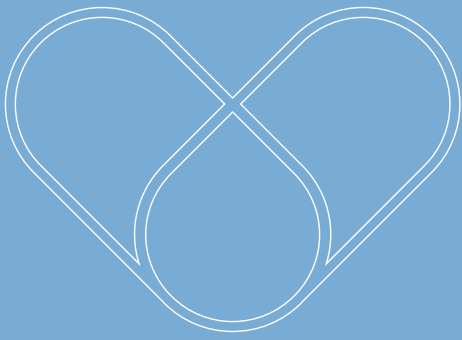




ADVANCED NUTRITION PROGRAMME™

Research Study | **Skin Moisture IQ**





Objective

The study aimed to evaluate the impact of Skin Moisture IQ, a food supplement containing 36 active ingredients, on dry skin when taken for 12 weeks.

Study method

Participants and procedure

In this 12-week study, 19 women and 3 men, aged 25 to 63 years (average age: 39 years) were enrolled. All participants were healthy and came from various ethnic groups. Participants presented with dry skin on the cheek area (Corneometer® value <50) and displayed signs of rough and thin skin. A 2-week washout period was required before the start of the study to allow for the clearance of any previously taken food supplements.

Participants were required to take one blister pod of Skin Moisture IQ daily with a main meal.

Participants were instructed to not make any changes to their skincare routine, lifestyle, and dietary habits. This included refraining from using any topical products containing moisturising and anti-ageing active ingredients such as retinol, peptides, or hyaluronic acid, undergoing any facial treatments or cosmetic alterations, or taking food supplements other than medically prescribed supplements such as iron or vitamin B12. All subjects provided consent prior to participation.

Test product and ingredients

Participants took one blister pod of Skin Moisture IQ daily. Skin Moisture IQ consists of a 28-day supply of blister pods, each containing 5 capsules. Together the capsules contain vitamins D, A, E, K2, C, B1, B2, B6, B5, B12, niacin, folic acid as folate, biotin, calcium, magnesium, iron, zinc, copper, manganese, selenium, chromium, molybdenum, iodine, boron, beta carotene, bilberry fruit powder, broccoli powder, spinach leaf powder, acai berry powder, *Triticum aestivum* wheat extract oil providing ceramides and glucosylceramides, hyaluronic acid matrix providing glycosaminoglycans and chondroitin sulphate, fish oil providing EPA and DHA and evening primrose oil providing GLA.

Assessment

Subjects were assessed at baseline and week 12. Facial areas measured included the mid-forehead, lateral to the eye (commonly referred to as crow's feet area) and mid-cheek.

Assessment included:

- Imaging of the full face using the Canfield® Visia machine
- High-resolution imaging of the skin topography with the Courage and Khazaka™ Visioscan®, a UVA-light video camera
- Direct measurement of a range of skin parameters using Courage & Khazaka™ equipment
- Self-assessment questionnaire
- MYMOP2 (Measure Yourself Medical Outcome Profile) questionnaire

MYMOP2 is a generic patient-specific outcome tool designed to evaluate a wide range of healthcare interventions. Participants can identify up to two symptoms that are of greatest concern to them and subjectively assess the severity. The MYMOP2 consists of 7 questions: 2 related to the symptoms identified, and the rest related to the impact of symptoms on wellbeing, impact of physical activity on the symptom and the medication used. It uses a 7-point Likert scale to score the questions with 0 being 'as good as it could be' and 6 being 'as bad as it could be'. The change in symptoms is then assessed over time. A change in score from beginning to end should be between 0.5 and 1.0 to be clinically important, and all changes greater than 1.0 can be considered clinically significant.



Results

Hydration of the skin on the cheek increased by 34.3% from baseline to 12 weeks ($p < 0.01$). Absolute values are shown in Figure 1. No significant changes were seen on the forehead and crow's feet area.

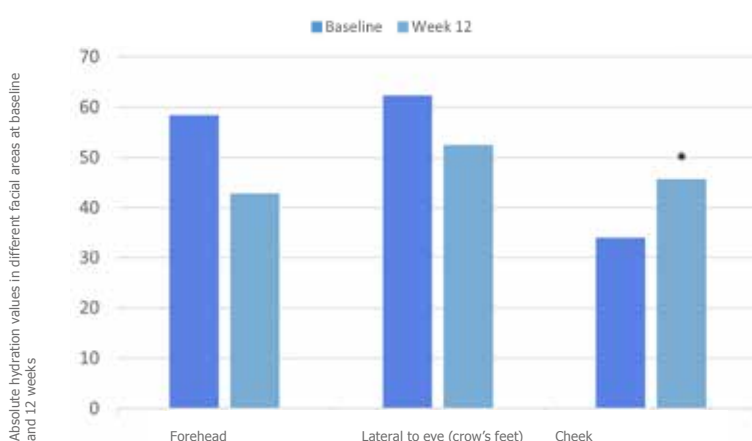


Figure 1. Skin hydration in different facial areas at baseline and after 12 weeks with once-daily use of Skin Moisture IQ.
*Baseline to week 12 in the cheek area ($p < 0.01$)

Wrinkle depth of the skin on the cheek decreased by 21.4% from baseline to 12 weeks ($p < 0.05$), and around the eye area, by 27.0% ($p < 0.005$) over the same period. Absolute values are shown in Figure 2. No significant changes were seen on the forehead.

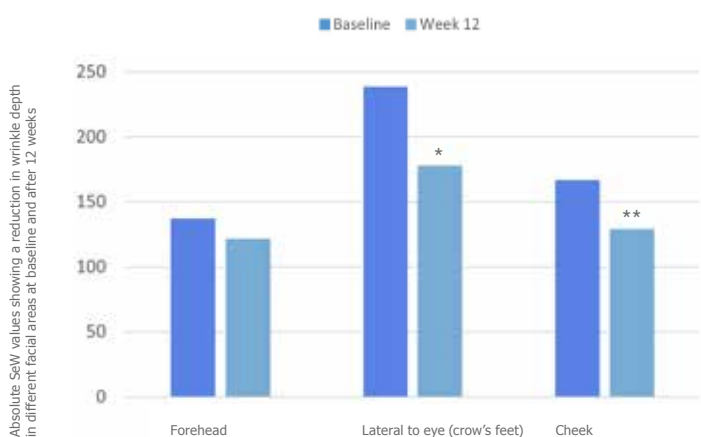


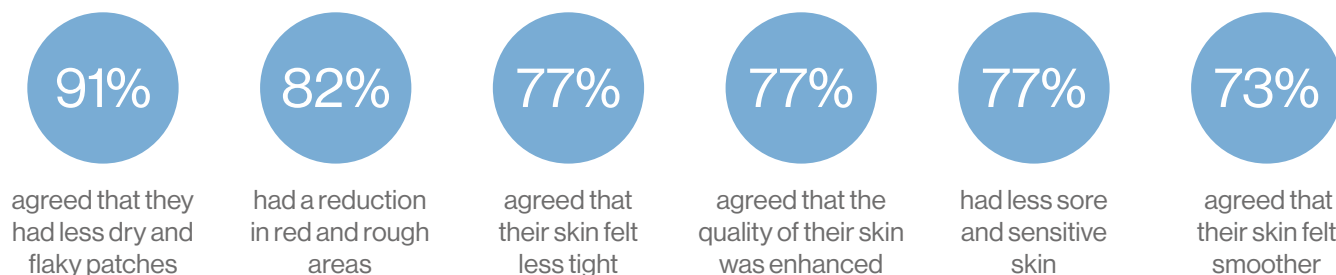
Figure 2. Wrinkle depth in different facial areas at baseline and after 12 weeks with once-daily use of Skin Moisture IQ.
*Baseline to week 12 in the periorbital area ($p < 0.005$), ** Baseline to week 12 in the cheek area ($p < 0.05$)



Self-assessment questionnaire

The questionnaire consisted of 13 questions with 12 referring to skin health and 1 on general health. It was administered at the end of the study.

Percentage of participants who agreed with the following statements.



MYMOP2 (The Measure Yourself Medical Outcome Profile)

All participants identified dry and flaky skin and redness as the key symptoms of concern. Improvements of greater than 1.0 were seen in both symptoms, as well as the impact of these symptoms on physical activity and wellbeing (Figure 3), suggesting that the daily use of Skin Moisture IQ led to clinically significant improvement and benefits to patients.

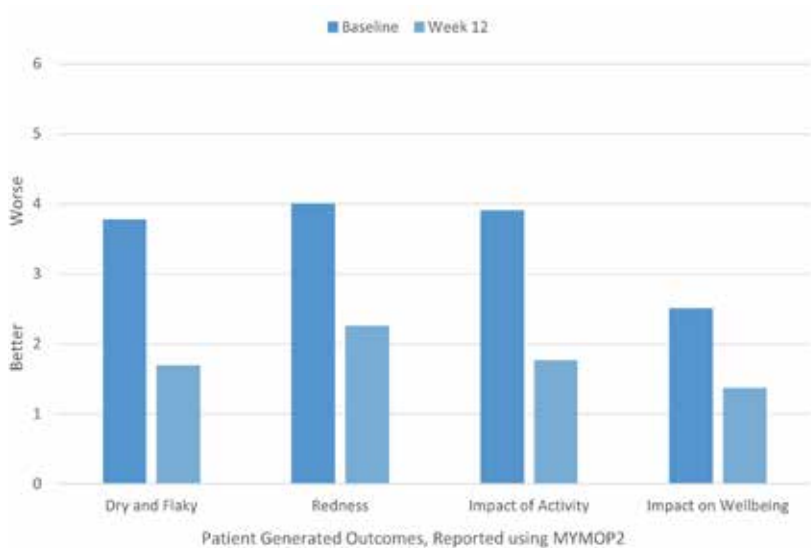


Figure 3. MYMOP2 scores of the severity of dry and flaky skin, redness of skin, impact of physical activity on symptoms and impact of symptoms on wellbeing, with 0 being as good as it gets and 6 being as bad as it can be.

Conclusion

This research study shows that oral Skin Moisture IQ, used by women and men with xerosis led to improvements in hydration and wrinkles after 12 weeks of once-daily use. MYMOP2 and self-assessment questionnaire results indicate that participants experienced favourable outcomes from the intervention. These findings suggest that Skin Moisture IQ would be a valuable addition to any skincare routine focused on improving dry skin.



Before and afters

Dose: 1 blister pod (5 capsules) daily | Duration: 12 weeks



Dose: 1 blister pod (5 capsules) daily | Duration: 12 weeks



Dose: 1 blister pod (5 capsules) daily | Duration: 12 weeks



Testimonials

"My skin is less dry and my lips haven't needed any chapstick at all this winter."

Adrian P (53)

"My skin is smoother, feels soft, and less rough than previous winters. Usually, I have blemishes but haven't had any this time while taking the product. Fewer wrinkles appeared. Makeup is easier to apply. A friend in January said I was looking fresher than usual."

Claire H (43)

"My skin feels like it has more moisture. My skin no longer feels tight and uncomfortable. My skin on my legs has felt less dry and more comfortable."

Elizabeth P (26)

"My skin feels a lot smoother after shaving, skin is a lot less tight day to day. Others noticed how much better my skin looks. I have less redness and dry flaky skin."

Chris H (34)

"Even though it's been a very cold winter, my skin has really been less dry and irritated than it has been in previous years. Definitely less itchy and flaky and smoother which is also making it easier to apply makeup."

Hayley H (40)

"I feel less anxious about having to moisturise right after washing my face or body. My skin feels smoother, and it has allowed me to not worry after the gym or swimming."

Mimi M (27)