. In all subjects, objective improvements were observed after 2 months and continued throughout the entire study period. No subjects experienced adverse reactions. 16 of the 17 subjects felt the product caused remarkable improvements in their skin.

IMPROVEMENT IN 6 PARAMETERS AFTER USING ACTIVE SERUM FOR 3 MONTHS



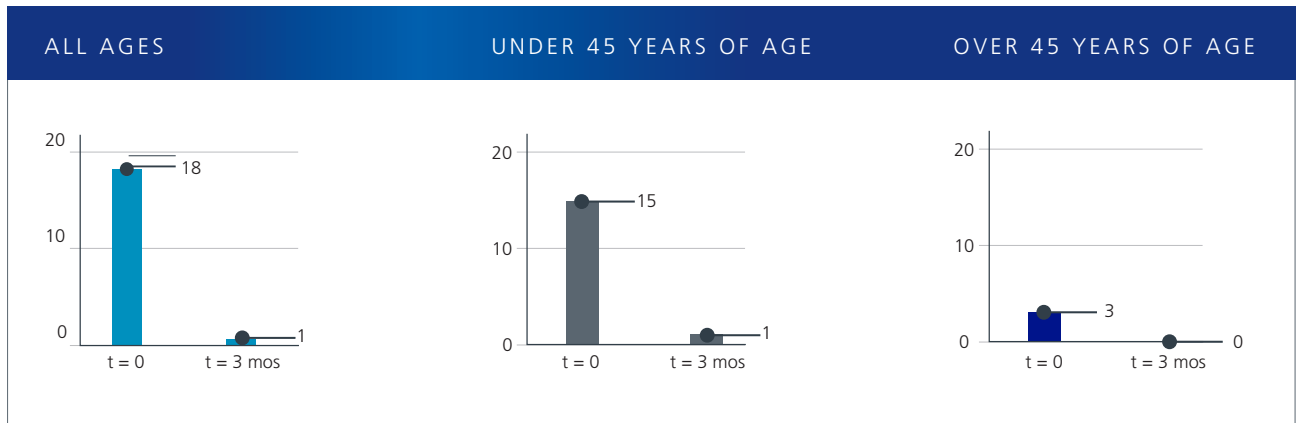


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ACTIVE ACNE study

As expected, a higher incidence of active acne was present in the younger (under 45) age group at study onset. The older (over 45) age group showed complete eradication of active acne. Eradication of acne was nearly complete in the younger age group. One younger subject exhibited inflammatory cystic acne at study onset, which would not have been expected to clear completely. All age groups showed dramatic improvement in active acne with use of ACTIVE SERUM.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' ACTIVE ACNE

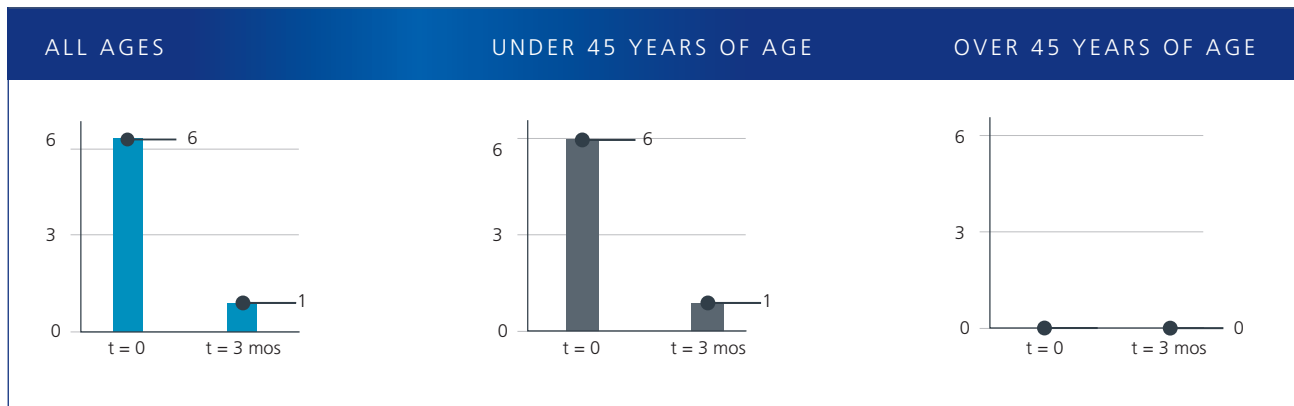




ACNE SCARRING study

Acne scarring improved in the under-45 age group. No subject in the older age group exhibited measurable acne scarring.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' ACTIVE SCARRING





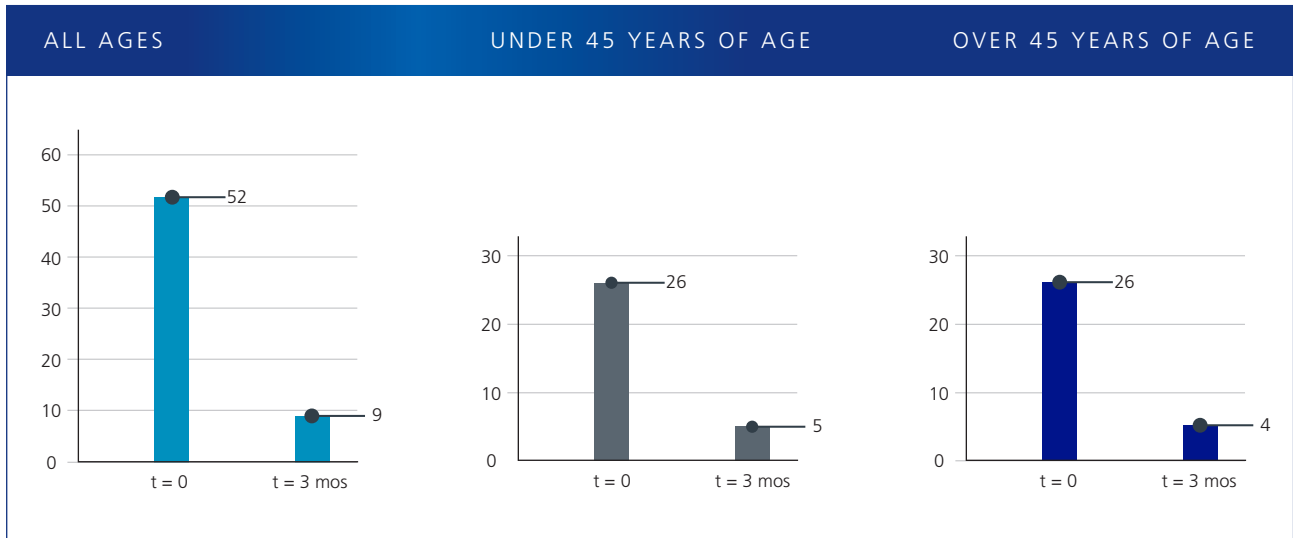
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PORE SIZE study

Large pore size was commonly observed in all age groups. Very significant improvement in pore size was observed across both younger and older age groups.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' PORE SIZE



PATIENT QUOTE

"I noticed my pores were much smaller and my blackheads started to disappear. Within the first few days I noticed my skin was softer and smoother. I love the feel and look of my skin."

Patient CL - female 28 years of age



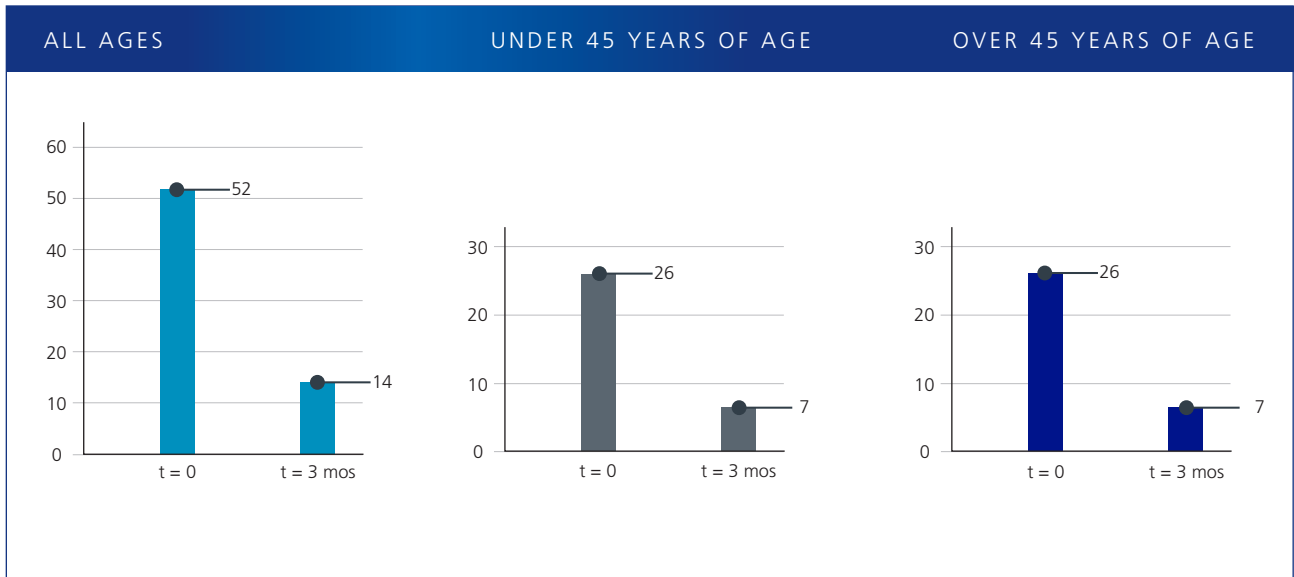
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SKIN TEXTURE study

Rough texture was common across both age groups. Very significant improvement in texture was observed in both younger and older age groups.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' SKIN TEXTURE



PATIENT QUOTE

"Before the study I thought my skin had no problem. However, I could see an improvement after a few days of use."

Patient JF - female 37 years of age



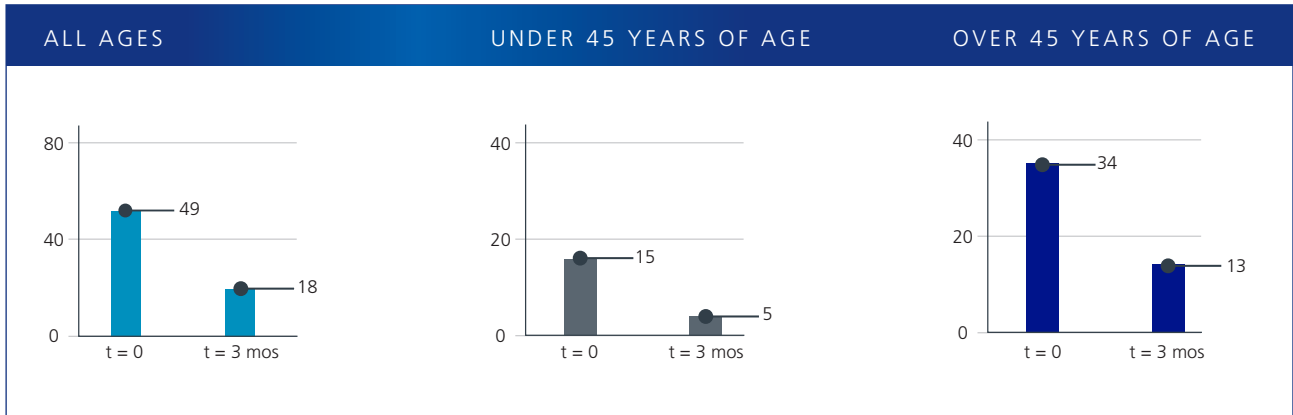
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FINE LINE AND WRINKLES study

Though the older age group exhibited more advanced wrinkling at the start of the study, both younger and older age groups exhibited very significant reduction in fine lines and wrinkles.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' FINE LINES AND WRINKLES



PATIENT QUOTE

"Using ACTIVE SERUM for 3 months has made my skin softer and fresher. The dryness and flakiness that I used to have is completely gone and I have experienced no breakouts since beginning this product."

Patient TR - female 48 years of age



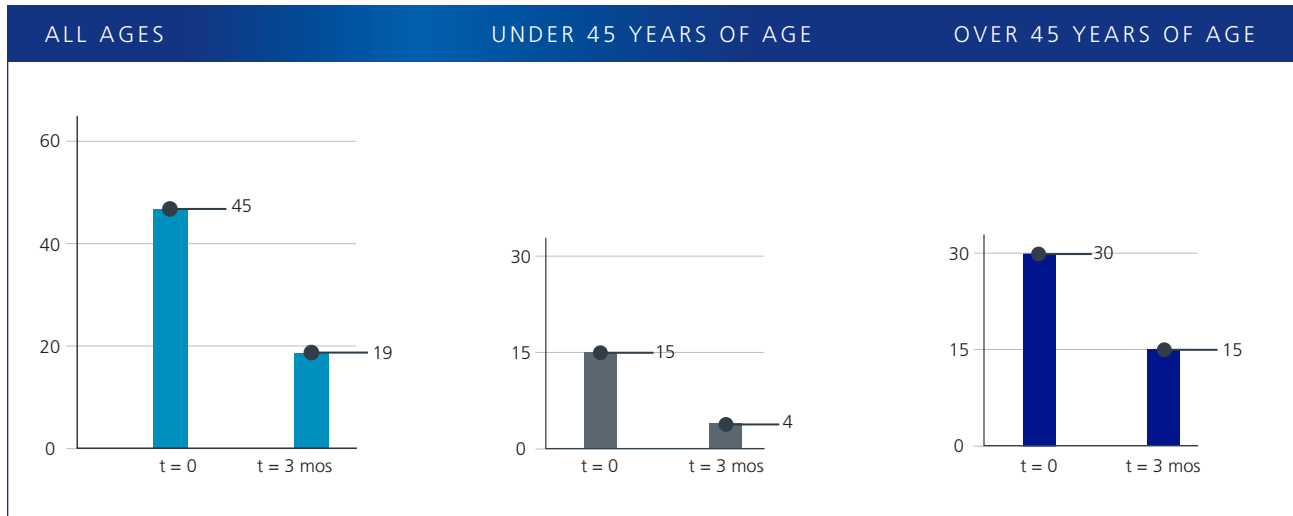
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PIGMENT IRREGULARITIES study

A marked improvement in pigment irregularities was observed in both younger and older age groups. Results were equally as good for this parameter in the younger and older groups.

EXAMINER'S CUMULATIVE SCORE OF SUBJECTS' PIGMENT IRREGULARITIES



PATIENT QUOTE

"For the first time in my life I will go out of the house without concealer and foundation. I now get compliments on my skin from total strangers."

Patient CL - female 28 years of age