



Stretch Mark Reduction

STEPS



1. ABDOMINAL STRETCH MARKS

Minimal = 1x
 Mild = 2x
 Moderate =3x
 Severe =4x

2. EXPERT GRADING

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3. SUBJECTIVE GRADING

Objective

To evaluate the performance of a test material for effect on stretch mark reduction, versus the baseline (untreated) skin on the same test panelists.

Duration : Time Points : Test Panel

4,8 and 12 weeks.
 10 Individuals between the ages of 20 and 60.
 Individuals who are showing evidence of a discrete stretch marks on the upper leg or torso, of mild to severe intensity.
 The test site for the sampling is the upper legs or torso.

Procedure

Subjective assessment of improvement by an experienced clinical evaluator and self assessment by the test subjects is performed. A photographic record can be maintained for reference and comparative purposes.
 A signed informed consent is obtained from each panelist prior to initiating the study describing reasons for the study, possible adverse effects, associated risks and potential benefits of the treatment and their limits of liability.

Test Steps

Assessments of the test sites are completed pre-application (t = 0) and following home use of the test material after 4, 8 and 12 weeks. Objective assessments and gradings are completed. Subjects are required to maintain a daily diary for the entire test period.
 A photographic record is kept of the stretch mark area appearance at each time point.

All are instructed to abstain from application of any products to the test area for a period of 7 days immediately prior to the study. The subjects are instructed to apply a quantity of product to the area, usually twice daily in morning and in the evening. The area scanned in from each sample is clearly mapped so as to determine the same area for subsequent evaluation. Comparative assessment is conducted at each subsequent time point.

For the Self Assessment.

The ratio of approval to disapproval is calculated by the formula (Strongly Agree + Somewhat Agree) / (Somewhat Disagree + Strongly Disagree) to arrive at a maximum score of 10.00.

For the Expert Assessment

The Graded Severity is assigned the scores of Minimal = 1x, Mild = 2x, Moderate =3x and Severe =4, to arrive at a gross comparative severity total.

Expert Assessment

Apparent area, erythema and appearance of the stretch marks are all observed to significantly and consistently improve over the duration of the study, with maximisation of improvement being achieved at full term.

Reduces the appearance of stretch mark	Improves firmness of skin	Improves the smoothness of skin	Improves tightness of skin	Improves colour of skin	Improves skin's overall appearance
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