



Eyelash serum **Xlash**

Detailed evaluation -
application and utility

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About research

Expertise No 17/07/2015

Subject of valuation

Xlash eyelash serum



Customer



Almea Ltd., 2nd Floor Queens House, 180 Tottenham Court Road, London W1T 7PD, UK

Period of research

16.03.2015

Start

26.05.2015

Finish

Start of commencement of research

We began to evaluate the application and utility after the negative results of the epidermal patch test with the research product, on probands participating in the application and utility research.



1. Qualitative composition of the product

INCI ingredients

- Aqua, Glycerin, Phenoxyethanol, Hydroxyethylcellulose, Alcohol Denat., Sodium Chloride, Panthenol, Caprylhydroxamic Acid, Dipotassium Phosphate, Inositol, Panthenyl Ethyl Ether, Methylpropanediol, Sodium Hyaluronate, Caprylyl Glycol, 1,2-Hexanediol, Potassium Phosphate, Lactose, Lactis Proteinum, Acetyl Methionine, Acetyl Cysteine, Sodium Citrate, Biotin, Benzoic Acid, Sodium Benzoate, Myristoyl Pentapeptide-17, Polysorbate 20, *Hippophae Rhamnoides* Oil, Citric Acid, *Rhodiola Rosea* Root Extract, *Helianthus Annuus* Seed Oil, *Rosmarinus Officinalis* (Rosemary) Leaf Extract.*

**Declared qualitative and quantitative composition according to the customer*



Hippophae Rhamnoides
Oil



Rhodiola Rosea
Root Extract



Rosmarinus Officinalis
(Rosemary) Leaf Extract

2. Usage and declared (expected) effect

Adds volume to your eyelashes by making them **LONGER, darker and fuller.**

Use

- Apply a thin even layer of Xlash on the root of your upper lashes.
- In order to accomplish a good result, customers should use the product daily for 4-8 weeks.
- Xlash 3ml last for aprx 12 weeks if used once daily.

Notes

- Read the leaflet before use.
- Store in a cool, dry and ventilated place.
- Keep away from children.
- In case of irritation, discontinue use.

3. Evaluation purpose

Evaluation

Xlash Eyelash Serum - Evaluation of the effectiveness and usability properties of the product.



4. Material – selection of probands

Object of evaluation



25

dermatologically healthy probands without any dermatological disease aged 18 - 58 years years.

31,16

years – average age



Selection of probands was carried out by a specialist allergist-dermatologist, following the subjective and objective examination of volunteers.



Volunteers / probands after hearing the test procedure and receiving explanations, gave written informed consent to participate in the research.

5. Evaluation methodology



The product was tested and checked during the period of 6 weeks



The test results were obtained in the form of original questionnaires

ROAT (Repeated Open Application Test) method was used for 6 weeks to understand the skin tolerance and appendages, as well as 4 effectiveness and advantages of the product.

The study was conducted to evaluate the application and use of the product . The application time was 6 weeks. Proband used the product in accordance with the general recommendations of the manufacturer and in the course were evaluated subjectively and objectively by a dermatologist-allergist specialist .

The test results was obtained during the application through direct conversation with users and after completion of the research of the original questionnaires, created for the research, and completed by the probands.

The questionnaire surveys were mainly closed questions about the nature and concerned the evaluation of functional properties of the product and the condition of the skin and its appendages after its application. The reaction tests were carried out in accordance with the GCP (Good Clinical Practice).



The survey results are used in the Cosmetic Product Safety Report in accordance with Annex I, Part A, point 10 of Regulation of the European Parliament and of the Council of the EC No. 1223/2009 of 30th November 2009 on cosmetic products.

6. Evaluation results

Dermatological evaluation

The results of observation of the different symptoms are shown in Table below.

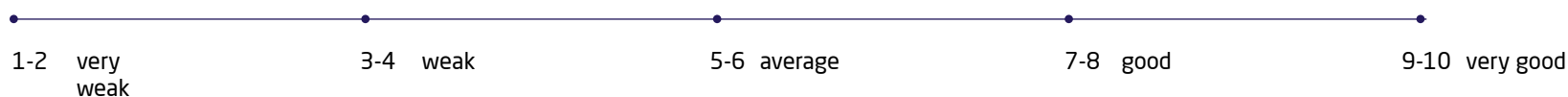
Skin problem	Number of probands	Result
Pruritus	25	7
Erythema	25	There was no erythema in the study group
Urticaria	25	There was no erythema in the study group
Eczema	25	There was no erythema in the study group
Irritation	25	3 (conjunctiva)

Packaging evaluation

How do you evaluate the following characteristics of the packaging on a scale of 1 to 10.

Characteristic	Proband's mean evaluation
Appearance	0 (was not evaluated)
Ergonomics in the application	0 (was not evaluated)
Functionality	0 (was not evaluated)

Grading scale

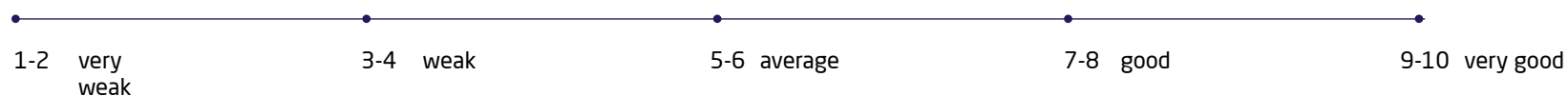


6. Evaluation results

Evaluation of application and utility

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16
How can you evaluate in 1-10 scale following properties of Xlash?																										Average
Consistency	7	8	10	7	8	9	8	10	10	10	10	9	10	10	10	10	10	10	10	8	10	9	8	9	10	9,20
Uniformity	7	8	10	7	8	10	8	10	10	10	10	9	10	10	10	10	10	10	10	8	10	9	8	9	10	9,24
Distribution	7	8	10	7	8	9	8	10	10	10	10	9	10	10	10	10	10	10	10	8	9	9	8	9	10	9,16
Viscosity	7	8	10	6	7	9	6	10	10	10	10	8	10	10	10	7	10	10	9	8	9	9	8	9	10	8,80
Conditioner remains on application place	7	7	10	6	7	10	7	9	10	10	10	9	10	10	10	7	9	10	9	8	9	9	7	9	10	8,76
Efficiency	7	8	10	7	8	10	9	10	10	10	10	9	9	9	10	7	9	10	8	8	9	9	8	9	10	8,92
Simplicity of use	7	8	10	8	8	10	8	9	10	10	10	10	10	10	10	8	9	10	8	8	9	9	8	9	10	9,04

Grading scale



6. Evaluation results

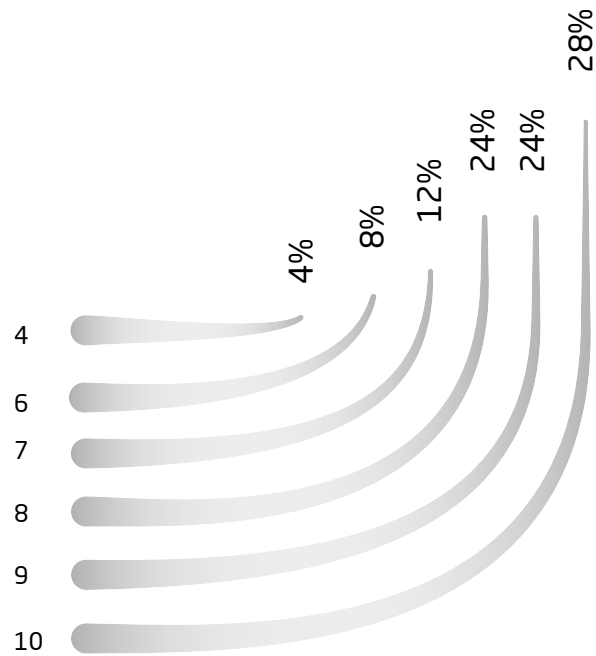
Evaluation of application and utility

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16
It strengthens and nourishes the lashes	7	8	10	6	7	8	6	6	10	10	10	8	10	10	10	7	10	10	10	8	9	9	10	9	9	8,68
Eyelashes have become more visible	7	8	10	6	7	9	7	6	9	10	10	7	10	10	10	7	10	10	10	8	9	9	10	9	9	8,68
There have been improvements in the structure of the eyelashes	7	8	10	5	8	9	7	6	10	10	10	7	10	10	10	7	8	10	8	8	9	9	8	9	9	8,48
Eyelashes have become stronger and harder	7	8	10	5	6	8	4	6	10	10	10	8	10	10	10	7	8	10	10	8	9	9	8	9	9	8,36
Thickens lashes	6	7	10	5	7	8	4	5	7	10	10	7	10	7	10	4	6	8	7	8	7	9	6	9	9	7,44
Lengthens lashes	7	7	10	6	7	9	7	5	7	10	10	7	10	10	10	6	9	10	8	8	9	9	8	9	9	8,28
Eyelashes give the impression of being more curvy	7	8	10	6	8	9	6	5	7	10	10	7	8	10	10	6	6	10	8	8	7	9	6	9	9	7,96
Gives impression of darker eyelashes	6	8	10	6	7	10	4	5	9	10	10	8	9	10	10	7	9	10	10	8	9	9	8	9	9	8,40
Improves the overall appearance and condition of lashes	6	8	10	7	7	9	4	6	8	10	10	8	10	10	10	7	10	10	10	8	10	9	10	9	9	8,60

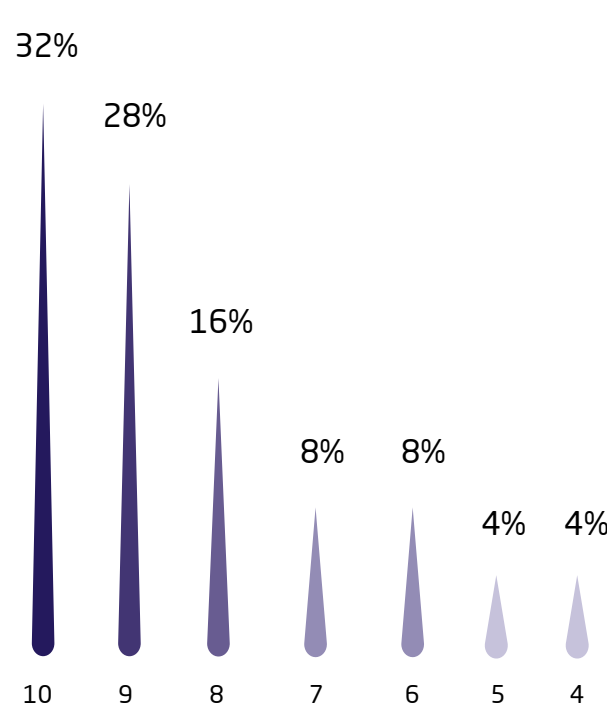
6. Evaluation results

Evaluation of application and utility

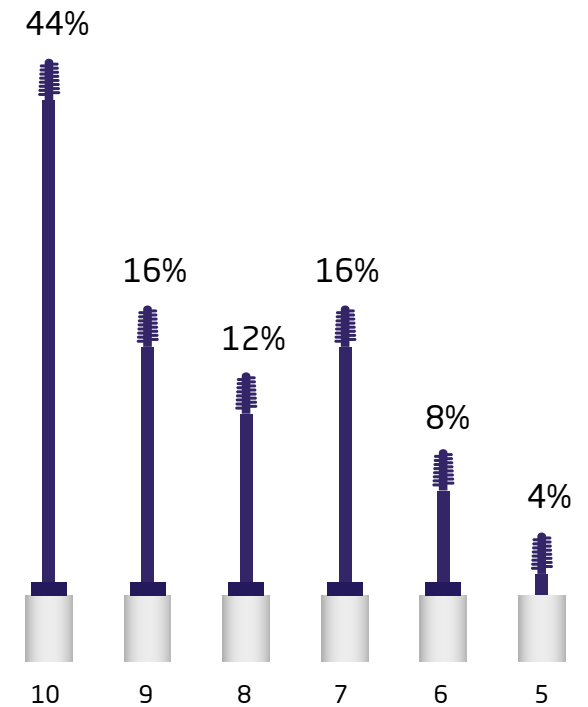
Improves the length of the lashes



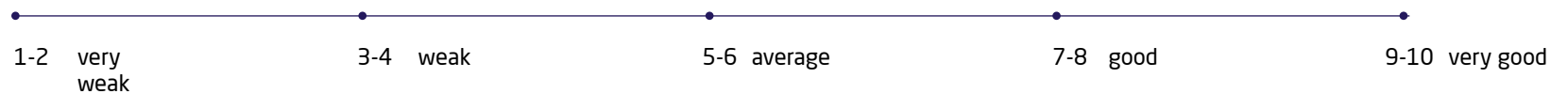
Improves the darkness of the lashes



Improves the overall appearance and condition of lashes



Grading scale



Before Xlash



After Xlash



6. Evaluation results

Marketing evaluation

Do you think that during the use of Xlash that your eyelashes has been stimulated?

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																										Sum	
Definitely yes			●							●	●		●		●			●									6
Yes					●	●						●		●			●		●		●	●		●	●		10
Rather yes		●		●			●		●							●				●			●				7
Not sure	●							●																			2
No																											0
Definitely no																											0

6. Evaluation results

Marketing evaluation

Have you noticed growth of eyelashes after:

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																										Sum	
2 weeks		●				●							●														3
3 weeks			●				●		●	●	●	●			●								●				8
4 weeks				●	●			●							●		●		●	●				●		●	9
5 weeks	●															●		●				●			●		5
6 weeks																											0

6. Evaluation results

Marketing evaluation

Was the growth of your eyelashes noticeable without make up?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely yes						•				•					•												3
Yes			•								•	•	•	•			•	•	•		•	•	•	•	•		13
Rather yes				•	•				•						•					•							5
Not sure	•	•					•	•																			4
No																											0
Definitely no																											0

6. Evaluation results

Marketing evaluation

Were the changes noticeable with make up?

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely yes			●			●			●	●			●		●												6
Yes				●	●						●	●		●		●	●	●	●		●	●		●	●		13
Rather yes	●	●						●	●												●			●			6
Not sure																											0
No																											0
Definitely no																											0

6. Evaluation results

Marketing evaluation

Did the changes in the hair structure of your lashes affect when applying mascara?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																										Sum	
Definetely yes			●						●				●														3
Yes										●	●				●						●				●		5
Rather yes								●						●		●	●				●			●		●	7
Not sure	●			●	●							●						●	●			●					7
No		●				●	●																				3
Definitely no																											0

6. Evaluation results

Marketing evaluation

If yes, what kind of changes did you notice?

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16		
Answer																									Sum			
The mascara spreads smoothly on my eyelashes								●	●							●					●		●				5	
My eyelashes do not clump together			●						●					●							●					●		5
Appearance of eyelashes become equal and combed	●								●												●		●		●		5	
My lashes gets curly easier			●								●																2	
My eyes looks bigger			●	●	●								●	●	●	●	●	●			●	●		●	●		13	
Eyelashes are more elongated			●		●				●	●	●		●	●	●		●				●	●			●	●	13	

6. Evaluation results

Marketing evaluation

Do you think that after using Xlash, your eyelashes became more visible?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																										Su,	
Definitely yes			●							●	●		●		●			●									6
Yes				●		●			●			●		●		●	●		●		●	●	●	●	●	●	13
Rather yes		●			●			●												●							4
Not sure	●						●																				2
No																											0
Definitely no																											0

6. Evaluation results

Marketing evaluation

Has your eyelashes become more dense after using Xlash?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely yes													●														1
Yes												●			●										●		3
Rather yes	●	●	●						●						●								●			●	7
Not sure				●	●	●		●		●	●						●	●	●		●						10
No							●									●					●			●		●	4
Definitely no																											0

6. Evaluation results

Marketing evaluation

Is the application of the product simple and convenient enough?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16
Answer																										Sum
Yes	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	25
No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0

Did you feel any adverse reaction after using Xlash?

Yes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10
No	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	15

6. Evaluation results

Marketing evaluation

If yes, what kind of reactions?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16			
Answer																										Sum			
Delicate irritation on the root of the lash line																											●	1	
Delicate irritation on the root of the lash line only during make-up remover																													0
Delicate itching on the root of the lash line										●	●		●					●		●	●						●		7
Delicate itchy eyes								●																					1
Slight stinging on the root of the lash line																													0
Slight stinging if I got the liquid in your eyes				●									●							●									3
Slight stinging eyes																													0

6. Evaluation results

Marketing evaluation

The similar products used by you before were:

Age	58	51	31	20	20	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely worse		●																									1
Worse									●	●		●		●	●		●				●						7
Comparable				●	●						●		●					●		●		●			●		8
Better																											0
Definitely better																											0
I've never used the similar products	●		●			●	●	●								●			●				●	●			9

6. Evaluation results

Marketing evaluation

How do you generally evaluate the usage properties of Xlash?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																										Sum	
Very good			●						●	●	●		●	●	●			●	●						●		10
Good	●			●	●	●						●					●				●	●			●		9
Rather good		●						●								●					●			●			5
Average							●																				1
Weak																											0
Very weak																											0

6. Evaluation results

Marketing evaluation

Would you like to use Xlash regularly?

Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely yes			●						●	●	●		●	●	●			●									8
Yes	●			●	●	●						●					●		●		●	●		●	●		11
Rather good		●						●								●				●							4
Not sure							●																●				2
No																											0
Definitely no																											0

6. Evaluation results

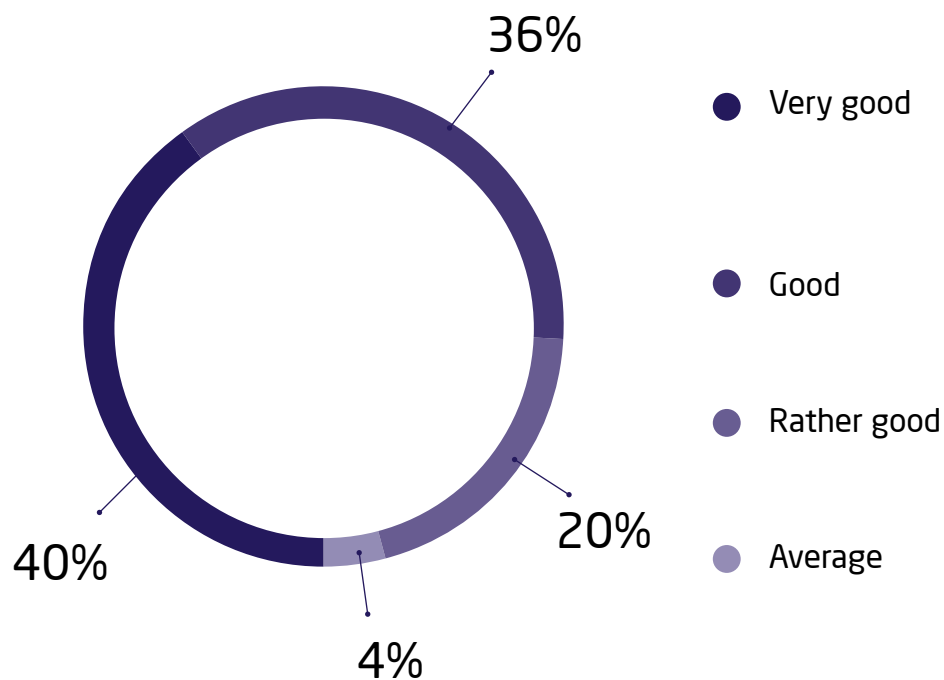
Marketing evaluation

Would you recommend Xlash to your friends?

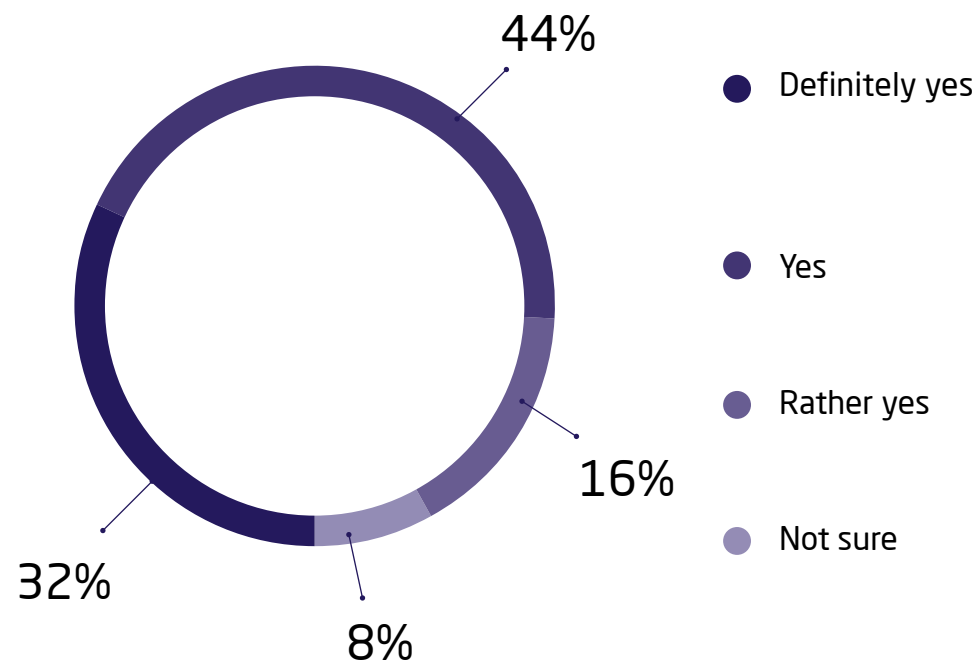
Age	58	51	31	2	2	18	18	47	25	39	37	28	42	28	18	26	27	24	39	23	39	29	42	21	29	31,16	
Answer																									Sum		
Definitely yes			●						●	●	●		●	●	●												7
Yes	●			●	●	●						●					●		●		●	●		●	●		11
Rather yes		●						●										●		●							4
Not sure							●									●							●				3
No																											0
Definitely no																											0

6. Evaluation results

How do you generally evaluate the usage properties of Xlash?



Would you like to use Xlash regularly?



7. Conclusions – final evaluation

Xlash eyelash serum by company Almea Ltd., 2nd Floor Queens House, 180 Tottenham Court Road, London W1T 7PD, UK has good application and utility value.

Based on the obtained results we conclude the following



The product is very well tolerated by the skin.



Xlash fulfills the utility properties declared by the manufacturer.



The product does not cause any side effects, irritation or sensitization in all subjects despite temporary slight itching and stinging in lashes area after application of excessive amount of conditioner or application on the conjunctiva of the eye.

Eyelash serum **X**lash