
GFK EURISKO SURVEY ON ANTICELLULITE PRODUCTS

Use of cosmetic products against cellulite's derived skin imperfections (conducted by GFK EURISKO).

GfK Eurisko conducted a series of polls aimed to investigate if women regularly use anti-cellulite products, and to evaluate, analysing the opinions collected, their level of knowledge and satisfaction. The interviews were also analysed to draw up a list of the products with the better results.

3 polls were conducted from December 2006 to March 2010 involving more than 5.000 women older than 14 years, representative of the universe in terms of geographical distribution, age, qualification and profession.

The data collected during the 3 polls brought out that the 21% of the women interviewed use cosmetic products to treat cellulite.

Almost the 50% of the latter have used Guam Seaweed Mud.

Guam Seaweed Mud was judged as the product with the best results against cellulite.

Users of Guam Seaweed Mud (between the 74% and the 79%) in the 3 polls **declared themselves satisfied with the product and noticed the following improvements: reduction of cellulite's derived skin imperfections, reduction of localised fatty deposits, loss in thigh circumference and improvement of skin's firmness and elasticity.**

The 40% of the women who noticed improvements, noticed them since the very first applications.

IT FOLLOWS THAT GUAM SEAWEED MUD IS THE BEST-KNOWN COSMETIC PRODUCT AGAINST CELLULITE, THE PREFERRED BY THE WOMEN AND THE ONE WITH THE BEST RESULTS.