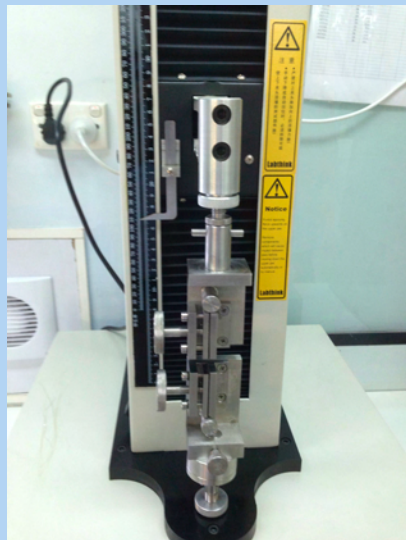




STEPS



1. PRODUCT APPLICATION



2. HAIR TENSILE TESTER

Hair Strength ex vivo Test

A test to objectively assess the performance of a treatment program intended for application to the hair.

The biophysical effects of the topically applied product are evaluated. The effects are evaluated immediately prior to application and at 4, 8 and 12 week time points versus the baseline t=0 (untreated) hair on the same test panelists.

Test Panel Selection

10 Males and females between the ages of 18 to 75. Caucasian or Asian (first or second generation). Individuals who have completed a preliminary medical history mandated by Dermatest.

Preparation

In order to pre condition the test sites and keep all topical treatments constant for all test subjects, panelists are required to abstain from using all hair care products, other than normal unmedicated shampoo, on the test area for a period of one week prior to study commencement and during the course of the study. At the completion of the one week 'washout' period, panelists are required to return to the test facility at the time specified by the technician for the study commencement. Subjects are instructed to arrive with pre-washed hair with no hair care products or make up applied after cleansing.

On the day of the study, biophysical measurements are taken at t = 0 (pre application). Test materials are then delivered to the test sites from the sample packs as provided, with instructions to apply generously to the hair morning and night and to rub the product into the scalp.

Test Methodology

10 cm hair samples are cut from the target area of the hair. A Labthink Tensile Tester Model XLW(B) with a range of 0 to 50 Newtons is used to measure the pull strength of individual hair strands. The instrument is fitted with custom built jaws suitable for the locking of single hair strands. The mean from each test subject at each time point is derived and the mean change of the total subject cohort determined.

Expert Assessment

An overall general assessment is made of the appearance and condition of the target area of the scalp and the appearance of the hair, comparative to the zero time point. At each visit, photographic record is kept of this target for subsequent relocation. The area scanned in from each sample is clearly mapped so as to determine the same area at 4, 8 and 12 weeks.

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