



STUDY OF THE iS CLINICAL® PRODUCT YOUTH EYE™ COMPLEX BY INNOVATIVE SKINCARE®: IMPROVEMENTS IN PERIORBITAL AREA BY ETHNIC GROUP

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STUDY OBJECTIVE

Improvements in the periorbital area were evaluated by ethnic group for subjects using the iS CLINICAL® product YOUTH EYE™ COMPLEX.

STUDY DESIGN

YOUTH EYE™ COMPLEX was applied twice daily on the periorbital area by 89 subjects for 30 days. Their responses to YOUTH EYE™ COMPLEX were evaluated by improvements within the following parameters: periorbital wrinkling, fine lines, dryness, roughness, hydration, and puffiness. Subject responses were further analyzed by ethnic group.

SIGNIFICANCE OF STUDY

The periorbital area often exhibits earlier changes associated with aging than other areas of the face and body. This relates to a number of physiologic differences unique to this facial region. Periorbital skin is often thinner and more delicate. It often is more sensitive to topical products as well as environmental insults. Its superficial vasculature makes discoloration more evident. Both photoaging and intrinsic free radical damage are visible at earlier ages in this area. The eyes and surrounding skin are the first facial areas evaluated during interpersonal encounters. For these reasons, the periorbital area is especially important in the aging and photodamaged individual.

There are also unique skin differences across ethnic groups. For example, Asian skin tends to be thicker than Caucasian. Asian skin tends to pigment earlier in life due to free radical damage and other stressors. Caucasian skin will wrinkle before it will hyperpigment in response to damage. Black skin types tend to report earlier drooping in the lateral canthal area. There may be unique concerns by ethnic group as to which

parameters are most important in the periorbital area at various ages. Although the expressions of periorbital aging differ somewhat among ethnic groups, the common denominator in all groups relates to free radical damage, pro-inflammatory mediators, and the individual's response to these stressors.

RESULTS AND CONCLUSIONS

Response to YOUTH EYE™ COMPLEX in the Entire Group of Subjects—These results are explained in the paragraphs below and further detailed in figures 1 through 7, the data tables that follow.

For the entire group of subjects, the improvements in periorbital wrinkling and fine lines began after only 4 hours of use.

Wrinkles and fine lines steadily improved through each time period examined.

At 30 days, 62% of subjects noted a definite or strong improvement in wrinkles and fine lines, 79% of subjects felt softer and smoother periorbital areas, and 73% of subjects noted significant improvement in at least one noticeable periorbital wrinkle. Of this group, 62% of them improved in many or all wrinkles. Hydration in 86% of all subjects improved significantly. Under-eye dark circles improved in 43% of subjects. Puffiness improved in 49% of all subjects. 89% of subjects approved of the feel of YOUTH EYE™ COMPLEX on their skin. In order to score positive in this category, the product had to be free of greasiness, stickiness, and heaviness.



Figure 1. Improvement in one or more parameters after 4 hours of use

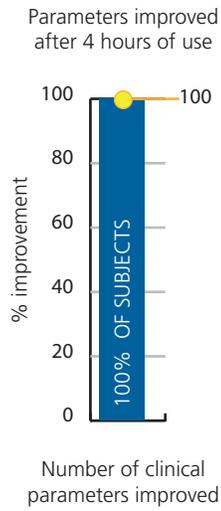


Figure 2. Improvement in wrinkles through every time period in all groups

4 hours	Yes
1 day	Yes
7 days	Yes
30 days	Yes

Figure 3. Magnitude of wrinkle improvement

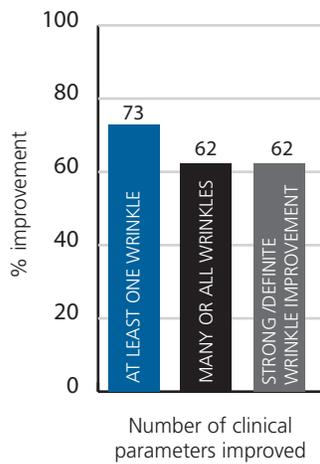


Figure 4. Parameters improved in 30 days in all groups

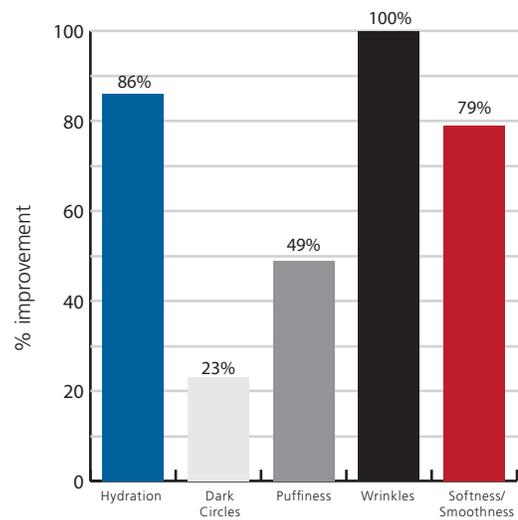




Figure 5. Compatibility of YOUTH EYE™ COMPLEX with user's skin

Number of Subjects Reporting:

Greasiness	0%
Stickiness	0%
Heaviness	0%

Ethnic Responses—Subjects were divided into Asian, Black, Hispanic, and Caucasian ethnic groups. Every ethnic group noted improvements in the periorbital area with use of YOUTH EYE™ COMPLEX. These data are explained in the corresponding paragraphs and tables. To score positively in this segment, the subjects strongly or moderately agreed their use of the product improved this parameter. Mild or slight improvements were not scored.

Asian Group—85% of Asians noted their periorbital skin was better hydrated. 71% thought their skin was smoother. 57% experienced decreased wrinkles and fine lines. The higher percentages noted in hydration in the Asian group at least partly reflect the earlier tendency to dryness in this group.

Black Group—67% of Black skin types noted more youthful periorbital skin. 88% saw improved hydration. 55% experienced decreased fine lines and wrinkles. Similar to Asians, these responses are consistent with the tendency of Black skin to wrinkle later in life but experience impaired hydration and increasing dryness at earlier ages.

Hispanic Group—100% of Hispanics reported softer, smoother periorbital skin. 88% noted their wrinkles were smoother. 75% said their skin was firmer. 100% reported improved hydration.

Caucasian Group—77% of Caucasians experienced softer, smoother periorbital skin. 79% saw improved fine lines and wrinkles.



Figure 6. Ethnic groups with improvement in at least one parameter

Asian	Yes
Black	Yes
Hispanic	Yes
Caucasian	Yes

Figure 7. Specifics of improved parameters by ethnic group (percent improved) strong and moderate improvements only

	Softness/ Smoothness	Wrinkling	Firmness	Hydration
Asian	71%	57%		85%
Black		55%	75%	88%
Hispanic	100%	88%		100%
Caucasian	77%	79%		



Figure 8 through 12. Before and after photos using YOUTH EYE™ COMPLEX. This is a single subject at 5 different times during the study period. Time periods photographed were:

TIME ZERO | 4 HOURS | 2 DAYS | 7 DAYS | 30 DAYS



Figure 8. At time zero.



Figure 9. At 4 hours.



Figure 10. At 1 day.



Figure 11. At 7 days.



Figure 12. At 30 days.