



EVALUATION OF THE EFFICACY AND TOLERABILITY OF THE COSMETIC PRODUCT GUAM INTHENSO BUST ENHANCER CREAM

The purpose of the study is to evaluate the elasticizing/firming efficacy of the product in the case of skin slackness, and the capacity to restore skin tone and turgor to the skin of the breast, favouring an apparent increase in volume (tensor effect).

The clinical-instrumental test was carried out by the Institute of Pharmacology of a major Italian University on 20 female volunteers aged between 20 and 45, selected according to the following inclusion criteria:

- good health
- Caucasian race
- presence of slight/medium mammary ptosis (sagging)
- subjects undertake not to use other products/food supplements during the test with the same action as the one of the product being studied
- subjects undertake not to change their normal daily routine
- no case history of atopy
- no skin pathologies
- subjects have not taken part in similar studies in the last two months (at least).

The tested product was applied by the volunteers to the skin of the breast (avoiding the nipple) twice a day (morning and evening), massaging until completely absorbed, for 60 consecutive days.

The efficacy of the product was evaluated after 15, 30, and 60 days of use of the product, using non invasive skin bioengineering techniques to quantify the following:

- skin hydration (internationally recognised CORNEOMETER method)
- skin elasticity (using the "CUTOMETER MPA 580" instrument).

The skin tensor effect was evaluated with the IMAGE ANALYSIS method (with digital macro-photographs taken with a professional digital reflex camera); the volume effect was evaluated using cup size (bust circumference), classified according to the standard of corsetry manufacturers.

The instrumental evaluation was completed by the dermatologist's clinical analysis (according to a clinical scale of compactness and tone of the skin of the breast) and by the subjective evaluation of the volunteers taking part in the study.

Conclusions:

Daily use of the GUAM INTHENSO BUST ENHANCER CREAM, at the times monitored in the study, determined an improvement of the trophic state of the skin of the breast in terms of skin hydration and elasticity.

The improvement was already evident on the 15th day of the treatment and was maintained for the entire period monitored.

Improved skin trophism was combined, from the 30th day of the treatment, with a reduction in skin slackening and improved turgor of the skin of the breast.

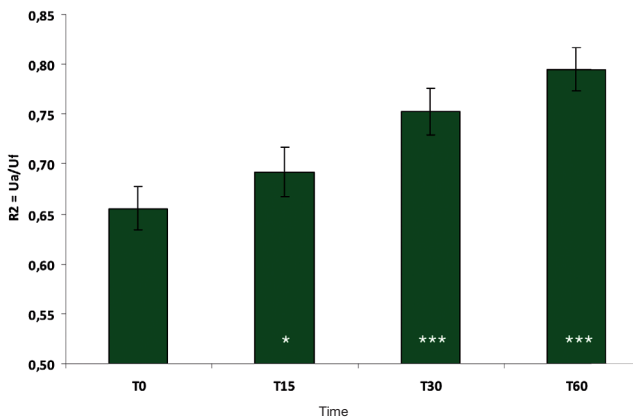
Use of the product restores trophism to the skin of the breast, elasticity and turgor, which translate into a tensor effect with an apparent increase in volume.

The effects obtained in the test were also perceived by the volunteers involved in the study; 85% of volunteers rated the overall efficacy of the product as sufficient to excellent.

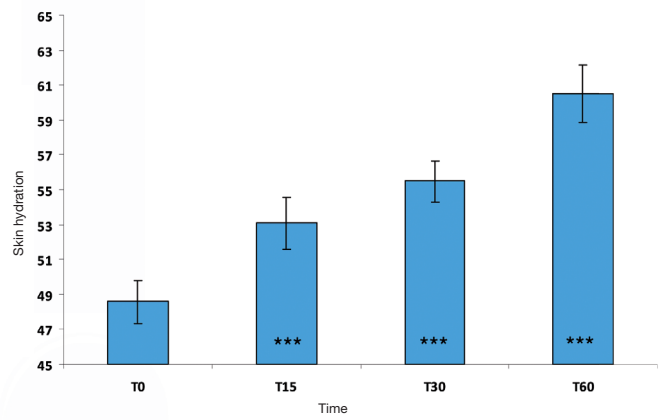
At the test times monitored no subjective (reported by the volunteer) or objective (reported by the dermatologist) adverse skin reactions were registered.

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

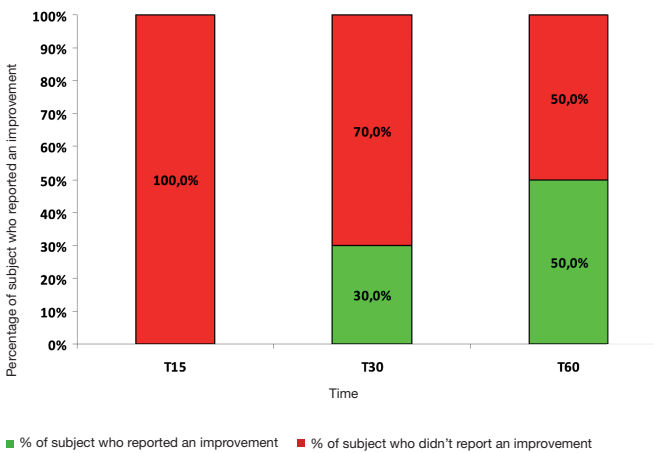
SKIN ELASTICITY



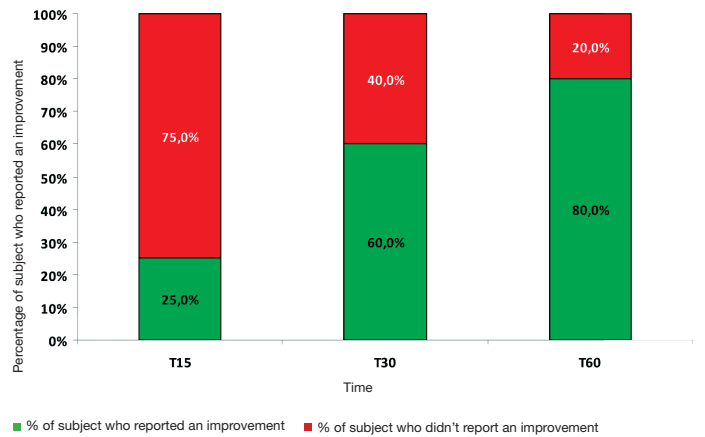
SKIN HYDRATION



CUP SIZE



SKIN FIRMNESS AND TONE



The observed variation of cup after 30 and 60 days of use of the product corresponds to a change in bust circumference equal to 0,53 and 0,94 cm respectively. These changes are statistically significant (RM-ANOVA).