

STUDY OBJECTIVE

The effectiveness of Jouvé Nourishing Night Cream on skin firmness, as well as crow's feet, fine lines/wrinkles and overall skin tone and smoothness was evaluated in a panel of 31 female subjects with approximately 25% of Asian descent, ages 35–50 years, after 2, 4 and 6 weeks of use. The study was performed by an independent, third-party, accredited Clinical Research Organization (CRO), Essex Testing Clinic, Inc. (ETC Panel No. 17101), under the direction of a board-certified Dermatologist.

STUDY DESIGN

Subjects were asked to apply Jouvé Nourishing Night Cream to their entire clean, dry face once daily 15 minutes before bed, for a period of 6 weeks. At baseline and at 2, 4 and 6 weeks, a trained technician evaluated the face of each subject for firmness, crow's feet, fine lines/wrinkles, skin texture/softness, lesions and irritations. Parameters of skin texture, skin appearance, perceived skin health, and individual subject satisfaction were evaluated by instrument measurements, clinical grading and subject questionnaires.

SIGNIFICANCE OF STUDY

It is an established fact that skin absorbs nutrients more efficiently when you are asleep. In addition, skin — especially facial skin — loses more of its moisture at night. To counteract this dehydration and deliver essential nutrients to help rejuvenate the skin's appearance, a rich, effective night cream is a vital part of a good skin care regimen.

An effective night cream is one that provides skin firming, to counteract the sagging and signs of fatigue that often appear after a night's sleep, and provides soothing and nourishing active ingredients to counteract the skin's harsh exposure to the environment each day. Jouvé Nourishing Night Cream provides dramatically visible results in the appearance of the skin in only a short period of time, as demonstrated by the clinical study results, and proves that this product significantly boosts the skin's ability to repair and rejuvenate overnight. This rich, luxurious cream displays the ability to meet the high expectations of a discerning, savvy audience seeking effective products with anti-aging benefits.

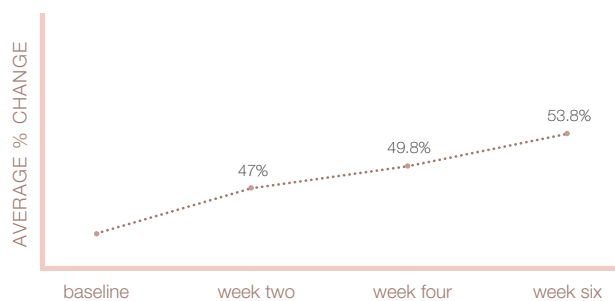
RESULTS AND CONCLUSIONS

Advanced facial scanning technology objectively showed that the improvements observed following use of the Jouvé Nourishing Night Cream were highly significant when compared with baseline. A total of 100% of subjects showed improvement in fine lines, wrinkles and crow's feet following 4 and 6 weeks of application. A total of 84% showed improvement in skin firmness after 6 weeks of use, and 84% of subjects also showed improvement in skin texture after 6 weeks. Subject opinions at conclusion of the study were very positive, and no adverse events, lesions or irritation were observed on any subject during the course of the study.

SKIN FIRMING ANALYSIS

At baseline and after 2, 4 and 6 weeks of product use, a trained technician took digital images of the face of each subject with the Cutometer® RO imaging system. ImagePro® software was used to evaluate the face of each subject for skin firmness.

The following table presents a summary of the skin firmness image analysis.

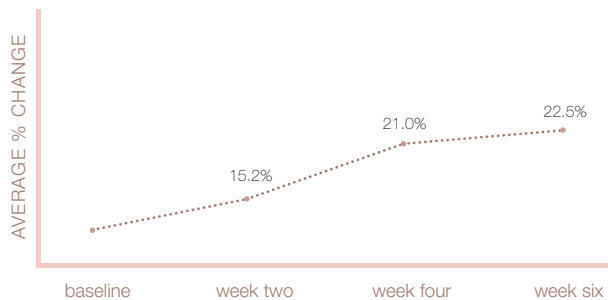


*Cutometer® Measurements — R0 Parameter
Mean Score ± S.D., Mean % Change from Baseline and % of Subjects with Improvement from Baseline*

When images taken after 2, 4 and 6 weeks of product use were compared with baseline images, there were mean percent improvements of 47.0%, 49.8% and 53.8% respectively, based on image analysis. A total of 77%, 84% and 84% of subjects showed improvement after 2, 4 and 6 weeks of use, respectively.

SIGNIFICANT IMPROVEMENTS OBSERVED IN CROW'S FEET AND FINE LINES/WRINKLES

TECHNICIAN EVALUATION: At baseline and after 2, 4 and 6 weeks of product use, a trained technician evaluated the face of each subject for crow's feet and fine lines/wrinkles. Measurements taken at 2, 4 and 6 weeks of product use were compared with baseline measurements and showed mean percent improvements of 15.2%, 21.0% and 22.5%, respectively, based on technician evaluation. The improvements observed were highly significant when compared with baseline. A total of 97%, 100% and 100% of the subjects showed improvement following 2, 4 and 6 weeks of use, respectively.



Crow's feet fine line/wrinkle evaluation—image analysis mean score \pm S.D., mean % change from Baseline and % of subjects with improvements from baseline

IMAGE ANALYSIS: At baseline and after 2, 4 and 6 weeks of product use, a trained technician took digital images of the face of each subject with the VisiaCR® imaging system. Using ImagePro® software, the images were analyzed to determine improvement. A trained technician evaluated the face of each subject for crow's feet and fine lines/wrinkles.

PATIENT QUOTES*

"I have really dry skin and was looking for a night cream to help hydrate and moisturize. I was surprised at how well the Nourishing Night Cream not only made my skin feel softer and smoother, but also really reduced the appearance of wrinkles. My skin looks so much younger!"

—Cynthia Rosewell, New York

"My skin has always had blemishes, and now that I'm older I've also got crow's feet and under-eye bags. I use the daytime Jouvé products and was so excited about the night cream, because it's so easy to apply right before bed and let it work while I sleep. I wake up looking refreshed, with a much smoother and younger-looking complexion. It's wonderful!"

—Jennifer Bryson, Florida

"My wife and I go to the beach a lot and are out in the sun a lot. I have not taken the best care of my skin, so she suggested I try the Nourishing Night Cream as a way to improve my skin while I sleep. It has really helped to heal the damage of years in the sun and make my skin look smoother. All those wrinkles appear to be fading away!"

—Michael West, California

ADVERSE EVENTS

No adverse events, lesions or skin irritations were observed on any subject during the course of the study.

CONCLUSION

Advanced facial scanning technology objectively showed that the improvements observed following continued use of Jouvé Nourishing Night Cream were highly significant when compared with baseline. A total of 100% of subjects showed improvement in various key areas of evaluation. At completion of study, 100% of all subjects noted that they would purchase this product and 100% would recommend the product to a friend.

SUBJECT EVALUATIONS OF PRODUCT

These were performed via subject questionnaire at conclusion of study. 100% of subjects agreed that after using Jouvé Nourishing Night Cream, the appearance of crow's feet and fine lines was reduced. 90% reported skin felt firmer, and 100% felt that the texture of their skin was smoother and softer. In addition, 100% noted their skin had a younger and healthier appearance.

Study performed by Essex Testing Clinic, Inc. (ETC Panel No. 17101)

**Patient quotes gathered from beta test participants during parallel company-sponsored studies.*