

skin^{to}
mind[™]
by amare[®]

CLINICAL DATA REFERENCE GUIDE

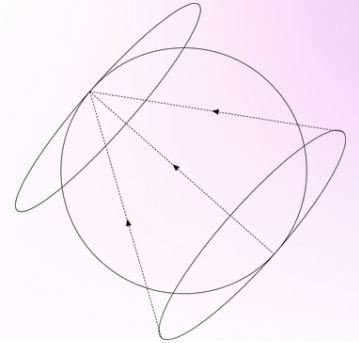


3 TYPES OF CLINICAL TESTING WERE CONDUCTED

1 Clinical Instrumentation Measurements

The use of objective, instrument-based assessments to scientifically evaluate the efficacy and safety of a skincare product under controlled conditions.

These tests are conducted by dermatologists or clinical researchers –on human volunteers in a clinical setting.

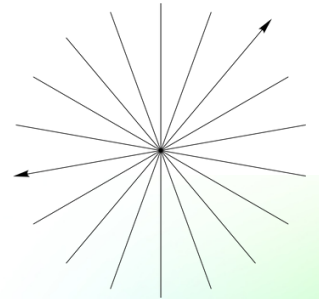


2 Consumer Perception

Quantitative research studies designed to capture the subjective opinions and experiences of consumers who have used a skincare product over a defined period of time.

We've broken them into two sections:

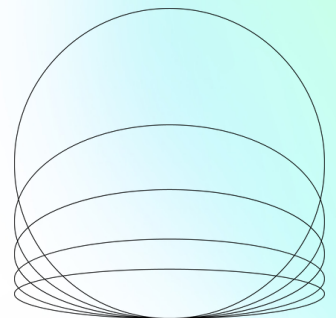
1. Skin to Mind Connection + 2. Skincare results



3 Emotional Response Test

The evaluation of how a skincare product influences a consumer's emotions, mood, and well-being using EEG and Implicit Association testing mechanisms.

This type of testing goes beyond functional efficacy to explore the emotional impact a product has on users.



1

Clinical Instrumentation Measurements

100% of panelists showed improvement in skin radiance after using OptiMIST™*

100% of panelists showed improvement in fine lines after using NeuDay™ + NeuNight™ in only 4 weeks**

After only 4 weeks***

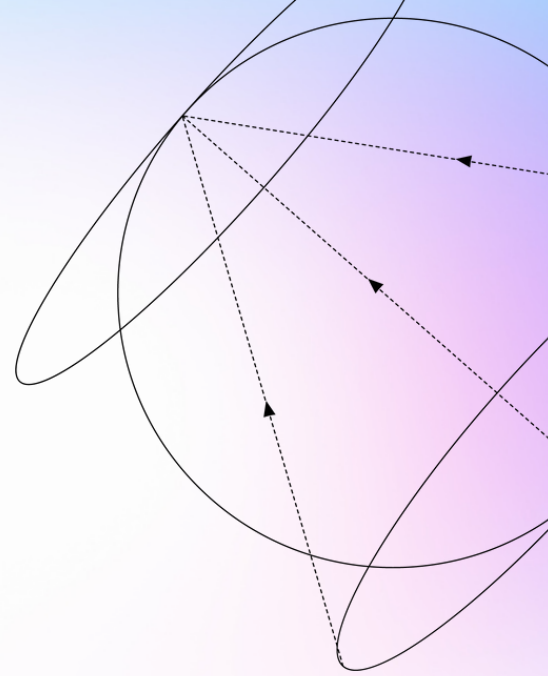
NeuDay + NeuNight are clinically proven to:

- Improve skin firmness
- Appearance of fine lines
- Appearance of skin radiance
- Hydration

*Based on expert grading evaluation on 36 panelists after 1 application of OptiMIST.

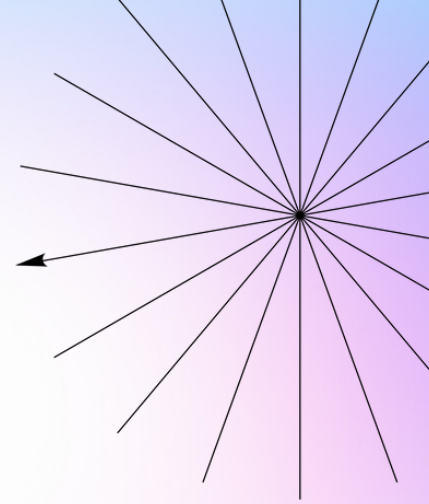
**Based on expert grading evaluation on 36 panelists after use of NeuDay and NeuNight for 4 weeks.

***Based on expert grading evaluation on 36 panelists after use of NeuDay and NeuNight for 4 weeks.



2

Consumer Perception: OptiMIST™



Skin to Mind Connection

94% of panelists felt OptiMIST was a like a “reset” moment for both skin + mind after one use*

94% of panelists said that OptiMIST wakes up tired stressed skin after one use*

91% of panelists felt calm and uplifted immediately after using OptiMIST*

82% of panelists felt more resilient inside + out immediately after using OptiMIST*

Skincare Result

94% of panelists said skin looks + feels instantly revived*

94% of panelists said their skin felt softer*

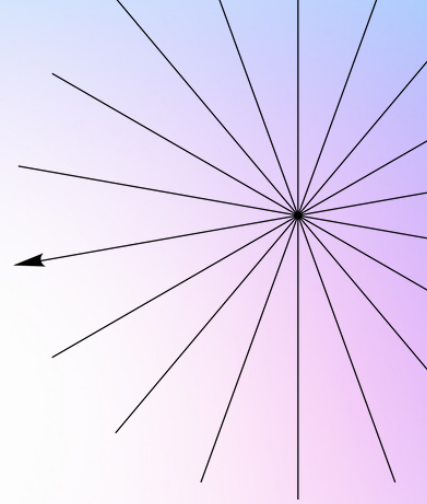
91% of panelists said their skin was hydrated*

82% of panelists said their skin looked visibly brighter immediately after spraying OptiMIST*

*Based on consumer testing on 36 participants after 1 application of OptiMIST.

2

Consumer Perception: NeuDay™ + NeuDay™ Immediately Post Application



Skin to Mind Connection

NeuDay

91% of panelists felt like NeuDay was a wake up call for skin*

91% of panelists said the NeuDay neuroscent gave them a sense of instant well-being*

91% of panelists said NeuDay neuroscent was uplifting and energizing*

82% of panelists felt an uplift in mood after applying NeuDay*

NeuNight

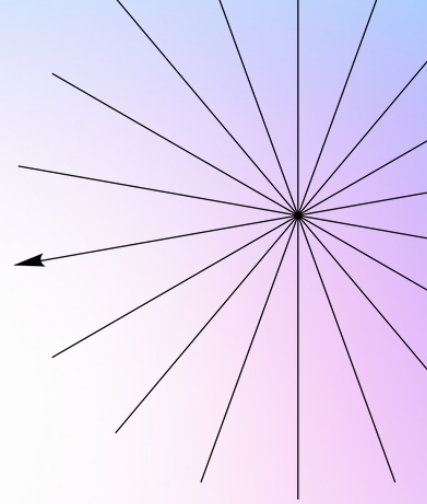
97% of panelists said skin felt instantly soothed after using NeuNight*

87% of panelists said NeuNight helped disconnect and ease into nighttime routine*

91% of panelists said NeuNight gave a sense of instant well-being*

82% of panelists felt their nighttime routine felt more relaxing after using NeuNight*

*Based on consumer testing on 36 panelists after use of NeuDay and NeuNight for 4 weeks.



Consumer Perception: NeuDay™ + NeuDay™ After 4 Weeks

Skin to Mind Connection

94% of panelists felt an uplift in mood after applying NeuDay + NeuNight*

94% of panelists said that NeuDay + NeuNight was a daily boost for both skin + mindset*

91% of panelists said the scents and texture created a sensorial feel-good experience*

91% of panelists said the neuroscents made them feel uplifted + energized in the morning*

91% of panelists said the neuroscents made them feel calm at night*

91% of panelists said their skin looks and feels healthier*

Skincare Result

97% of panelists said skin looked more even-toned*

97% of panelists said their skin texture feels softer + smoother*

94% of panelists said their complexion looked healthier + radiant*

91% of panelists noticed an improvement overall in look + feel of my skin*

91% of panelists said skin is more hydrated + dewy*

88% of panelists said skin looked and felt firmer + brighter*

88% of panelists noticed an instant healthy glow*

*Based on consumer testing on 36 panelists after use of NeuDay and NeuNight for 4 weeks.

CLINICAL DATA REFERENCE SHEET

skin to mind
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3

Emotional Response Testing

Immediately Post Application

Skin to Mind Connection

OptiMIST™

OptiMIST promotes relaxation + a state of calm^

OptiMIST increases positive mood/emotional state^

OptiMIST is the perfect pick-me-up for my skin*

*Based on clinical neuroscientific trials on 36 panelists after 1 application of OptiMIST™ (^EEG or *IAT).

NeuDay™

NeuDay enhances internal focus + mental clarity^

NeuDay contributes to feeling centered + renewed*

NeuDay fosters a more positive perception of one's skin*

NeuDay helps to uplift one's spirit*

*Based on clinical neuroscientific trials on 36 panelists after 1 application of NeuDay (^EEG or *IAT).

NeuNight™

NeuNight promotes relaxation + state of calm^

NeuNight fosters a positive mental state at application^

NeuNight enhances internal focus + mental clarity within a relaxed state^

NeuNight helps you feel serene*

NeuNight helps to unwind*

*Based on clinical neuroscientific trials on 36 panelists after 1 application of NeuNight (^EEG or *IAT).