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## INSTRUMENTAL AND CLINICAL EVALUATION OF THE ANTI-WRINKLE EFFICACY OF THE COSMETIC PRODUCT “CELLULES DE MER REGENERATING ANTI-WRINKLE FACE CREAM” WITH ERYNGIUM MARITIMUM PLANT STEM CELLS

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The test was carried out by the Institute of Pharmacology of a major Italian University on 20 female volunteers aged between 30 and 55, selected according to the following inclusion criteria:

- good health
- Caucasian race
- signs of chronological ageing (wrinkles, atony and skin dryness)
- subjects have not recently taken part in similar studies
- subjects undertake not to change their normal daily routine and not to use other topical products during the test with the same action as the one of the product being studied
- no skin pathologies
- no case history of atopy

The tested product was applied to the face and neck once a day for 60 consecutive days. The instrumental parameters were evaluated after 15, 30 and 60 days of use of the product.

The efficacy of the product was evaluated using non invasive skin bioengineering techniques to quantify the following: wrinkles, skin elasticity and hydration. Skin colour was evaluated through instrumental image analysis.

The instrumental analysis was then completed by the dermatologist's clinical analysis and by the evaluation of the subjects taking part in the study.

The instrumental evaluations carried out are:

- Skin hydration: skin hydration measurement based on the internationally recognised CORNEOMETER method.
- Skin elasticity: the instrument used is the CUTOMETER MPA 580.
- Skin roughness: skin roughness was measured with a VISIOSCAN VC98 camera for in vivo analysis of skin surface.
- Image analysis of skin luminosity: the method applied evaluated the luminosity parameter of the CIELAB chromatic space analysing digital photographs taken before and after the treatment with a professional digital reflex camera.

The clinical evaluations carried out by the dermatologist are the following:

- wrinkles
- skin compactness
- skin luminosity.

Self-evaluation:

After 60 days of use of the product the subjects were asked to express their personal opinion by answering a questionnaire.

### Conclusions:

Daily use of GUAM CELLULES DE MER regenerating anti-wrinkle face cream, with Eryngium Maritimum plant stem cells, by subjects with signs of chronological ageing, determines an improvement of the trophic state of the skin; this improvement was measured both instrumentally and clinically during the study.

Results have in fact shown an increase in skin hydration, an improvement of the viscoelastic characteristics of the skin and a consequent improvement of the profilemetric parameters analysed.

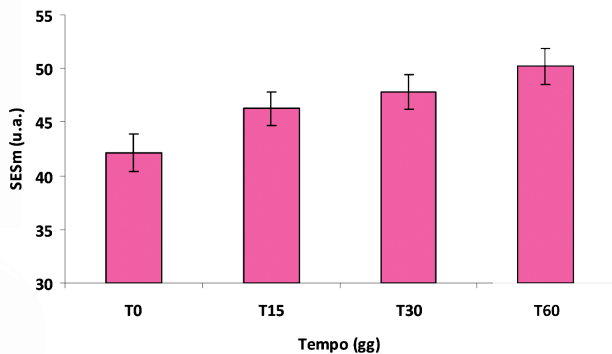
The clinical study registered a progressive improvement of the skin appearance in terms of increased compactness and luminosity and reduced wrinkle visibility.

The positive effects of the product on skin trophism were perceived by the majority of the subjects involved in the study; the revitalising, anti-wrinkle and brightening effect was rated as fairly good to excellent.

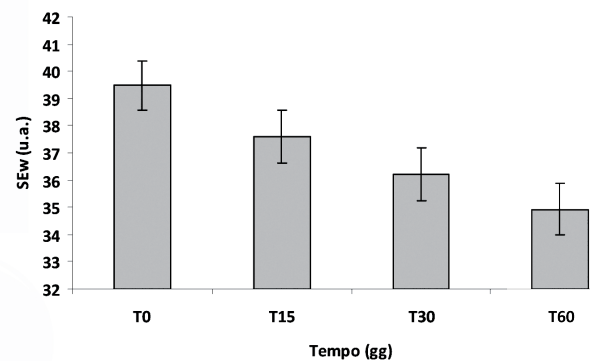
**On the basis of the results obtained it can be stated that GUAM CELLULES DE MER regenerating anti-wrinkle face cream with Eryngium Maritimum plant stem cells offers ANTI-WRINKLE EFFICACY.**

• Please find below some graphs that summarise the trend of the results. •

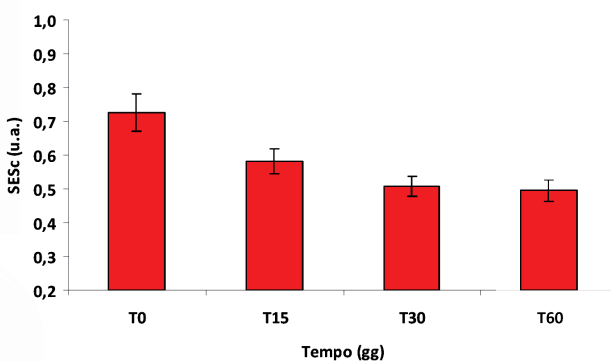
**SESm VARIATION:  
SKIN SMOOTHNESS**



**SEw VARIATION:  
SKIN WRINKLEDNESS**



**SESc VARIATION:  
SKIN SCALINESS**



**SKIN LIGHTNESS  
VARIATION**

