



EFFICACY TESTING

Neutron supports cosmetic companies with tailor made efficacy studies that can also be carried out through **multi-disciplinary approaches**. These studies evaluate the effects of the product in vivo on a panel of healthy volunteers selected on the basis of the dermatological and/or trichological characteristics and the objectives of the study.

INSTRUMENTAL EVALUATION

In vivo instrumental evaluations allow the measurements of specific skin parameters and provide objective data to support the efficacy of the product.

SELF-PERCEPTION EVALUATION

The functionality of the cosmetic product is evaluated by a panel of volunteers who express their opinion on the efficacy perceived during the use test.

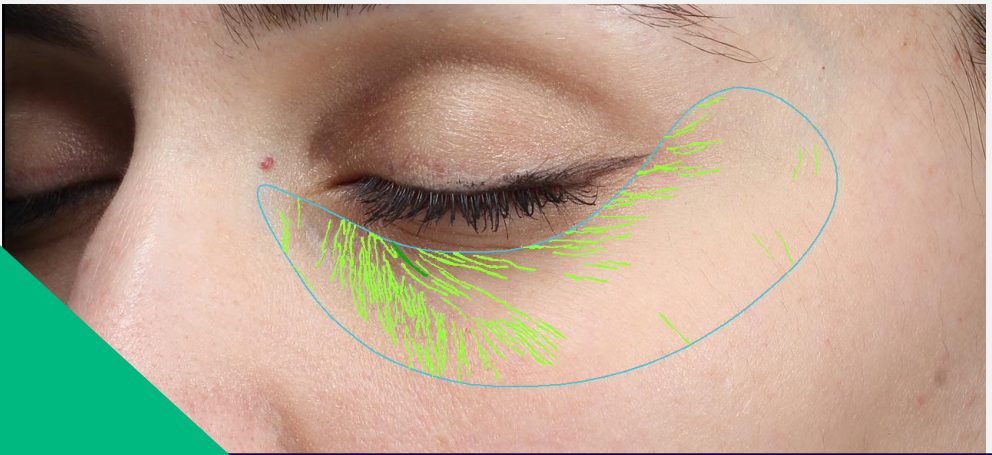
CLINICAL EVALUATION

The clinical evaluation of specific skin parameters carried out by a dermatologist allows to record, through scores, the condition of the skin before and after treatment.

Where is the advantage?

The multi-disciplinary approach provides a double vision regarding the product's action: on one hand an objective reading provided by the instrumental approach and on the other it investigates the consumer's product experience (perceived efficacy and sensoriality).

With this approach is possible to have an integrated interpretation of the data recorded so it is useful both from a technical point of view and as a marketing tool for the company.



INSTRUMENTAL EFFICACY TESTING

VISIA® COMPLEXION ANALYSIS: FACIAL IMAGING, QUANTITATIVE ANALYSIS & VISUAL ASSESSMENT

VISIA® Complexion Analysis captures **high quality, standardized facial images** thanks to non-polarized, cross-polarized and UV flash lighting used to record and measure surface and subsurface skin conditions to provide the most complete data set available for **skin assessment** and **analysis**.

VISIA®'s patented comparison to norms analysis uses one of the world's largest skin feature database to grade volunteer's skin relative to others of the same age and skin type. Measure **spots, UV spots, brown spots, wrinkles, texture, pores, red areas, and porphyrins**.

Our portfolio

TEST	CLAIM	TEST	CLAIM
Surface Hydration	Moisturizing · For dry skin	Sebometry	Sebum-normalizing · for oily skin
Deep Hydration	Deep hydration · For dry skin	Lightening	Lightener effect · brightening
Skin Elasticity	Elasticizing · tonifying · firming	Whitening efficacy	Whitening · reduces dark spot
Tewl - Lenitive effect	Lenitive · protects skin barrier · repairing · for sensitive skin	Skin Redness	Anti-reddening

