



EFFICACY TEST OF THE PRODUCTS OF GUAM MICROCELLULAIRE FACE LINE

The aim of the test carried out by a major Italian University Institute was to evaluate the hydrating action on the skin of the face and the elasticising, softening and smoothing properties.

The test was executed with the collaboration of 20 female volunteers aged between 18 and 35, in good health and informed about the purpose of the study. According to the half face method, Guam Microcellulaire Day Cream was applied to the right side of the face of each volunteer and a placebo cream was applied to the left side, twice a day for 7 consecutive days.

The results were measured in 3 different ways:

► INSTRUMENTAL:

- Skin hydration using a Corneometer
- Skin smoothness using Visioscan

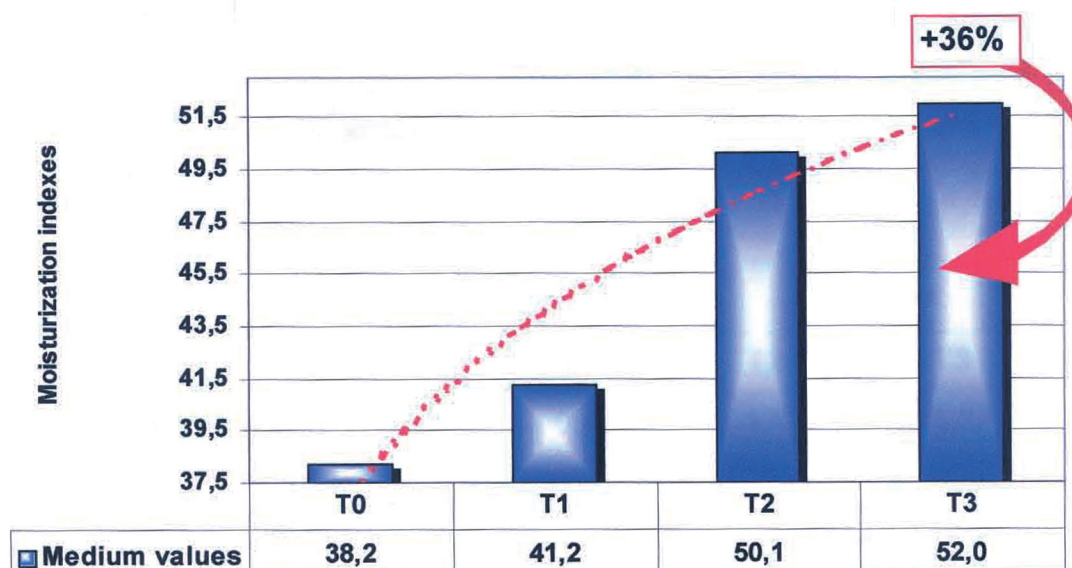
► CLINICAL:

- Skin softness
- Skin luminosity
- Skin smoothness
- Skin elasticity

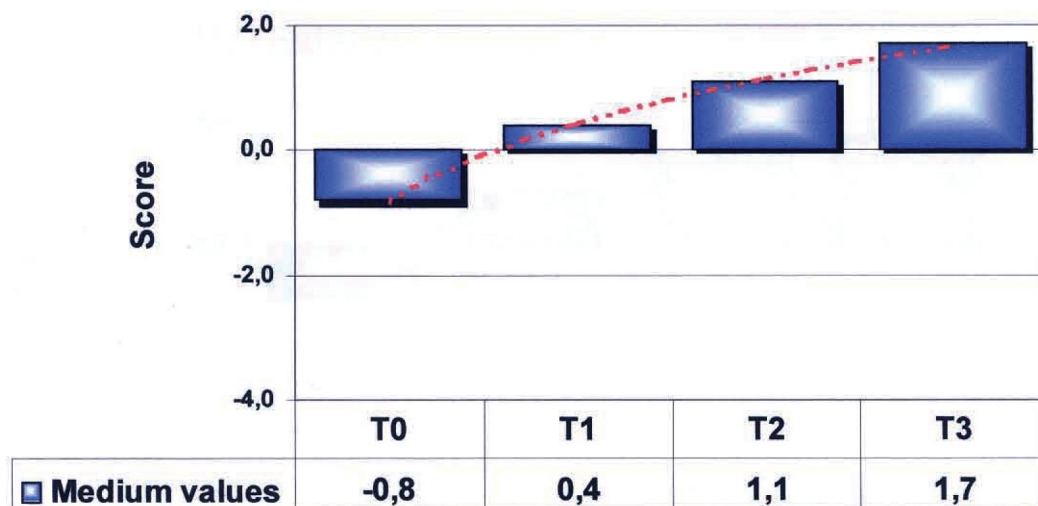
► SUBJECTIVE

- Product tolerability
- Hydration efficacy
- Skin improvement after use of the product
- Pleasantness of use

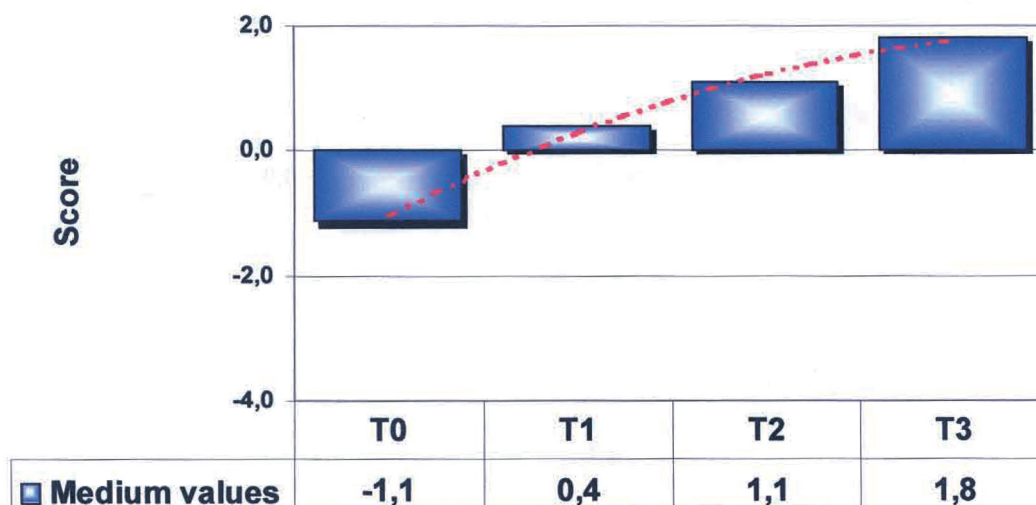
SKIN HYDRATION



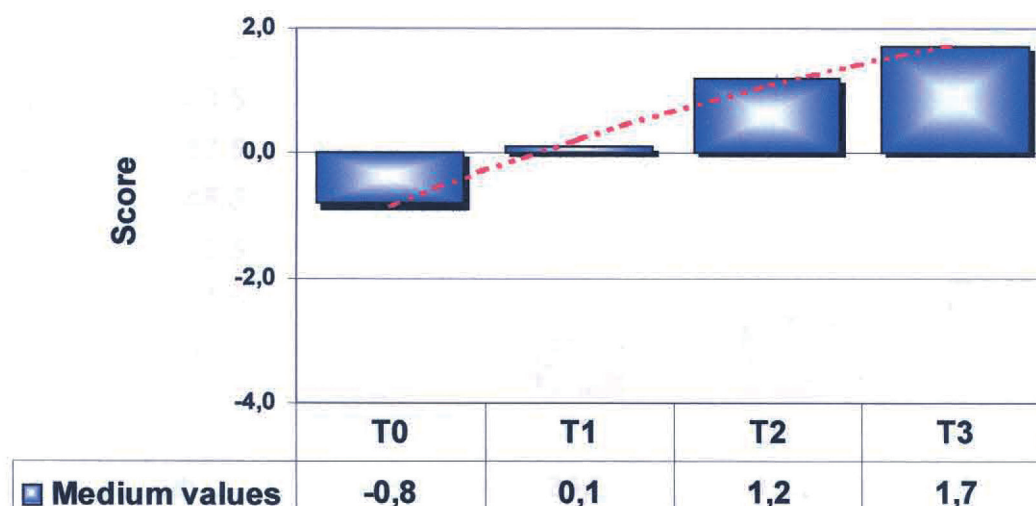
SKIN BRIGHTNESS



SKIN SMOOTHNESS



SKIN ELASTICITY



Conclusions:

The statistical analysis of the results showed that the hydration indexes measured after 24 hours, 3 days and 7 days increased significantly compared to those measured before the use of the product Guam Microcellulaire Day Cream.

In particular the product Guam Microcellulaire Day Cream has a hydrating power that shows results right from the first application; constant use of the product increases the skin's hydration indexes normalising dry skin or skin prone to dryness.

To conclude, Guam Microcellulaire Day Cream:

- Hydrates the skin normalising dry skin
- Leaves the skin bright
- Helps to maintain normal skin elasticity
- Leaves the skin smooth and soft

The volunteers involved in the test tolerated and enjoyed the product and underlined its hydrating action.