



**A SINGLE CENTRE, HOME-USE STUDY IN 15 HEALTHY FEMALE SUBJECTS TO EVALUATE THE EFFICACY OF USING A SUPPLEMENT VIA CLINICAL ASSESSMENT, BRUSH FRICTION COUNT METHOD (BFCM) AND SELF-PERCEPTION QUESTIONNAIRES (SPQ) OVER A 12-WEEK DURATION.**

Prepared for:

Abundance and Health Ltd.  
1 Maritana Gate  
Canada St  
Waterford  
Ireland

Livon Labs  
2654 W Horizon Ridge Pkwy,  
Henderson 89052  
Nevada  
USA

Prepared by:

PCR Corp  
8 Richmond Road  
Dukes Park  
Chelmsford  
Essex  
CM2 6UA  
United Kingdom

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**A SINGLE CENTRE, HOME-USE STUDY IN 15 HEALTHY FEMALE SUBJECTS TO EVALUATE THE EFFICACY OF USING A SUPPLEMENT VIA CLINICAL ASSESSMENT, BRUSH FRICTION COUNT METHOD (BFCM) AND SELF-PERCEPTION QUESTIONNAIRES (SPQ) OVER A 12-WEEK DURATION.**

**PCR CORP REPORT NO: ABUHAR1C**

I declare that the following report constitutes a true and faithful account of the procedures adopted and the results obtained in the performance of this study. The aspects of the study conducted by PCR Corp were performed, where relevant, in accordance with the principles of Good Clinical Research Practice.

Barrie Drewitt  
(Principal Investigator)

.....

Date.....

Khari Edwards  
(Project Manager)

.....

Date.....

**QUALITY ASSURANCE STATEMENT:**

This report has been audited and is considered to be an accurate description of the methods used and an accurate presentation of the data obtained during the conduct of the study.

Bryan Baker  
(Quality Assurance)

.....

Date.....

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## 1. SUMMARY

Title:	A single centre, home-use study in 15 healthy female subjects to evaluate the efficacy of using a supplement via Clinical Assessment, Brush Friction Count Method (BFCM) and Self-Perception Questionnaires (SPQ) over a 12-week duration.
Study design:	Single centre, home-use study design.
Test Article:	1. Altrient C Supplement/Lypo-Spheric/ LivOn Labs
Duration of study:	12 weeks
Number of subjects:	An adequate number of subjects were enrolled so that fifteen (15) subjects completed the study.
Type of subjects:	Healthy female subjects aged 18+ years of age.
Method:	<p>Approximately 15 subjects attended the testing facility at baseline and at week 12 and completed self-perception questionnaires, expert clinical grading of hair, brush friction count method and macro-photography (hair count). Subjects took home the product to use for 12 weeks according to the usage instructions:</p> <p><i>“Two (2) sachets of Altrient C/day taken orally, 1 Morning and 1 Afternoon. Can be taken with or without food. Can be taken directly from the sachet or can be added to a small amount of water or juice mixed and consumed.”</i></p>
Conclusion:	<p>Under the conditions of the study the test article was clinically proven to perform statistically significantly at improving Thickness of hair overall/Thickness of Individual Hair (20.21% improvement in the mean grading; <math>p &lt; 0.05</math>), Healthy Appearance of Hair (25.00% improvement in the mean grading; <math>p &lt; 0.05</math>), General Condition/Feel of Hair (30.21% improvement in the mean grading; <math>p &lt; 0.05</math>) and Hair Count via Macrophotography Count (18.93% improvement in the mean grading; <math>p &lt; 0.05</math>). There was also a statistically significant decrease in the number of Broken and Intact Hairs (50.89% &amp; 37.50% reduction respectively; <math>p &lt; 0.05</math>) collected through the Brush Friction Count Method and Hair Damage also showed a statistically significant decrease (27.66% improvement in the mean grading; <math>p &lt; 0.05</math>), with hair breaking somewhat easily at baseline (mean - 3.13) improving in strength to an average breakage after 12 weeks of product use (mean - 2.27).</p>

Although on average hair growth increased, a statistical significance was not observed (Baseline mean = 3.20cm increasing to Week-12 mean = 3.80cm; 18.75% improvement in mean length;  $p=0.07$ ).

Data from the self-perception questionnaires showed that the test article performed highly favourable in the majority of questions, Q1, 2, 5, 8, 10, 11, 18 and 19 ( $\geq 80\%$  of subjects selected top 2 responses) and with a favourable majority for Q3, 4, 6, 7, 9, 12, 16, 17 and 20 ( $>50\%$  of subjects selected top 2 responses). Therefore, for these questions, under Clearcast guidelines, all claims can be substantiated.

Duration of study:

Study Started: 5<sup>th</sup> June 2023

Study Ended: 28<sup>th</sup> August 2023

Location:

PCR Corp  
8 Richmond Road  
Dukes Park  
Chelmsford  
Essex  
CM2 6UA  
United Kingdom

## 2. KEY STUDY PERSONNEL AND RESPONSIBILITIES

KEY PERSONNEL	GENERAL RESPONSIBILITIES
<p><b>Principal Investigator (PI)</b>            Barrie Drewitt            PCR Corp            310 South MacDill Avenue            Tampa            FL 33609            USA</p> <p>Tel: +1 (813) 864 7364</p>	<p>The Principal Co-ordinator (PC) was responsible for ensuring sufficient resources were available to conduct the study and was responsible for the study design, review of the study protocol and report and ensuring that they concurred with the study design and findings reported.</p>
<p><b>Study Supervisor (SS)</b>            Izzy Moyler            PCR Corp            8 Richmond Road            Dukes Park            Chelmsford            Essex            CM2 6UA            United Kingdom</p> <p>Tel: 01245 934050</p>	<p>The Project Supervisors (PS) were responsible for the conduct of the study on a daily basis.</p>
<p><b>Project Manager (PM)</b>            Khari Edwards            PCR Corp            8 Richmond Road            Dukes Park            Chelmsford            Essex            CM2 6UA            United Kingdom</p> <p>Tel: +44 (0) 1245 934050</p>	<p>The Project Manager (PM) will be involved with the study design, compilation of study results, and writing the study protocol and report.</p>
<p><b>Project Coordinator (PC)</b>            Jonathan Orchard            Abundance and Health Ltd.            1 Maritana Gate            Canada St            Waterford            Ireland</p> <p>Tel: +44 203 239 4907            Email:            jonathan@abundanceandhealth.co.uk</p>	<p>The Project Coordinator (PC) will be the primary point of contact on behalf of the Sponsor of this study and will represent the Sponsor of this study.</p>
<p><b>Co-Sponsor (Laboratory)</b>            Livon Labs            2654 W Horizon Ridge Pkwy            Henderson 89052            Nevada, USA</p>	

### **3. INTRODUCTION AND OBJECTIVES**

The objective of this study is to evaluate the efficacy of a liposomal Vitamin C supplement through Self-Perception Questionnaires, Clinical Assessment, Brush Friction Count Method (BFCM) and Macrophotography at Baseline and Week 12.

To make the following claims:

- Clinically Proven.
- Improves Hair Growth.
- Improves Hair Strength.

Please note that it is the responsibility of the sponsor to determine the testing and study designs required for submission to entities such as the Home Shopping Network, QVC, etc.

### **4. STUDY DESIGN**

Single centre, home-use study design.

### **5. SELECTION OF SUBJECTS**

#### **5.1 SCREENING**

An adequate number of subjects were enrolled so that 15 subjects would be expected to complete the study. Subjects satisfied the following inclusion and exclusion criteria, were prepared to accept the prohibitions and restrictions, and gave written informed consent (Appendix 1).

The suitability of each subject to participate was confirmed prior to their acceptance onto the study by completion and review of a study specific pre-study questionnaire (Appendix 2).

#### **5.2 INCLUSION CRITERIA**

- a. Healthy female subjects aged 18+ years of age.
- b. Subject has signed a written Informed Consent and photography release form.
- c. Willing and able to attend all study visits.
- d. Subject is willing to use the supplement provided for the duration of the study in addition to their regular supplements for the duration of the study.

### 5.3 EXCLUSION CRITERIA

- a. Current participation on another oral supplement study at PCR or any other facility.
- b. Known allergy to supplement ingredients.
- c. Use of hair growth products such as Rogaine, minoxidil, or finasteride within the last year.
- d. Subject is pregnant, nursing, or planning to become pregnant (by verbal response only).
- e. Insulin-dependent diabetes.
- f. Uncontrolled metabolic diseases such as diabetes, hypertension, hyperthyroidism or hypothyroidism or severe chronic asthma.
- g. Treatment for any type of cancer within the past 6 months and/or history of cancer in the test area.
- h. Taking medications that could interfere with the study such as prescribed anti-inflammatories or routine high dose use of OTC anti-inflammatory (e.g. Advil, Ibuprofen), or steroids (steroid nose and eye drops are permitted), and/or any medications applied directly to the test area.
- i. Immunological disorders such as HIV positive, AIDS, and systemic Lupus.
- j. Damaged skin (e.g. recent stitches, fresh wound) in the test area (scalp).
- k. Currently uses any topical medication or ointment on the hair.
- l. Known allergies or hypersensitivity to supplements, similar materials, or their ingredients.
- m. Medical condition that may affect study data or subject safety which in the opinion of the Investigator would compromise the safety of the subject or study results.
- n. History of poor cooperation, non-compliance, or unreliability.
- o. Investigator deems the subject an unsuitable candidate for the study.
- p. Epilepsy.
- q. Dreadlocks or hair extensions

### 5.4 PROHIBITIONS AND RESTRICTIONS

- a. Subjects will use the provided supplement for the duration of the study and to NOT begin the use of any other products that may interfere with the results of the study. e.g., any new supplements.
- b. Subjects will keep using their usual cosmetic products and normal hair products daily for the duration of the study and not to start any new products for the duration of the study.
- c. Subjects will maintain the same style, hair part, and colour as at the baseline visit and at week 12 (final visit) and to keep their hair neat and tidy during study visits.
- d. Subjects will agree to not have their hair cut or to have any hair enhancements (e.g., Hair extensions) during the 12 weeks of the study.
- e. Subjects will agree to not chemically process your hair for the duration of the study e.g., perm, straighten, colour or bleach.



## **6. METHOD**

### **6.1 TEST ARTICLES**

The test article was supplied by the Sponsor:

1. Altrient C Supplement/Lypo-Spheric/ LivOn Labs

The Sponsor provided the ingredient listing (Appendix 3) and certified that the product supplied to PCR Corp for the clinical trial had been manufactured/formulated with ingredients that are safe and suitable for the product's stated purpose.

The test article was used as supplied by the Sponsor, following their usage instructions, detailed in the Subject Information Sheet (Appendix 4).

It was the responsibility of the Sponsor to determine, for each batch of test article, the identity, strength, purity, composition, and other characteristics which appropriately defined the test article before its use in the study. The determination of its stability and documentation of methods of synthesis and derivation were also the Sponsor's responsibility.

It was the responsibility of the Sponsor that the test article met all necessary transport regulations, particularly those regulations involving the carriage of hazardous goods and the import/export of goods, and that any costs including tax/duty were fully met by the Sponsor prior to receipt of the test article at PCR Corp. No liability with regard to safe receipt or costs involved in carriage of goods to any PCR Corp site were accepted.

On study completion, any remaining unused test articles will be disposed of, unless otherwise requested by the Sponsor, after issuance of the final report or 28 days after study completion, whichever comes first. Sponsors requesting the return of products will be liable for any costs incurred.

### **6.2 STUDY PROCEDURE**

#### **Visit 1 - Baseline (Day 1)**

Potential subjects attended the testing facility where informed consent was obtained, and eligibility was verified. Once accepted, an expert then clinically graded the hair, performed macrophotography to capture high resolution digital images of a designated area of hair and conducted the brush friction method (refer to section 6.3).

Subjects were then given the test article usage instructions, a diary to record their daily use and a supply of the product to be used for 12 weeks.

Subjects were also instructed to:

- a) Use the provided supplement for the duration of the study and NOT begin the use of any other products that may interfere with the results of the study. e.g., any new supplements.

- b) Keep using your usual cosmetic products and normal hair products daily for the duration of the study and not to start any new products for the duration of the study.
- c) Maintain the same style, hair part, and color as at the baseline visit and at week 12 (final visit) and to keep your hair neat and tidy during study visits.
- d) Agree to not have your hair cut or to have any hair enhancements (e.g., Hair extensions) during the 12 weeks of the study.
- e) Agree to not chemically process your hair for the duration of the study e.g., perm, straighten, colour or bleach.

Subjects were also informed to bring test articles and diaries with them to the next visit for compliance.

### **Visit 2 – Final Day (Week 12)**

All 15 subjects returned to the testing facility following 12 weeks of using the product at home. A study staff member asked the subjects if there were any changes to their health or medication since their previous visit. If any changes occurred, this was recorded. Subject diaries were also checked for compliance, if subjects did not comply with study instructions this was recorded as a deviation.

Subjects were given a self-perception questionnaire to complete on how they found using the product over the 84-day period. Subjects then underwent clinical grading of the hair, macrophotography, and the brush friction count method as performed on day 1. Once completed they were compensated for their time and allowed to leave.

## **6.3 INSTRUMENT ASSESSMENTS**

### **Brush Friction Count Method (BFCM)**

The BFCM was conducted at baseline and at week 12, after macrophotography assessments were done. The BFCM involved brushing the subject's hair with moderate force using a large paddle brush with cushioned head and narrow quills with round tips (e.g., Kent Airhedz Mega Taming Brush) at a rate of 1 stroke/second for 10 seconds ensuring the entire head was brushed. Hair captured by the brush was then removed. Broken/damaged hairs were separated from intact hairs that were removed from the scalp by examination under a magnifying glass at 2x magnification. The number of broken/damaged hairs and intact hairs were then counted.

## 6.4 VISUAL ASSESSMENTS

### Evaluator Hair Attribute Assessments

The same evaluator conducted all hair attribute assessments at baseline and week 12. Assessments were made with the aid of a 60-watt pearl bulb with distance maintained at approximately 30 cm from the site. The following grading scales were used for visual assessments.

<u>Hair Strength/Hair damage</u>  0 – Very strong, no breakage 1 – Strong hair, does not break off 2 – Average breakage 3 – Breaks somewhat easily 4 – Brittle, breaks easily 5 – Very fragile, breaks very easily	<u>Thickness of hair overall/Average thickness of individual hair strands</u>  0 – Very thick 1 – Thick 2 – Average 3 – Fine 4 – Thin 5 – Very thin, fragile
<u>Healthy Appearance</u>  0 – Maximum healthy appearance; thick, voluminous, soft, and shiny 1 – Good 2 – Moderate 3 – Slight 4 – Very slight. 5 – Not at all; limp, fragile, brittle	<u>General Condition/Feel of Hair</u>  0 – Great feel/condition 1 – Good feel/condition 2 – Average feel/condition 3 – Reasonable feel/condition 4 – Poor feel/condition 5 – Very poor feel/condition
<u>Hair growth</u>  0 – 0 cm growth 1 – 1 cm growth 2 – 2 cm growth 3 – 3 cm growth 4 – 4 cm growth 5 – 5 cm growth	

For each of the scoring scales, half points may be used for intermediate conditions.

## 6.5 SELF-PERCEPTION QUESTIONNAIRES

Subjects completed a self-perception questionnaire at week 12, after using the product for 12 weeks at home as per the usage instructions.

Subjects determined their level of agreement to statements about the test article utilizing a five-point Likert scale. The Sponsor provided the SPQ questions prior to the start of the study and the subjects completed it on site.

## 6.6 PHOTOGRAPHY

### Macrophotography and Hair Count

Macro photography was utilized to capture high resolution digital images of a designated area of hair. At the baseline visit, the evaluator designated a 2 cm x 2 cm area where thinning hair was evident. This area served as the site for macro photography from which the evaluator assessed hair counts. A template was made of the designated area and was used to locate the site at subsequent visits.

The following equipment and settings were used to capture the macro images:

- Camera: Nikon D5500
- Lens: Nikon 18-140 mm
- All Images shot on camera raw at ISO 200 1/125th @ F20
- Main light: 4X Soft box @135W
- Fill light Speed Lite – Camera Mounted
- Background light Speed Lite – remote

Hair count was assessed at baseline and at week 12.

## 7. STUDY ETHICS

### 7.1 DECLARATION OF HELSINKI

The study conformed to the requirements of the 1964 Declaration of Helsinki and its subsequent amendments (World Medical Association; 2013).

### 7.2 SUBJECT CONSENT

Subjects were informed of the nature, purpose and known risk of the study both orally and in writing and gave their written informed consent before participating in the study (Appendices 1 and 2). Subjects were advised that they were free to withdraw from the study at any time without being obliged to give a reason. They were compensated for their time and inconvenience.

### 7.3 INDEMNITY PROVISION

The Sponsor shall be responsible, without regard to legal liability, and shall indemnify PCR Corp, or any of their respective officers or employees in the event of claims for compensation from subjects suffering injury arising out of the administration or use of the test article, or of any procedure required under this protocol as a result of a subject participating in this study, except and insofar as such claims arise as a result of any negligent act or omission on the part of PCR Corp employees or any persons undertaking or involved in the study by arrangement with PCR Corp.

## 8. QUALITY ASSURANCE

The study was carried out within the spirit of the ICH Guidelines on Good Clinical Practice (ICH E6\_R2) and other recognised guidelines. An audit of the final report will be completed, for accuracy and completeness of presentation. Additionally, the study may be subject to the following Quality Assurance procedures:

- Review of protocol and protocol amendments for completeness, clarity, and adequacy.
- Inspection and/or audit of critical phases of study conduct for compliance with protocol and PCR Corp procedures.

PCR Corp Quality Assurance will inform PCR Corp management of any findings that may affect the integrity of the study.

## **9. RETENTION OF DATA**

All raw data generated by PCR Corp during the course of the study, and including protocol and final report, will be retained in the PCR Corp archive for a minimum period of fifteen years from study completion. In the event of original data being transferred to the Sponsor at their request, exact copies will be so retained. At no time will archived data be destroyed without prior written approval of the Sponsor. All study data will be available at any time, by appointment, for inspection by the Sponsor or their authorised representative.

## **10. REFERENCES**

World Medical Association (2013). "Declaration of Helsinki: Ethical Principles for Medical Research Involving Human Subjects". JAMA 310 (20): 2191–2194. doi:10.1001/jama.2013.281053.

International Conference on Harmonisation of Technical Requirements for the Registration of Pharmaceuticals for Human Use. Note for Guidance on Good Clinical Practice, Consolidated Guideline. Step 4, Consolidated Guideline, 1/5/96. CPMP/ICH/135/95.

ICH E6\_R2, INTEGRATED ADDENDUM TO ICH E6(R1): GUIDELINE FOR GOOD CLINICAL PRACTICE, Current Step 4 version dated 9 November 2016.

## 11. RESULTS

### 11.1 LOCATION AND DATES OF THE STUDY

The study was performed at PCR Corp between w/c 5<sup>th</sup> June 2023 and completed on w/e 28<sup>th</sup> August 2023.

### 11.2 SUBJECTS

15 subjects were recruited into and completed the study.

SUBJECT NO.	AGE	SEX
1	66	F
2	55	F
3	54	F
4	33	F
5	30	F
6	30	F
7	43	F
8	54	F
9	47	F
10	21	F
11	25	F
12	58	F
13	26	F
14	44	F
15	49	F

### 11.3 ADVERSE EVENTS, ADVERSE REACTIONS AND SUBJECTS NOT COMPLETING THE STUDY

No adverse reactions were reported, and all 15 subjects completed the study.

## 11.4 ASSESSMENTS

### Visual Assessments

Attribute	Timepoint	N	Mean	Std.Deviation	p-value	% Improvement
Hair Strength / Hair Damage	Baseline	15	3.13	0.74		-27.66
	Week 12	15	2.27	0.50	0.00	
Thickness of hair overall / Thickness of Individual Hair	Baseline	15	3.13	1.13		-20.21
	Week 12	15	2.50	0.78	0.00	
Healthy Appearance	Baseline	15	2.93	0.88		-25.00
	Week 12	15	2.20	0.82	0.00	
General Condition/Feel of Hair	Baseline	15	3.20	0.77		-30.21
	Week 12	15	2.23	0.65	0.00	
Hair Growth	Baseline	15	3.20	1.66		18.75
	Week 12	15	3.80	1.15	0.07	
Macrophotography Count	Baseline	15	23.60	6.60		18.93
	Week 12	15	28.07	7.18	0.00	

p<0.05 = Statistically Significant

N.B. p-value displayed at 2 decimals.

### Brush Friction Count Method

Attribute	Timepoint	N	Mean	Std.Deviation	p-value	% Reduction
Broken Hairs	Baseline	15	7.47	2.26		50.89
	Week 12	15	3.67	1.63	0.00	
Intact Hairs	Baseline	15	10.67	4.35		37.50
	Week 12	15	6.67	3.42	0.00	

p<0.05 = Statistically Significant

N.B. p-value displayed at 2 decimals.

## 12. SELF-PERCEPTION QUESTIONNAIRES

Summary table

Questions	Day 84 (Top 2 Responses "Strongly Agree + Agree) %
1. My hair looks more lustrous overall	93.33
2. My hair feels thicker overall	86.67
3. My hair breakage has decreased	73.33
4. My natural hair shine has improved	73.33
5. My hair smoothness has improved	100.00
6. My hair fizziness has decreased	60.00
7. My hair shedding (fall) has decreased	66.67
8. My hair thinning has decreased	86.67
9. I have noticed a decrease in split ends	53.33
10. I have noticed an increase in new hair strands	86.67
11. My hair growth rate has improved	86.67
12. My hair greasiness has decreased	53.33
13. My scalp irritation has decreased	40.00
14. My scalp dryness has decreased	40.00
15. My scalp dandruff has improved	33.33
16. My scalp is less visible along the hairline	73.33
17. My scalp is less visible when I wear my hair up	73.33
18. My skin feels smoother	86.67
19. My skin is more hydrated	100.00
20. My fine lines or wrinkles have improved	60.00



### **13. CONCLUSIONS**

Under the conditions of the study the test article was clinically proven to perform statistically significantly at improving Thickness of hair overall/Thickness of Individual Hair (20.21% improvement in the mean grading;  $p < 0.05$ ), Healthy Appearance of Hair (25.00% improvement in the mean grading;  $p < 0.05$ ), General Condition/Feel of Hair (30.21% improvement in the mean grading;  $p < 0.05$ ) and Hair Count via Macrophotography Count (18.93% improvement in the mean grading;  $p < 0.05$ ). There was also a statistically significant decrease in the number of Broken and Intact Hairs (50.89% & 37.50% reduction respectively;  $p < 0.05$ ) collected through the Brush Friction Count Method and Hair Damage also showed a statistically significant decrease (27.66% improvement in the mean grading;  $p < 0.05$ ), with hair breaking somewhat easily at baseline (mean - 3.13) improving in strength to an average breakage after 12 weeks of product use (mean - 2.27). Although on average hair growth increased, a statistical significance was not observed (Baseline mean = 3.20cm increasing to Week-12 mean = 3.80cm; 18.75% improvement in length;  $p = 0.07$ ).

Data from the self-perception questionnaires showed that the test article performed highly favourable in the majority of questions, Q1, 2, 5, 8, 10, 11, 18 and 19 ( $\geq 80\%$  of subjects selected top 2 responses) and with a favourable majority for Q3, 4, 6, 7, 9, 12, 16, 17 and 20 ( $> 50\%$  of subjects selected top 2 responses). Therefore, for these questions, under Clearcast guidelines, all claims can be substantiated.

**APPENDIX 1: INFORMED CONSENT**

Study Code: ABUHAR1C

Subject #: \_\_\_\_\_

**INTRODUCTION**

You are being asked to participate in a research study. Prior to giving your consent to be a subject, it is important that you take the time to read and understand what your participation would involve. This consent form may contain technical language which you may not understand. If you do not understand any of this consent form, please ask the clinical staff any questions you may have. You will be provided with a signed copy of this consent form and any other necessary written information prior to the start of the study.

**OBJECTIVE**

The objective of this study is to evaluate the efficacy of a supplement through Self-Perception Questionnaires, Clinical Assessment, Brush Friction Count Method (BFCM) and Macrophotography at Baseline and Week 12.

**TEST ARTICLES**

You will be provided the test article at study visit 1 and you will use the test article as instructed for 12 weeks.

**STUDY PROCEDURES**

You will be one of approximately 15 subjects enrolled in this study. Your participation will last 12 weeks and will include 2 visits to the testing centre. During the 12 weeks you will use a supplement following the directions for usage provided to you on the information sheet.

**Study Visits****Visit 1 - Baseline (Day 1)**

You will attend the testing facility where informed consent will be obtained, and eligibility will be verified. Once accepted, an expert will then clinically grade your hair, perform macrophotography to capture high resolution digital images of a designated area of hair and conduct the brush friction method.

You will then be given the test article usage instructions, a diary to record your daily use and a supply of the product to be used for 12 weeks. You will also be instructed to:

- a. Use the provided supplement for the duration of the study and NOT begin the use of any other products that may interfere with the results of the study. e.g any new supplements.
- b. Keep using your usual cosmetic products and normal hair products daily for the duration of the study and not to start any new products for the duration of the study.
- c. Maintain the same style, hair part, and color as at the baseline visit and at week 12 (final visit) and to keep your hair neat and tidy during study visits.
- d. Agree to not have your hair cut or to have any hair enhancements (eg. Hair extensions) during the 12 weeks of the study.
- e. Agree to not chemically process your hair for the duration of the study e.g. perm, straighten, colour or bleach.

You will also be informed to bring the test articles and diaries with you to your next visit for compliance.

#### Visit 2 – Final Day (Week 12)

You will return to the testing facility following 12 weeks of using the product at home. A study staff member will ask you if there were any changes to your health or medication since your previous visit. If any changes occurred, this will be recorded. Your diary will also be checked for compliance, if you have not complied with study instructions this will be recorded as a deviation.

You will be given a self-perception questionnaire to complete on how you found using the product over the 84-day period. You will then undergo clinical grading of the hair, macrophotography, and the brush friction count method as performed on day 1. Once completed you will be compensated for your time and be allowed to leave.

#### **RISKS**

To the best of our knowledge, these products are not expected to induce an allergic reaction. While the potential for irritation or other reactions during this study are minimal, it is possible for a reaction to occur. Expected reactions for these test article categories are mild in nature and may include the following: redness, stinging, itching, or peeling. In addition to the risks described, there may be other risks that are currently unforeseeable. No significant adverse reactions are expected to occur. However, if you develop an adverse reaction or complication as a result of your participation in this study, medical treatment will be provided by clinical staff nurses at PCR Corp or you will be referred for appropriate treatment at no cost to you, as long as you have followed the study instructions. Provisions of such medical care is not an admission of legal responsibility. You will be followed by PCR Corp until the adverse reaction has resolved. No additional compensation will be available to you. Neither the sponsoring company nor the investigating company will be held responsible for any future medical expenses.

#### **BENEFITS**

While it is likely that you will not receive any direct benefit from your participation in the study, the study results may have the potential to increase scientific knowledge about skincare products and may allow for new and improved products to be marketed.

#### **CONFIDENTIALITY**

Information concerning you that is obtained in connection with this study will be kept confidential by PCR Corp, except that the sponsoring company whose products are being tested will receive a copy of the study records. The data will be uniquely coded to protect your identity. In addition, the study investigator, third party regulatory authorities, including the U.S. Food and Drug Administration (FDA), IRB/IEC or the sponsor (including monitors and auditors), may inspect the records of the study. Therefore, total privacy cannot be guaranteed.

Your signature on the Informed Consent provides your permission for these agencies to view your personal information and the study data.

**IN CASE OF STUDY RELATED INJURY**

If you are injured while participating in this study, PCR Corp will provide you with treatment. If your illness or injury is the result of the study products or any procedure required by the study that you would not have undergone were it not for your participation in the study, the sponsor will pay usual and customary medical fees for reasonable and necessary treatment, provided you have not already otherwise been properly reimbursed by your insurance, a government program, or other third party coverage for such medical expenses. The sponsor is not responsible for expenses that are due to pre-existing medical conditions, underlying disease, procedures which would have been performed even if you were not participating in the study, your negligence or wilful misconduct, or the negligence or wilful misconduct of institution, principal investigators, or third parties. No funds have been set aside by the sponsor to compensate you for lost wages, disability, or discomfort due to your participation in this study. You do not give up any legal rights as a research participant by signing this consent form.

**COMPENSATION FOR INJURY**

No significant adverse reactions are expected to occur. However, if you develop an adverse reaction or complication as a result of your participation in this study, medical treatment will be provided by clinical study staff at PCR Corp, or you will be referred for appropriate treatment at no cost to you. Provisions of such medical care are not an admission of legal responsibility. You will be followed by PCR Corp until the adverse reaction has resolved. No additional compensation will be available to you. Neither the sponsoring company nor the investigating company will be held responsible for any future medical expenses. In no way does signing this consent form waive your legal rights nor does it relieve the investigators, Sponsor or involved institutions from their legal and professional responsibilities.

**FEMALES OF CHILDBEARING POTENTIAL**

Pregnant and/or nursing women may not take part in this study. Signing and dating this consent form means that you are stating that you are not pregnant, planning a pregnancy, or nursing at the start of the study.

The test products may involve unknown risks to you, your nursing infant, or your unborn child if you become pregnant while on the study. By signing this form, you agree to practice an acceptable method of birth control for the duration of the study.

**NEW FINDINGS**

Any new information that is discovered during the study and which may influence your willingness to continue in the study will be made available to you.

**MEDICAL TREATMENT**

In the event of an emergency, dial 999. If you receive any medical care during the course of the study, inform medical personnel that you are participating in a research study. Please contact PCR Corp staff as soon as possible to inform them of your condition.

**WHO TO CONTACT?**

If you have any questions about this study or in the case of an emergency, contact **Izzy Moyler** on **01245 934050** during normal business hours.

**VOLUNTARY PARTICIPATION/WITHDRAWAL**

Your participation in this research study is strictly voluntary. You may refuse to participate or may discontinue participation at any time during the study without penalty or loss of benefits to which you are otherwise entitled. However, you must contact the test facility and inform a clinical staff member of your decision to withdraw from the study. If you agree to participate in the study, you are also agreeing to provide PCR Corp with accurate information and to follow study instructions as given to you. If you fail to follow study instructions, you may be asked to discontinue participation.

Your participation in the study may be discontinued at any time without your consent by PCR Corp, regulatory agencies, or the sponsoring company for reasons of but not limited to a severe side effect and accompanying illness, or if you do not follow study instructions.

**NON-DISCLOSURE**

As a condition to your participation in the study you are asked not to discuss any information regarding the products that you are testing, your experiences with the products, or your opinion of the products with anyone outside of the testing facility. By your signature on the Consent, you are agreeing to abide by this condition of participation.

**COMPENSATION**

If you agree to participate in this study, you will be paid £XX upon completion of the study.

**CONSENT TO PARTICIPATE**

I know that my participation in this study is voluntary and that I have the right to refuse to participate. I know that I may withdraw from the study at any time without penalty or loss of benefits to which I am otherwise entitled. If, at the discretion of the Investigator, it is best to discontinue my participation for reasons other than a failure to obey the directions of the study, I will be paid in full or for the portion of the study I have completed once the study is over.

**PHOTOGRAPHY AUTHORIZATION**

As an additional part of this study, study staff may take photographs or videotape during the study. These photos or videos may be used for the following purposes: training of PCR materials, PCR advertising, documentation of study procedures/results or upon request of the sponsor. By signing this consent form, you are giving your authorization for PCR to take, use, reproduce, and distribute these photographs/videotapes taken during your participation in this study.

**CONSENT**

I have read all of the pages of this consent form and have been given an opportunity to ask questions about this study. Answers to such questions (if any) were satisfactory. I am at least eighteen years old and without reservation give my consent to serve as a subject in this study. By signing this form, I have not given up any of my legal rights as a research subject. I will receive a copy of this signed consent document.

**You are making a decision whether or not to participate. Your signature indicates that you have decided to participate, having read the information provided above.**

---

**Subject's Name Printed: First****Middle Initial****Last**

---

**Subject's Signature****Date**

---

**Signature of Person Conducting Consent Discussion****Date**

---

**Subject Number**

**PHOTOGRAPHY/MODEL RELEASE AUTHORIZATION**

**Study Title:** A single centre, home-use study in 15 healthy female subjects to evaluate the efficacy of using a supplement via Clinical Assessment, Brush Friction Count Method (BFCM) and Self-Perception Questionnaires (SPQ) over a 12-week duration.

**Protocol Number:** ABUHAR1C

I consent to and authorize Princeton Consumer Research, Corp., its agents, representatives and all persons or entities acting with its permission or upon its authority (collectively "PCR") and the sponsors under whose study(s) my image, voice, photograph and/or likeness (the "Material"), in whole or in part, was collected, to use for the exhibition, merchandising, advertising, promotion, distribution, broadcast and any other activities relating to the use of the Material in (the "Program"). This right includes the right to incorporate and use the Material in video, audio, print ads, still photographs, catalogues, packaging and package inserts, web site and all other media (the "Advertising"), and to reproduce, exhibit, broadcast, transmit and distribute the Advertising for use. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy wherein my likeness appears.

I hereby assign and agree to assign in perpetuity to PCR and Sponsor any and all worldwide rights, including the copyrights and renewals thereof, in and to the Advertising and the Program and the uses to which it may be applied. I understand and agree that the Material will become the property of PCR and the sponsor and will not be returned.

I acknowledge that since I am a participant in a research study under which the Materials have been generated that I have already received compensation for my participation in the study and that I will receive no additional compensation.

I waive any and all rights to inspect or approve the Advertising and the uses to which it may be applied for any other related, lawful purpose.

PCR will do everything possible to protect your identity as a condition of participating in the research study. In order to protect your identity, your full name will not be used. Since this document may be shared with the sponsor of the study or other advertising/marketing entities, this form is considered an addendum to the Informed Consent for the research study, therefore you will be identified by your initials and subject number as indicated below.

Subject Initials: \_\_\_ \_\_\_ \_\_\_ Subject Number: \_\_\_\_\_

I HAVE READ THE FOREGOING RELEASE AND FULLY UNDERSTAND IT.

Subject's Printed Name: \_\_\_\_\_

Subject's Signature: \_\_\_\_\_

This release is executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

**APPENDIX 2: PRE-TREATMENT QUESTIONNAIRE**

Study Code: ABUHAR1C

STRICTLY CONFIDENTIAL

Demographics			
Race (check one):		Date of Birth:	Age:
<input type="checkbox"/> White (Caucasian, White British, White Irish, White Gypsy/Traveler)		____/____/____	_____
<input type="checkbox"/> Black (African, African Descent, Afro-Caribbean)			
<input type="checkbox"/> Asian (Chinese, Japanese, Pakistani, Bangladeshi)		Gender (Circle one):	
<input type="checkbox"/> Indigenous (Inuit, Indian, Filipino, Alaskan Native, Native Hawaiian)		<b>Male      Female</b>	
<input type="checkbox"/> Bi Racial (any mixed race)			
Demographics			
Inclusion Criteria		Yes	No
1.	Healthy females aged 18 + years.	<input type="checkbox"/>	<input type="checkbox"/>
2.	Provided signed Consent, including Confidentiality Agreement and photography consent.	<input type="checkbox"/>	<input type="checkbox"/>
3.	Willing and able to attend all study visits.	<input type="checkbox"/>	<input type="checkbox"/>
4.	Subject is willing to use the supplement provided for the duration of the study in addition to their regular supplements for the duration of the study.	<input type="checkbox"/>	<input type="checkbox"/>
Exclusion Criteria		Yes	No
1.	Current participation on another oral supplement study at PCR or any other facility.	<input type="checkbox"/>	<input type="checkbox"/>
2.	Known allergy to supplement product.	<input type="checkbox"/>	<input type="checkbox"/>
3.	Use of hair growth products such as Rogaine, minoxidil, or finasteride within the last year.	<input type="checkbox"/>	<input type="checkbox"/>
4.	Female subject is pregnant (self-reported), nursing, or planning to become pregnant during the study.	<input type="checkbox"/>	<input type="checkbox"/>
5.	Insulin-dependent diabetes.	<input type="checkbox"/>	<input type="checkbox"/>
6.	Uncontrolled metabolic diseases such as diabetes, hypertension, hyperthyroidism or hypothyroidism or severe chronic asthma.	<input type="checkbox"/>	<input type="checkbox"/>
7.	Treatment for any type of cancer within the past 6 months and/or history of cancer in the test area.	<input type="checkbox"/>	<input type="checkbox"/>
8.	Taking medications that could interfere with the study such as prescribed anti-inflammatories or routine high dose use of OTC anti-inflammatory (e.g. Advil, Ibuprofen), or steroids (steroid nose and eye drops are permitted), and/or any medications applied directly to the test area.	<input type="checkbox"/>	<input type="checkbox"/>



9.	Immunological disorders such as HIV positive, AIDS, and systemic Lupus.	<input type="checkbox"/>	<input type="checkbox"/>
10.	Damaged skin (e.g. recent stitches, fresh wound) in the test area (scalp).	<input type="checkbox"/>	<input type="checkbox"/>
11.	Currently uses any topical medication or ointment on the hair.	<input type="checkbox"/>	<input type="checkbox"/>
12.	Known allergies or hypersensitivity to supplements, similar materials, or their ingredients.	<input type="checkbox"/>	<input type="checkbox"/>
13.	Medical condition that may affect study data or subject safety which in the opinion of the Investigator would compromise the safety of the subject or study results.	<input type="checkbox"/>	<input type="checkbox"/>
14.	History of poor cooperation, non-compliance, or unreliability.	<input type="checkbox"/>	<input type="checkbox"/>
15.	Investigator deems the subject an unsuitable candidate for the study.	<input type="checkbox"/>	<input type="checkbox"/>
16.	Epilepsy.	<input type="checkbox"/>	<input type="checkbox"/>
17.	Dreadlocks or hair extensions.	<input type="checkbox"/>	<input type="checkbox"/>
<b>Prohibitions/Requirements</b>		Yes	No
1.	Willing to only use the provided supplement for the duration of the study and NOT begin the use of any other products that may interfere with the results of the study. e.g any new supplements.	<input type="checkbox"/>	<input type="checkbox"/>
2.	Subject will agree to keep using their usual cosmetic products and normal hair products daily for the duration of the study and not to start any new products for the duration of the study.	<input type="checkbox"/>	<input type="checkbox"/>
3.	Willing to maintain the same style, hair part, and colour as at the baseline visit and at week 12 (final visit) and to keep hair neat and tidy during study visits.	<input type="checkbox"/>	<input type="checkbox"/>
4.	Subject agrees to not have their hair cut or to have any hair enhancements (eg. Hair extensions) during the 12 weeks of the study.	<input type="checkbox"/>	<input type="checkbox"/>
5.	Subject agrees to not chemically process their hair for the duration of the study e.g. perm, straighten, colour or bleach.		

Have you ever had any problems related to the use of any of the following types of material?

Material	Yes	No	When? – Which products? – What happens?
<b>Supplements</b>			
<b>Other personal healthcare products</b>			

Questionnaire checked and confirmed by:

Technician's initials & Date (pages 1-2): \_\_\_\_\_

**APPENDIX 3: INGREDIENTS LIST****TEST ARTICLE 1 – Altrient C Supplement/ Lypo-Spheric****Altrient C Nutritional Facts Serving Size: 1 Sachet (5.7mL) Servings Per Container: 30**

Amount Per Serving		% RDA*
Vitamin C (as sodium ascorbate)	1,000 mg	1,250%
Phospholipids	1,000 mg	†
Of which phosphatidylcholine	500 mg	†
* Recommended Daily Allowance †RDA not established		
Ingredients: Deionized Water, Sodium Ascorbate, Lecithin Phospholipids, Alcohol (ethanol 12% w/w), Citric Acid (for PH adjustment).		

**APPENDIX 4: SUBJECT INFORMATION SHEET**

Study Code: ABUHAR1C

Subject No. \_\_\_\_\_

You have agreed to participate in a research study. By agreeing to participate, you are also agreeing to the following prohibitions and restrictions:

- Willing to only use the provided supplement for the duration of the study and NOT begin the use of any other products that may interfere with the results of the study. e.g any new supplements.
- Subject will agree to keep using their usual cosmetic products and normal hair products daily for the duration of the study and not to start any new products for the duration of the study.
- Willing to maintain the same style, hair part, and color as at the baseline visit and at week 12 (final visit) and to keep hair neat and tidy during study visits.
- Subject agrees to not have their hair cut or to have any hair enhancements (eg. Hair extensions) during the 12 weeks of the study.
- Subject agrees to not chemically process their hair for the duration of the study e.g. perm, straighten, colour or bleach.

**Study Timepoints:**Visit 1 (Study Day 1): **w/c 5<sup>th</sup> June 2023** – Week 1Visit 2 (Study Day 84): **w/c 28<sup>th</sup> August 2023** – Week 12

You must come in for all visits; no misses will be allowed. If you are unable to come in for a visit, your participation will be discontinued.

Upon completion of this study on w/c 28<sup>th</sup> August 2023 you will receive £XX for your participation.

If you have any questions about this study or in the case of a suspected allergic reaction, call **Izzy Moyler** on **01245 934050** during normal business hours.

**USAGE INSTRUCTIONS:**

Two (2) sachets of Altrient C/day taken orally, 1 Morning and 1 Afternoon. Can be taken with or without food. Can be taken directly from the sachet or can be added to a small amount of water or juice mixed and consumed.

**SUBJECT DIARY (EXAMPLE)**

**Study Use Diary Month # (June/July/Aug) ABUHAR1C**

Subject Initials \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Subject No.: \_\_\_\_\_

For each day, indicate whether you used the supplement.  
 If you have any problems with the product, please call the office on 01245 934050 during business hours, 9:00am to 5:00pm.

**PLEASE USE BLACK OR BLUE INK**

<b>Study Day</b>  (Insert Day # and Date)	<b>Did you take your supplements today?</b>  Indicate Y (yes) or N (no)	<b>Comments</b>  Record any notable changes
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		
Day# __ Date:		

Your next visit to the test facility is \_\_\_\_\_ at \_\_\_\_\_  
 (visit dates) (insert time)

**Bring this diary to your next study visit.**

**APPENDIX 5: SELF-PERCEPTION QUESTIONNAIRE**

Self-Perception Questionnaire						
No:	Questions	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
	<b>HOW HAS YOUR HAIR CHANGED?</b>					
1	My hair looks more lustrous overall					
2	My hair feels thicker overall					
3	My hair breakage has decreased					
4	My natural hair shine has improved					
5	My hair smoothness has improved					
6	My hair fizziness has decreased					
7	My hair shedding (fall) has decreased					
8	My hair thinning has decreased					
9	I have noticed a decrease in split ends					
10	I have noticed an increase in new hair strands					
11	My hair growth rate has improved					
12	My hair greasiness has decreased					
	<b>HOW HAS YOUR SCALP CHANGED?</b>					
13	My scalp irritation has decreased					
14	My scalp dryness has decreased					
15	My scalp dandruff has improved					
16	My scalp is less visible along the hairline					
17	My scalp is less visible when I wear my hair up					
	<b>HOW HAS YOUR SKIN CHANGED?</b>					
18	My skin feels smoother					
19	My skin is more hydrated					
20	My fine lines or wrinkles have improved					

**APPENDIX 6 – INDIVIDUAL VISUAL ASSESSMENTS**

Subject No.	BASELINE					
	Hair Strength / Hair Damage	Thickness of hair overall / Average Thickness of Individual Hair	Healthy Appearance	General Condition/Feel of Hair	Hair Length (cm)	Macrophotography Count
1	4	5	5	4	0	11
2	4	4	4	4	3	27
3	2	2	2	2	3	26
4	3	3	3	3	5	21
5	3	2	3	4	5	19
6	3	2	3	4	5	16
7	3	4	2	3	1	28
8	3	4	3	3	3	31
9	3	2	2	2	4	24
10	4	4	4	4	1	21
11	2	2	2	3	5	22
12	3	3	3	2	3	39
13	4	2	2	3	5	27
14	2	3	3	3	3	22
15	4	5	3	4	2	20
Mean	3.13	3.13	2.93	3.20	3.20	23.60
STDEV	0.74	1.13	0.88	0.77	1.66	6.60

Subject No.	WEEK 12					
	Hair Strength / Hair Damage	Thickness of hair overall / Average Thickness of Individual Hair	Healthy Appearance	General Condition/Feel of Hair	Hair Length (cm)	Macrophotography Count
1	2.5	3.5	3.5	3	2	15
2	3	3	2.5	2	4	31
3	1.5	2	1	1	4	29
4	2	2	2	2	2	28
5	2	2	2	2	5	26
6	2	2	2	2	5	19
7	2	3	1.5	2	2	33
8	2	3	3	3	4	39
9	2	2	2	2	5	26
10	3	3	3	3.5	3	24
11	2	2	1	1.5	5	25
12	2	3	2.5	2	4	44
13	3	1	1	2	5	31
14	2	2	3	2.5	4	27
15	3	4	3	3	3	24
Mean	2.27	2.50	2.20	2.23	3.80	28.07
STDEV	0.50	0.78	0.82	0.65	1.15	7.18

**APPENDIX 7: INDIVIDUAL BRUSH FRICTION COUNT**

Subject No.	Baseline		Week 12	
	Broken Hairs	Intact Hairs	Broken Hairs	Intact Hairs
1	7	9	2	3
2	5	8	3	5
3	8	5	6	7
4	9	13	3	10
5	7	10	4	6
6	9	17	3	10
7	6	9	4	6
8	5	6	2	4
9	8	15	4	7
10	10	16	7	12
11	9	10	3	6
12	6	10	3	4
13	12	19	6	14
14	3	7	1	3
15	8	6	4	3
<b>Mean</b>	<b>7.47</b>	<b>10.67</b>	<b>3.67</b>	<b>6.67</b>
<b>STDEV</b>	<b>2.26</b>	<b>4.35</b>	<b>1.63</b>	<b>3.42</b>

**APPENDIX 8: INDIVIDUAL SELF-PERCEPTION QUESTIONNAIRE RESPONSES**

Sub No	1. My hair looks more lustrous overall	2. My hair feels thicker overall	3. My hair breakage has decreased	4. My natural hair shine has improved	5. My hair smoothness has improved	6. My hair fizziness has decreased	7. My hair shedding(fall) has decreased
1	Agree	Agree	Agree	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree
2	Agree	Agree	Agree	Agree	Agree	Agree	Agree
3	Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree
4	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Agree
5	Agree	Agree	Agree	Agree	Agree	Agree	Agree
6	Agree	Agree	Agree	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Agree
7	Agree	Strongly Agree	Agree	Agree	Agree	Agree	Agree
8	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Agree
9	Agree	Agree	Neither Agree nor Disagree	Agree	Agree	Agree	Disagree
10	Agree	Agree	Agree	Agree	Strongly Agree	Agree	Agree
11	Agree	Agree	Agree	Strongly Agree	Strongly Agree	Disagree	Disagree
12	Agree	Strongly Agree	Agree	Agree	Agree	Agree	Agree
13	Agree	Agree	Agree	Agree	Agree	Strongly Agree	Agree
14	Agree	Agree	Agree	Agree	Agree	Agree	Disagree
15	Agree	Agree	Agree	Agree	Agree	Agree	Agree
% Strongly Agree	0.00%	13.33%	0.00%	6.67%	6.67%	6.67%	0.00%
% Agree	93.33%	73.33%	73.33%	66.67%	93.33%	53.33%	66.67%
% Neither Agree Nor Disagree	0.00%	13.33%	26.67%	26.67%	0.00%	33.33%	13.33%
% Disagree	6.67%	0.00%	0.00%	0.00%	0.00%	6.67%	20.00%
% Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Top 2 Responses (Strongly Agree + Agree)	93.33%	86.67%	73.33%	73.33%	100.00%	60.00%	66.67%

Sub No	8. My hair thinning has decreased	9. I have noticed a decrease in split ends	10. I have noticed an increase in new hair strands	11. My hair growth rate has improved	12. My hair greasiness has decreased	13. My scalp irritation has decreased	14. My scalp dryness has decreased
1	Agree	Agree	Agree	Agree	Neither Agree nor Disagree	Agree	Agree
2	Agree	Agree	Agree	Agree	Agree	Agree	Agree
3	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree
4	Agree	Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree
5	Agree	Agree	Agree	Agree	Agree	Agree	Agree
6	Agree	Neither Agree nor Disagree	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree
7	Agree	Disagree	Agree	Agree	Agree	Agree	Agree
8	Neither Agree nor Disagree	Disagree	Agree	Neither Agree nor Disagree	Disagree	Disagree	Neither Agree nor Disagree
9	Agree	Agree	Strongly Agree	Strongly Agree	Agree	Disagree	Disagree
10	Agree	Agree	Agree	Agree	Agree	Agree	Agree
11	Disagree	Disagree	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree
12	Agree	Agree	Agree	Agree	Agree	Agree	Agree
13	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree
14	Agree	Neither Agree nor Disagree	Agree	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree
15	Agree	Agree	Strongly Agree	Agree	Agree	Neither Agree nor Disagree	Neither Agree nor Disagree
% Strongly Agree	6.67%	6.67%	20.00%	6.67%	0.00%	0.00%	0.00%
% Agree	80.00%	46.67%	66.67%	80.00%	53.33%	40.00%	40.00%
% Neither Agree Nor Disagree	6.67%	20.00%	13.33%	13.33%	33.33%	46.67%	53.33%
% Disagree	6.67%	26.67%	0.00%	0.00%	13.33%	13.33%	6.67%
% Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Top 2 Responses (Strongly Agree + Agree)	86.67%	53.33%	86.67%	86.67%	53.33%	40.00%	40.00%

Sub No	15. My scalp dandruff has improved	16. My scalp is less visible along the hairline	17. My scalp is less visible when I wear my hair up	18. My skin feels smoother	19. My skin is more hydrated	20. My fine lines or wrinkles have improved
1	Disagree	Agree	Agree	Agree	Agree	Disagree
2	Agree	Agree	Agree	Agree	Agree	Agree
3	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Agree
4	Neither Agree nor Disagree	Agree	Agree	Agree	Strongly Agree	Agree
5	Agree	Agree	Agree	Agree	Agree	Agree
6	Neither Agree nor Disagree	Neither Agree nor Disagree	Neither Agree nor Disagree	Agree	Agree	Neither Agree nor Disagree
7	Agree	Agree	Agree	Agree	Agree	Agree
8	Neither Agree nor Disagree	Neither Agree nor Disagree	Disagree	Agree	Agree	Agree
9	Neither Agree nor Disagree	Agree	Agree	Strongly Agree	Agree	Neither Agree nor Disagree
10	Agree	Agree	Agree	Agree	Agree	Agree
11	Neither Agree nor Disagree	Agree	Neither Agree nor Disagree	Agree	Agree	Neither Agree nor Disagree
12	Agree	Agree	Agree	Agree	Agree	Agree
13	Neither Agree nor Disagree	Agree	Agree	Agree	Agree	Agree
14	Neither Agree nor Disagree	Neither Agree nor Disagree	Strongly Agree	Disagree	Agree	Neither Agree nor Disagree
15	Neither Agree nor Disagree	Agree	Agree	Agree	Agree	Neither Agree nor Disagree
% Strongly Agree	0.00%	0.00%	6.67%	6.67%	6.67%	0.00%
% Agree	33.33%	73.33%	66.67%	80.00%	93.33%	60.00%
% Neither Agree Nor Disagree	60.00%	26.67%	20.00%	6.67%	0.00%	33.33%
% Disagree	6.67%	0.00%	6.67%	6.67%	0.00%	6.67%
% Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Top 2 Responses (Strongly Agree + Agree)	33.33%	73.33%	73.33%	86.67%	100.00%	60.00%