

## Clinical Research

It is essential that JOUIRA<sup>®</sup> skin care products work as effectively as we promise and that we can substantiate the claims we make. JOUIRA<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> products for 6 and 12 weeks, and the results were remarkable: JOUIRA<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> Anti-Aging Hyaluronique Multiple Effect line of products delivered significant improvements across all areas.

## Clinical Trials

### *Proof that JOUIRA<sup>®</sup> Anti-Aging Hyaluronique Multiple Effect works*

At JOUIRA<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> Hyaluronique Multiple Effect  
 EYE & LIP CREAM No.3**

**Intense Anti-aging - Superior Replenishment - Lifting & Firming**

JOUIRA<sup>®</sup> Biotech Skincare makes a lot of claims and we wanted to demonstrate through clinical tests that JOUIRA<sup>®</sup> Eye & Lip Cream No.3 really does work.

Below are some of the claims we make about the phenomenal effects of using JOUIRA<sup>®</sup> Eye & Lip Cream No.3 in both the first 15 minutes and the cumulative benefits over time:

- Lightens dark circles
- Reduces puffiness
- Up to 192% increase in skin firmness
- Tightens the epidermis
- Up to 47% reduction in wrinkle depth
- Stimulation of cell proliferation
- Instant smoothing
- Invigorates the complexion
- Draws fluid from fat cells
- Stimulates elastin production
- Up to 190% increase in hydration
- Collagen content aids bio-protection repair
- Up to 46% improvement in skin barrier functionality
- Up to 17% increase in luminosity
- Reduces fine lines and other facial creases
- Stimulates cellular regeneration
- Instant lifting
- Evens skin tone

To authenticate these claims, JOUIRA<sup>®</sup> 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			27%	41%;
Skin Firmness	99%		131%	148%;
Hydration		112%		
Luminosity (laser treatment would give you circa 10% increase)			8%	10%

**Visible Result – Clinical Trials**

Group	I	II	III	IV
% age of panelists graded prior to commencement of trial	0%	7%	60%	33%
% age of panelists graded at the end of the trial	0%	23%	73%	3%
Increase/ decrease in % of panelists within group at the end of the trial	0%	17%	13%	-30%
Percentage change	0%	250%	22%	-90%

**JOUIRA<sup>®</sup> Eye & Lip Cream No.3 results**

Clinical tests prove that JOUIRA<sup>®</sup> Eye & Lip Cream No.3 fulfills the following anti-aging skin claims. It:

- Lightens dark circles.
- Reduces puffiness.
- Makes skin firmer by an average of 143% in 6 weeks.
- Reduces the appearance of wrinkles and fine lines by an average of 39% in 6 weeks.
- Increases hydration by 141% in 12 hours.