COMPLIFE MINI-GUIDE
4/4

EFFICACY EVALUATION ON COSMETICS PRODUCTS

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NOT JUST MAKE UP

NOWADAYS MAKE UP ACQUIRES MORE AND MORE THE FUNCTIONALITIES OF SKIN CARE PRODUCTS.

IT'S NOT JUST MAKE UP BUT IT HAS SOMETHING MORE AND IT IS EVALUATED NOT ONLY FOR ITS EFFECT BUT FOR ITS EFFICACY.

THE EFFECTIVENESS ASSESSMENT SHALL BE CARRIED OUT AFTER A PERIOD OF USE, ON CLEAN SKIN.

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NOT JUST MAKE UP

CLAIMS ARE THEN SIMILAR TO THOSE OF SKIN CARE PRODUCTS. WE TALK ABOUT DERMATOLOGICALLY OR CLINICALLY TESTED PRODUCTS:

The claim "**DERMATOLOGICALLY TESTED**" implies that the product has been tested on human under the supervision by a dermatologist. It can refer both to aspects of **effectiveness** and **tolerability** of product.

The claim "**CLINICALLY TESTED**" refers to the expertise, to the process or to the conditions in which the test is carried out.
Usually it means that the product has been tested on human under the **supervision of a qualified doctor**, in accordance with a **clinical protocol** or in a clinical setting.

ALL THE MEASUREMENT PROCESS REQUIRES GREATER EXPERTISE THAN THE EVALUATION OF THE EFFECTIVENESS ALONE. THE KNOWLEDGE OF SKIN AND FACTORS INFLUENCING THE MEASURE BECOME FUNDAMENTAL TO CARRY OUT A STUDY WITH SUCCESSFUL COMPLETION.

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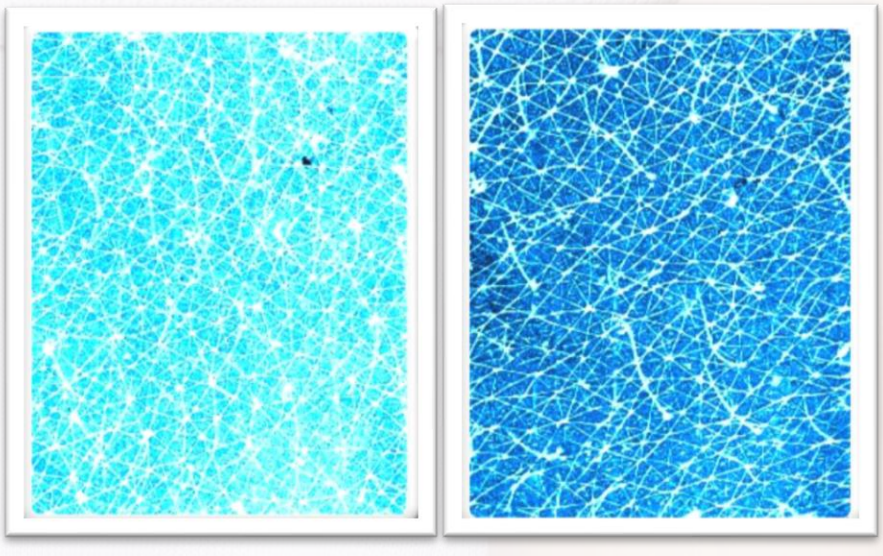
HYDRATING EFFICACY – *IN VIVO* TESTING

IN VIVO tests include:

- The recruitment of **subjects with dehydrated skin**.
- Evaluation of cutaneous **hydration by corneometry** before and after the use of the product.

NOT JUST CORNEOMETRY, HYDRATION BECOMES VISIBLE WITH MoistureMap MM 200.



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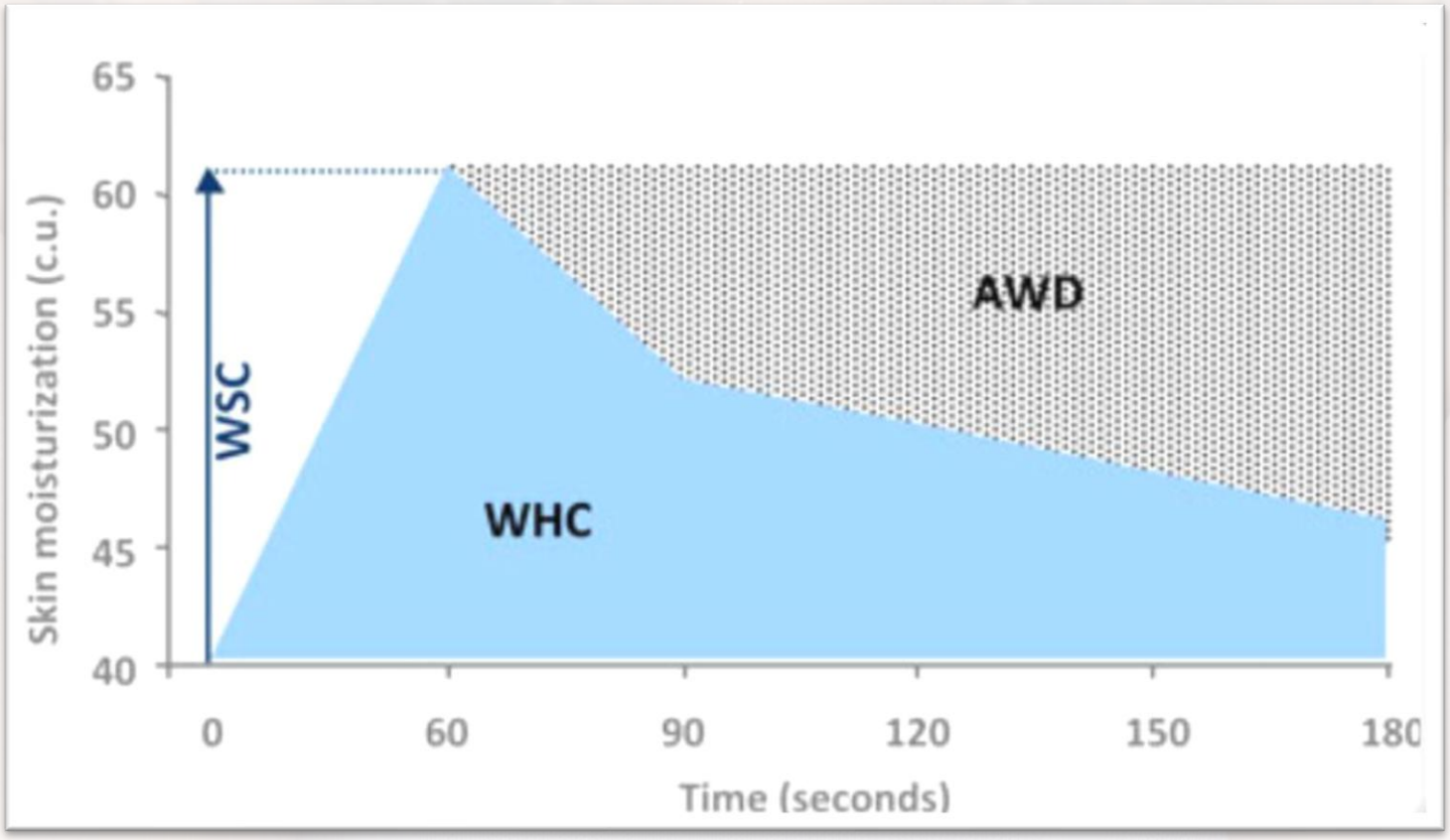
WATER HOLDING CAPACITY – *IN VIVO* TESTING



WSC - Water Sorption Capacity
AWD - Accumulated Water Decay
WHC - Water Holding Capacity

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HYDRATING EFFICACY – **CRITICAL ASPECTS**

HYDRATION VS. TEWL

Sometimes the concept of hydration is confused with the concept of loss of
trans epidermic water (TEWL).

To this purpose must be remembered that the TEWL is not directly linked to the concept of hydration and as such cannot and must not be used to support the statement on the moisturizing efficacy.

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CUTANEOUS ELASTICITY – *IN VIVO* TESTING

IN VIVO tests include:

- The recruitment of subjects with **mild/moderate skin atony**.
- Elasticity assessment of skin by the method of **suction/elongation** before and after use of the product.

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BARRIER EFFECT – *IN VIVO* TESTING

IN VIVO tests include:

- The recruitment of subjects with **basically dry skin**.
- Assessment of the loss of transepidermic water **by evaporimetry** before and after use of the product.

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OPACITY EFFECT – ***IN VIVO*** TESTING

IN VIVO tests for *OPACITY EFFICACY* include:

- The recruitment of subjects with **mixed oily skin**.
- Assessment of **sebum content** of before and after the use of product.

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LUMINOUS SKIN – ***IN VIVO*** TESTING

IN VIVO tests for *CUTANEOUS RADIANCE* include:

- The recruitment of subjects with **opaque/dull skin**.
- **Radiance assessment** before and after the use of product.

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ANTIOXIDANT EFFECT – *IN VIVO* TESTING

IN VIVO tests for *ANTIOXIDANT CAPACITY* include:

- The recruitment of subjects with mild to moderate signs of **photoaging or chronoaging**.
- Capacity assessment **total antioxidant** before and after the use of the product.

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WRINKLES REDUCTION – *IN VIVO* TESTING

IN VIVO tests for *WRINKLE REDUCTION* include:

- The recruitment of subjects with slight to moderate **skin wriklyness**.
- Depth **assessment of wrinkle by skin profilometry** before and after use of the product.

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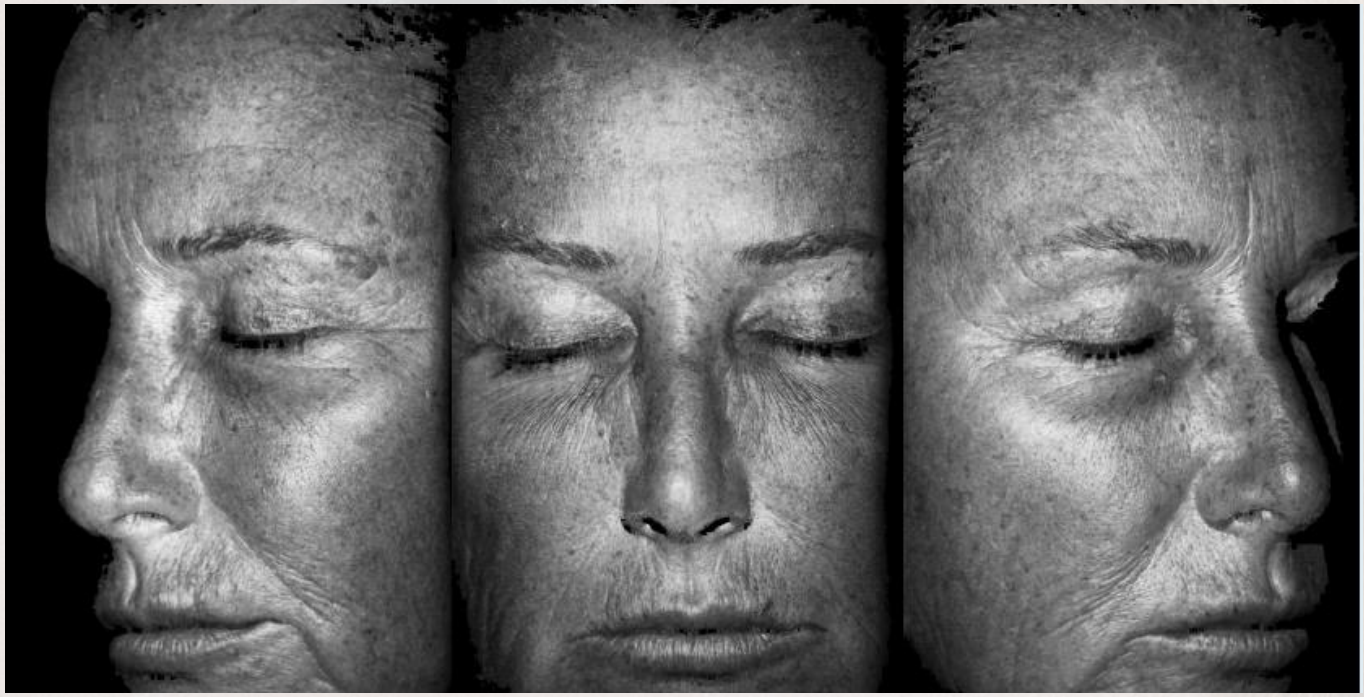
WRINKLES REDUCTION – *IN VIVO* TESTING

CLAIM: WRINKLE REDUCTION



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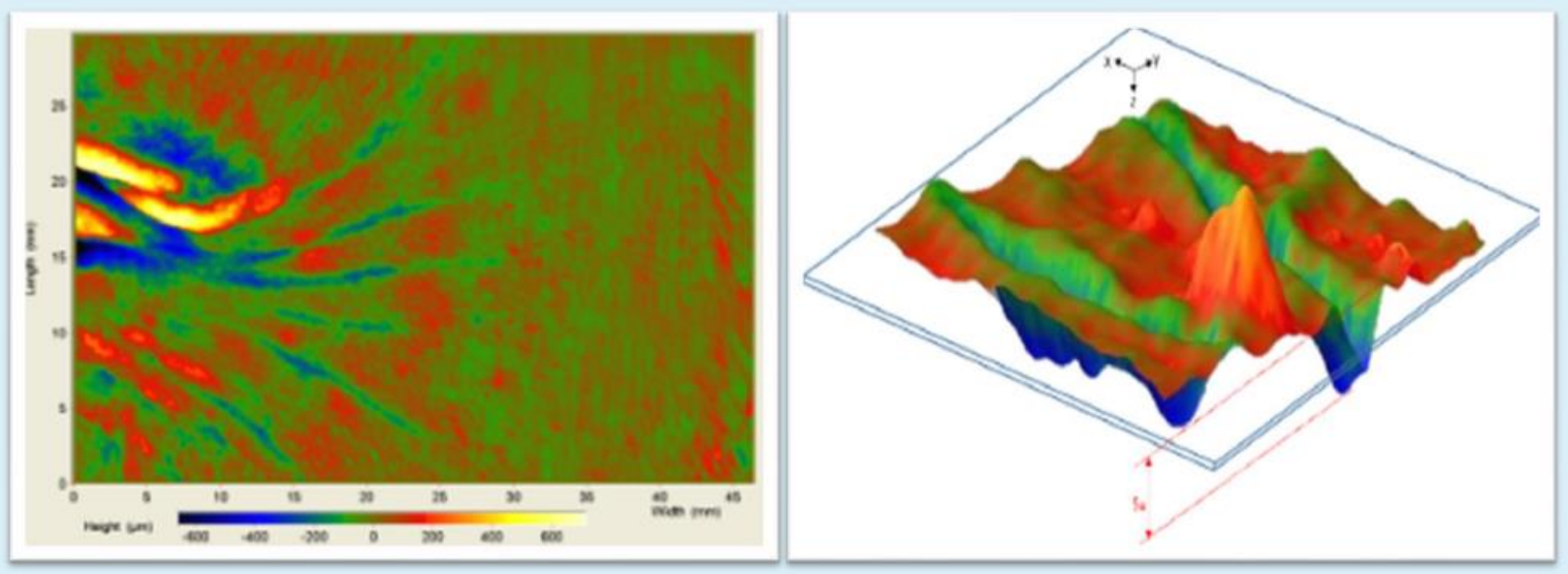

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SUN PROTECTION – ***IN VIVO*** TESTING

IN VIVO tests for *SPF* include:

- The recruitment of 10+ subjects with **phototype I to III**.
- Exposure of the subject to a controlled dose of UVA+B in the area of **application of the product AND in an untreated area**.

THE CHOICE OF TESTING METHOD (ISO, FDA, CFDA, AS-NZS, ETC.) MUST FOLLOW THE **SPECIFICATIONS REQUESTS OF THE COUNTRY** WHERE THE PRODUCT WILL BE DISTRIBUTED.

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SUN PROTECTION – *IN VIVO* TESTING

RECOMMENDATION on the efficacy of sunscreen products and the claims (2006/647/EC)

CATEGORY SHOWN ON THE LABEL	SPF SHOWN ON THE LABEL	MEASURED PROTECTION FACTOR
LOW PROTECTION	6	6-9,9
	10	10-14,9
MEDIUM PROTECTION	15	15-19,9
	20	20-24,9
	25	25-29,9
HIGH PROTECTION	30	30-49,9
	50	50-59,9
VERY HIGH PROTECTION	50+	≥ 60

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SUN PROTECTION – ***IN VITRO*** TESTING

IN VITRO tests for *UVA PROTECTION* include:

- The coating of the product **on a polymethylmethacrylate plate** (PMMA).
- The assessment of the spectrum **of absorption in the region** UVA+UVB.

UVA PROTECTION IN ASIAN COUNTRIES IS EVALUATED BY AN *IN VIVO* TEST SIMILAR TO THE **SPF TEST**.

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SUN PROTECTION – ***IN VITRO*** TESTING

RECOMMENDATION on the efficacy of sunscreen products and the claims (2006/647/EC)

PROTECTION **AGAINST UVA** SHOULD **BE AT LEAST 1/3 OF THE SUNSCREEN**.

THE CRITICAL WAVELENGTH 1 MUST BE AT LEAST 370 NM.

LINK TO OFFICIAL JOURNAL OF THE EUROPEAN UNION PDF:
https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32006H0647&from=IT

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