



EVALUATION OF THE COSMETIC ACTIVITY AND EFFICACY OF THE GUAM SEAWEED MUD TREATMENT WITH DOUBLE BLIND TEST

The test was carried out by the Institute of Pharmacology of a major Italian University on female volunteers aged between 18 and 45; the volunteers followed the suggested use of the treatment against placebo, as foreseen by clinical testing standards.

Twenty women were selected (aged between 18 and 45) according to the following inclusion criteria:

- good health
- no skin pathologies
- no pharmacological treatments underway
- subjects undertake not to change their normal daily routine
- no case history of atopy

The product samples (product B = GUAM seaweed mud, product A = placebo) were used “as they are” and applied in a uniform way to specific areas of the body (buttocks and thighs); mud type A was applied on the left side and mud type B was applied on the right side. The first treatment was applied in the institute.

After 15/30/60/90 days it was evaluated if the use of the products (GUAM seaweed mud against placebo) had changed in any way certain fundamental skin parameters of reference such as:

- improvement of skin compactness
- improvement of skin colour
- change in microcirculation
- improvement of skin elasticity
- reduction of micronodules
- reduction of adiposity beneath the skin on thigh circumference

In order to carry out a statistical survey and evaluate skin variations over time numerical values were assigned to the various skin parameters evaluated.

Measurements were made on the 15th, 30th, 60th and 90th day of the study, by a test technician.

The cosmetic activity and efficacy of the product was evaluated by means of a clinical test and through the use of a polarised light video camera 20x and 200x magnification.

Conclusions:

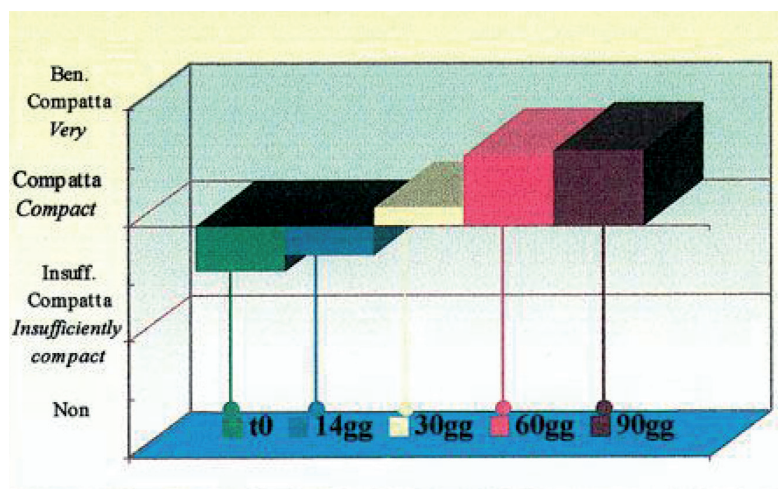
GUAM Seaweed Mud (type B active mud) significantly modified, in the treatment period, the clinical parameters evaluated on the volunteers tested.

On the basis of the results GUAM Seaweed Mud carries out a cosmetic “anti-cellulite” activity.

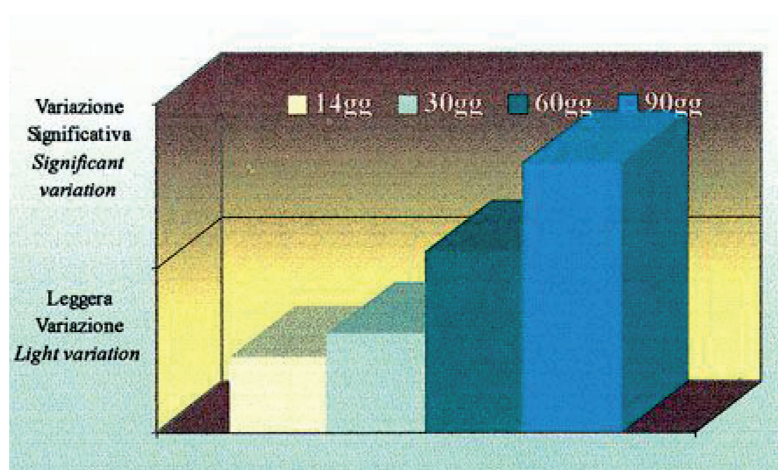
Mud type A (placebo product) did not modify in a significant way, during the period of treatment, all the clinical parameters therefore it does NOT carry out a cosmetic “anti-cellulite” activity.

- Please find below the most interesting graphs that summarise the trend of the results. •

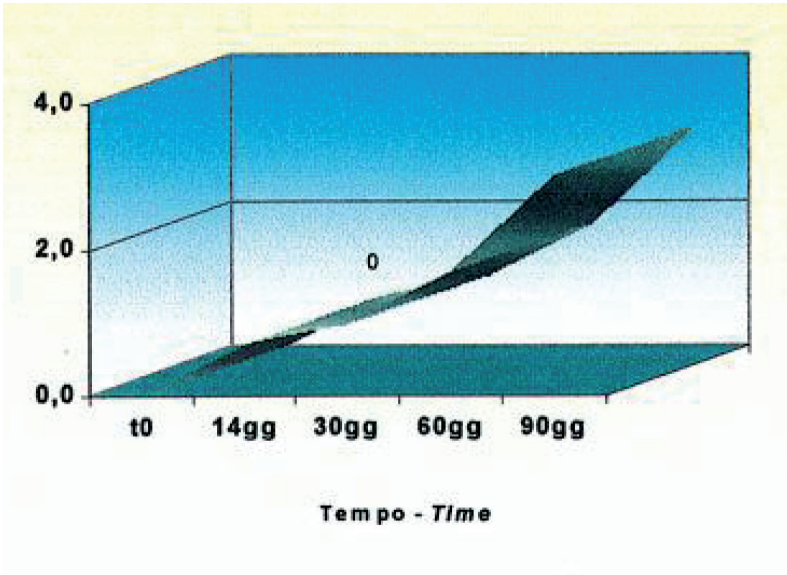
SKIN COMPACTNESS



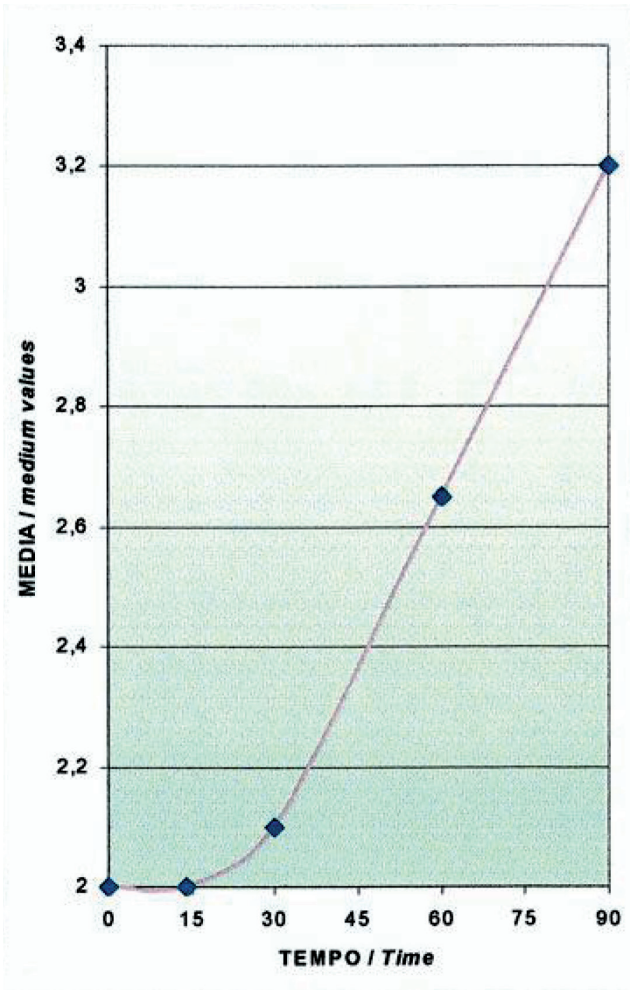
VARIATION IN THE MICROCIRCULATION



VARIATION IN SKIN ELASTICITY



PRESENCE OF NODULES



REDUCTION OF ADIPOSITY

