

Divine Skin Hydrator Survey Results

April 18, 2018

*Conducted by: Francita L. Franks, D.O.
Janice Petit de Mange*



Overview



- Project Description
 - Objective
 - Results
- Project Methodology
- Results
- Summary
- Conclusion

Project Description

□ Objective

- ▣ To evaluate the effectiveness of Divine Skin Hydrator
- ▣ To evaluate hydration effectiveness at 6 to 8 hours and 24 hour increments

□ Results

- ▣ Testing for improvement in:
 1. Skin Hydration
 2. Skin Smoothness

Methodology/Procedure

- Self-administered questionnaire
- Panel size 27-30 individuals
- Timeframe: February 15, 2018 – March 15, 2018
 - Included individuals
 1. Males & Females
 2. Over the age of 18
 - Excluded individuals
 1. Oily skin
 2. Acutely irritated skin
 3. Acne prone skin
 4. Any medically diagnosed acute skin condition
- Methodology/Procedure
 - Subjects were instructed to apply Divine Skin Hydrator to damp skin after showering/bathing to right side of body, right arm and right leg, and to NOT apply to left side of the body, arms or legs.

Methodology/Procedure, cont.

□ Methodology/Procedure

- Approximately 24 hours after application and after showering, the subjects were instructed to shower without applying soap to right arm and right leg.
- Left side, without product applied, to be used as the control.

Approximately twenty-four hours after application, subjects were ask to shower without soaping the right side of their body. And then asked to answer the two questions below.

1. Can you still feel the effects of Divine when wet comparing the right side to the left? Fifty-seven percent of respondents said yes with twenty-one percent agreeing with somewhat. Eighteen percent indicated just a little with four percent not feeling the effects at all.
2. When your skin is dried, does your right arm and leg feel smoother than the left side? Fifty percent responded with much smoother while twenty-one percent indicated their skin felt smoother. Eighteen percent described their skin as feeling somewhat smoother with seven percent not perceiving smoother skin at all.

Summary

A consistent complaint of individuals with dry skin is the hydrating benefits of products do not last, and they have to reapply after a few hours.

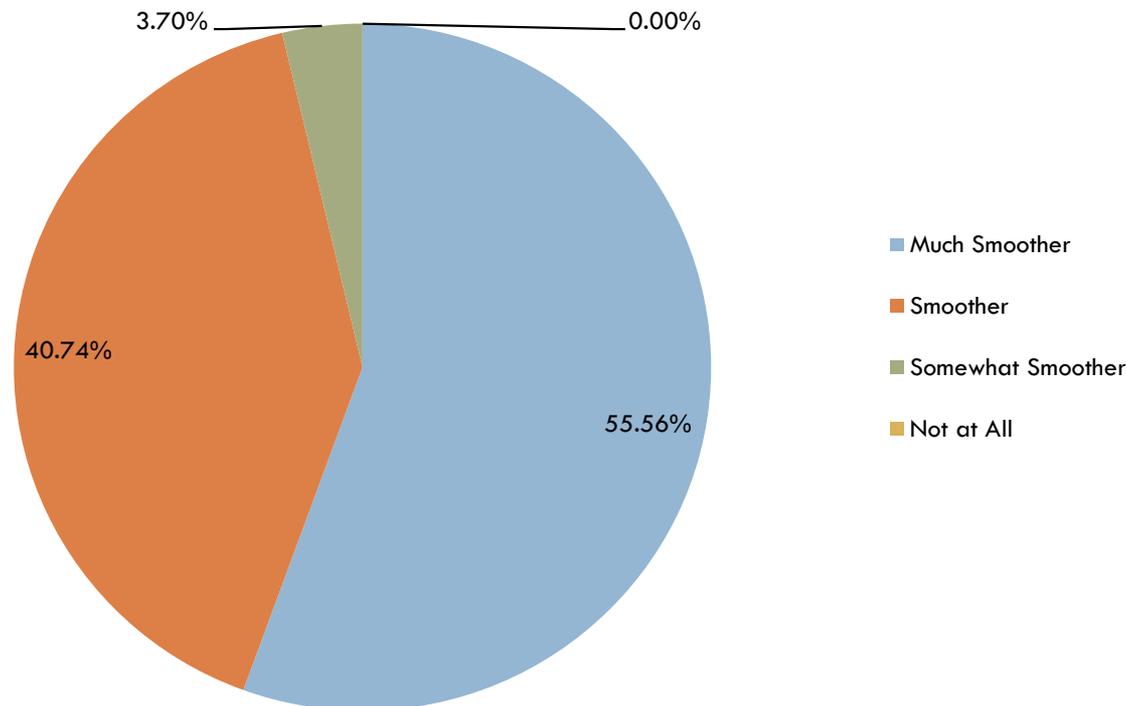
*In the AARP Bulletin (Real Possibilities May 2018, Fads, Fails and Fixes), according to clinical professor of dermatology at Georgetown University Medical Center Dr. Tina Alster states “**for your skin’s sake, hydrate from the outside in; not the inside out.**” ¹*

*In a recent survey conducted by the Harris Poll, Cera Ve’s Winter Skin Relief day survey on January 8, 2018. “**42% of Americans said having dry skin in the winter is one of the things they dislike most, while 37% said going to the DMV and 32% said filing taxes.**” ²*

Summary (cont.)

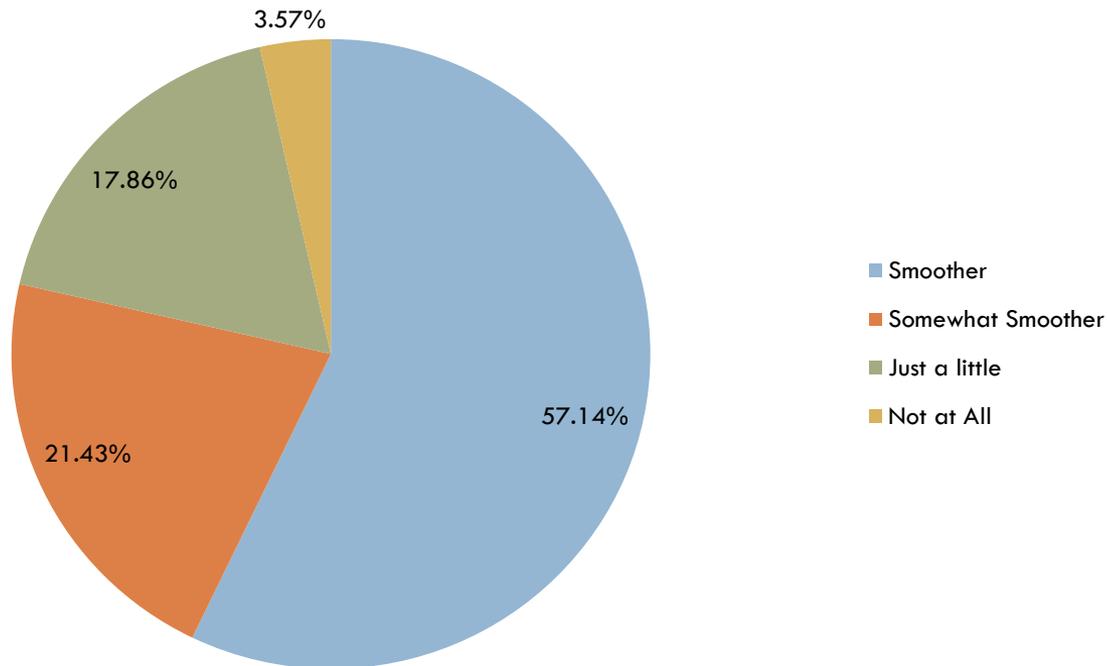
Results for 6 to 8 hours and 24 hours after Divine Skin Hydrator application:

- At 6-8 hours after the application of Divine Skin Hydrator, 96% of those surveyed found their skin still smoother. (55.5% much smoother and 40.7% smoother)



Summary (cont.)

- At 24 hours after application and after rinsing the individuals surveyed compared the side of their body without Divine Skin Hydrator to the side where Divine had been applied, 78% reported their skin was smoother/somewhat smoother where Divine had been applied.



Conclusion



- The majority, 71% to 78% of people surveyed confirmed their skin continued to feel smoother twenty-four hours after application of Divine Skin Hydrator without applying more product even after rinsing their skin.
- Subjects completed a pre-test questionnaire regarding how they perceived their skin. 66% indicated they had dry and/or itchy skin. Of this group, 100% found at 6-8 hours to have smoother or much smoother skin.
- Divine Skin Hydrator would be a good product consideration for people with very or excessively dry skin. It is also a good option for those who do not want to reapply moisturizer for twenty-four hours.

References



1. *Alster, Tina Dr. clinical professor of dermatology at Georgetown University Medical Center, “Real Possibilities, Fads, Fails and Fixes”, AARP, May 2018, (10 -14)*
2. *Harris Poll, Cera Ve’s Winter Skin Relief day survey on January 8, 2018*