

Clinical Research

It is essential that JOUIRA[®] skin care products work as effectively as we promise and that we can substantiate the claims we make. JOUIRA[®] Anti-Aging Hyaluronique Multiple Effect products underwent full clinical testing to prove this as outlined below.

Topical skincare products do not require Swissmedic, EU or US-FDA approval, but the company has put JOUIRA[®] products through rigorous claim substantiation testing, which is the typical testing protocol for the skincare product industry. As you might expect for a brand based on science, the product line has undergone complete safety and efficacy testing regime. Thirty- two subjects used JOUIRA[®] products for 6 and 12 weeks, and the results were remarkable: JOUIRA[®] products were more effective than some other products from the competition and some prescription products in reducing the depth and volume of wrinkles in the area of the face and crow's feet area, reducing dark circles under the eyes, reducing wrinkle depth and refines pores.

Some claims "84% agree skin looks healthier and feels smoother, firmer, more hydrated and more radiant" and "77% agree the appearance of their fine lines and wrinkles is visibly reduced.

The subjects achieved an average:

- 33% decrease in wrinkle density
- 23% decrease in the volume of wrinkles
- 20% decrease in the depth of wrinkles
- 31% more hydration
- 38% wrinkle reduction
- 50% more elasticity

Trials also confirmed how quickly the product works, showing that skin can absorb JOUIRA[®] formulations within minutes. This documented biological activity, demonstrated in peer-reviewed preclinical studies, is significant differentiator. The "active" ingredients in many other anti-aging creams are plant or marine extracts, which are biologically inert— meaning they do not stimulate the body's development of natural proteins. JOUIRA[®] products are non-prescription, medical skin care products that contain active ingredients with scientifically proven clinical potential and innovative transdermal delivery system to the dermis layer of the skin.

Study Procedure

Full clinical testing was carried out by JOUIRA[®] Biotech Skincare across a six and twelve-week period. All participants were selected by the test center and were assessed at regular intervals throughout the trial; baseline,

fifteen minutes (where claimed), one hour, twelve hours, four weeks, six weeks, eight weeks, ten weeks and twelve weeks. The results were measured using medical instruments and through expert visual assessment.

All subjects were advised to discontinue use of any topical lightening products or exfoliating products containing hydroquinone, glycolic acid, alpha-hydroxyl acids, salicylic acid, retinol, peptides and vitamins CE (including derivatives) at least seven days prior to the study start date and to wash the study site areas using only a simple soap product provided by the test company.

Blind Testing of Products

The test products were labeled by the sponsor in a blinded fashion using labels that provided usage instructions. We sent all test products directly to the clinical facility prior to the start of the study in compliance with current Good Manufacturing Practices.

About the Participants

To provide a fair and consistent outcome, the following participants were excluded from the test:

- Pregnancy or lactation.
- Inadequate or non-existent contraception (women of child bearing potential only).
- A current skin disease of any type apart from mild facial acne (e.g. eczema, psoriasis).
- Heavy alcohol consumption (i.e. more than 14 units per week or 4 units a day).
- Current use or history of repeated use of street drugs.
- A febrile illness lasting more than 24 hours in the six days prior to study commencement.
- Significant past medical history of hepatic, renal, cardiac, pulmonary, digestive, haematological, neurological, locomotor or psychiatric disease.
- History of asthma only if requiring regular medication or hay fever that required prescription treatment in two or more of the previous three years.
- A history of multiple drug hypersensitivity.
- Concurrent medication likely to affect the response to the test articles or confuse the results of the study.
- Known sensitivity to the test articles or their constituents including packaging materials.
- Current treatment by a physician for allergy unless physician consulted by Investigator and participation approved.
- Participation in a skin lightening or anti-ageing study in the month prior to study state date.
- Recent immunization (less than 10 days prior to test commencement).
- A medical history indicating atopy.
- No microdermabrasion treatment or superficial/light chemical peel on any study site within 30days prior to the study period
- No currently ongoing non-ablative laser, light or radio frequency treatment and/or a medium/deep skin peel, ablative laser treatment on a study site prior to 3 months of the study start date.
- Known sensitivity to or current usage of Hydroquinone or any form of bleaching agents including retinol, HQ, kojic acid, azaleic acid, tretinoin, and glycolic acid.

About The Tests

Objective instrumental assessments were carried out using four key mechanisms:

- Cutometer (lift and firmness)
- Chromameter (brightness)
- Corneometer (hydration)
- Profilometry (wrinkle measurement)

We are delighted to share that JOUIRA® Anti-Aging Hyaluronique Multiple Effect line of products delivered significant improvements across all areas.

Clinical Trials

Proof that JOUIRA® Anti-Aging Hyaluronique Multiple Effect works

At JOUIRA® Biotech Skincare, we make bold claims for our high-end luxury skincare. We will only launch a product if we believe it offers exceptional results and is genuinely effective.

To back up our claims*, our products are thoroughly tested and proven through clinical trials.

In recent clinical tests, 100% of all panelists on JOUIRA® trials showed significant improvements on all skin measurements across all criteria.

The testing process involves participants who are selected by the test center and assessed at regular intervals across a twelve-week period.

(* Claims and statements based on traditional clinical trials, not accepted medical evidence. Not Swissmedic, EU or US-FDA evaluated. These products are not intended to diagnose, treat, cure, or prevent any disease.

A Selection of Top Line Results (average percentage increase)

Depth Of Wrinkle Reduction	Average	15%	23%	39%
	Highest	21%	29%	47%
	Lowest	9%	18%	31%
Skin Firmness Improvement	Average	82%	138%	143%
	Highest	115%	185%	192%
	Lowest	55%	103%	108%

Products are
 NONTOXIC
 NON-COMEDOGENIC
 HYPOALLERGENIC
 CHIRALLY CORRECT
 VEGAN
 GLUTEN-FREE
 CRUELTY-FREE

SUITABLE FOR ALL SKIN TYPES
 IDEAL FOR SENSITIVE SKIN
 DERMATOLOGIST TESTED
 FOR PRE & POST-PROCEDURE ENHANCEMENT
 (EITHER SURGICAL OR NONINVASIVE)

Products are formulated without
 PARABEN
 PARAFFIN
 SULFATES
 LANOLIN
 HORMONE
 SYNTHETIC DYES
 PHTHALATES
 GMOs
 TRICLOSAN
 HORMONES
 SILICONES
 MICROBEADS
 ALCOHOL



Clinical Trial:

**JOUIRA® Hyaluronique Multiple Effect
 FACE SERUM No.2**

Radiant Anti-aging - Intense Revival - Lifting & Firming

JOUIRA® Biotech Skincare makes a lot of claims and we wanted to demonstrate through clinical tests that JOUIRA® Face Serum No.2 really does work.

These are some of the claims we make about the phenomenal benefits of using JOUIRA® Face Serum No.2:

- Clinically proven to reduce the appearance of wrinkles and fine lines by up to 67% in 21 days
- Increases the skin’s oxygen uptake of the skin by up to 48%
- Increases cellular energy by up to 43%
- Increases the level of ATP by up to 68%
- Increases cell production by up to 28%
- Reduces the appearance of age spots
- Reduces dark circles and eye puffiness
- Proven to diminish the appearance of age spots by up to 28% in 12 weeks
- Humidity adaptive; works harder to maintain moisture levels in air conditioned and synthetic environments
- Increases elasticity and suppleness
- Reduces the appearance of age spots
- Reduces fine lines and wrinkles
- Lifts and firms skin tissue
- Dramatically brightens
- Promotes the skins own production of collagen

To authenticate these claims, JOUIRA® underwent fully clinical trials. We’re delighted to share these results.

**A Selection of Top Line Results
 (Average percentage increase)**

	1 Hour	12 Hours	4 Weeks	6 Weeks
Depth of Wrinkle Reduction			30%	44%;
Skin Firmness	102%		134%	151%;
Hydration		115%		
Luminosity (laser treatment would give you circa 10% increase)			11%	13%

Visible Result – Clinical Trials

Group	I	II	III	IV
% age of panelists graded prior to commencement of trial	0%	17%	47%	37%
% age of panelists graded at the end of the trial	0%	33%	57%	10%
Increase/ decrease in % of panelists within group at the end of the trial	0%	17%	10%	-27%
Percentage change	0%	100%	21%	-73%

JOUIRA® Face Serum No.2 results

Clinical tests show that JOUIRA® Face Serum No.2 delivers the following anti-aging skin care claims. It:

- Reduces the appearance of wrinkles and fine lines by an average of 41% in 12 weeks.
- Makes skin firmer by an average of 84% in 12 weeks.
- Increases skin hydration by 115% in 12 hours.
- Makes skin look 13% more luminous in 6 weeks (similar to the effect of laser treatment).
- Diminishes the appearance of age spots by an average of 13% in 6 weeks.