

SenePlex+ Normal-to-Dry Evidence

Two clinical paths. Two tested articles. One clear view of immediate hydration, visible skin quality, and visible surface renewal.

TESTED THREE-PRODUCT NORMAL-TO-DRY REGIMEN

49.99%

IMMEDIATE MEASURED HYDRATION IMPROVEMENT

Separate eight-week use study · 32 participants · 28.62% measured hydration improvement at week 8, with significant visible skin-quality findings.

TESTED EVENING MOISTURIZER NORMAL TO DRY FORMULA

UP TO 100% GREATER

VISIBLE SURFACE-CELL TURNOVER THAN UNTREATED SKIN BY DAY 18

In an independent 20-day study, a tested SenePlex+ Evening Moisturizer formula showed up to 100% greater visible surface-cell turnover than untreated skin by day 18.

The 49.99% hydration result comes from the tested three-product regimen. The day-18 visible surface-turnover result comes from Evening Moisturizer Normal to Dry SGF21090-01 versus untreated skin.

WHAT'S INSIDE

A six-page visual results brief is followed by the original laboratory pages for the Evening Moisturizer surface-renewal study.

STUDY A · THREE-PRODUCT REGIMEN

Hydration was immediate - and remained significantly improved at Week 8.

Immediate hydration **49.99%**

n=32; p<0.001.

Week 8 hydration **28.62%**

n=31; p<0.001.

Week 8 expert-graded radiance **23.60%**

n=32; p<0.001; 96.88% improved.

Week 8 R0 firmness **6.59%**

n=32; p=0.033.

100%

said skin felt more moisturized.

100%

said skin texture felt smoother.

100%

said skin tone looked redefined and more supple.

96.88%

said skin appeared more luminous, radiant, and bright.

REGIMEN-LEVEL EVIDENCE

Study A tested the cleanser, DayTime Moisturizer, and Evening Moisturizer together. Results apply to the tested three-product regimen.

The tested Normal-to-Dry regimen

One routine, evaluated as one complete system.



3 in 1 Cleanser

SGF21095-00



DayTime Moisturizer

SGF2111-00



Evening Moisturizer

SGF21090-01

MORNING

Cleanser + DayTime Moisturizer

EVENING

Cleanser + Evening Moisturizer

SELECTED REGIMEN RESULTS

49.99%

IMMEDIATE HYDRATION
IMPROVEMENT

instrumental

28.62%

WEEK 8 HYDRATION
IMPROVEMENT

instrumental

23.60%

WEEK 8 RADIANCE
IMPROVEMENT

expert graded

6.59%

WEEK 8 R0 FIRMNESS
IMPROVEMENT

instrumental

All four results come from the full three-product regimen used morning and evening.

UP TO 100% GREATER

VISIBLE SURFACE-CELL TURNOVER THAN UNTREATED SKIN BY DAY 18

In an independent 20-day study, a tested SenePlex+ Evening Moisturizer formula showed up to 100% greater visible surface-cell turnover than untreated skin by day 18.

THE VISIBLE TURNOVER ARC

DAY 13**49%**

GREATER VS UNTREATED

DAY 16**80%**

GREATER VS UNTREATED

DAY 17**94%**

GREATER VS UNTREATED

DAY 18**UP TO 100%**

GREATER VS UNTREATED

HOW THE RESULT WAS MEASURED

0.00 vs 0.18

MEAN RESIDUAL SURFACE STAIN AT DAY 18 · TREATED VS UNTREATED

Daily visual scoring tracked clearance of a temporary dansyl-chloride surface stain. Lower residual stain and earlier extinction indicate faster visible surface-cell turnover.

15.5 vs 18.0 days

MEAN FULL VISIBLE SURFACE TURNOVER · TREATED VS UNTREATED

STUDY IDENTITY

Independent 20-day study · Evening Moisturizer Normal to Dry SGF21090-01 · same-participant treated-site versus untreated-site comparison · 34 enrolled, 33 completed · $p < 0.001$.

THE DAY-18 RESULT

By day 18, the treated sites reached complete visible surface-stain clearance while untreated sites retained measurable stain, supporting the study's up-to-100% comparative result.

Tested article: Evening Moisturizer Normal to Dry SGF21090-01. The separate three-product regimen results appear on pages 2, 3, and 5.

TECHNICAL STUDY RECORD

Two independent studies with precise product attribution.

STUDY A LABORATORY Validated Claim Support, LLC	STUDY A REPORT CS211017 / RE211017.V01
STUDY A PRODUCTS 3 in 1 Cleanser SGF21095-00; DayTime Moisturizer SGF2111-00; Evening Moisturizer SGF21090-01	STUDY A DESIGN 8-week single-arm regimen study; 34 enrolled / 32 completed
STUDY B LABORATORY Essex Testing Clinic	STUDY B PANEL 22107
STUDY B PRODUCT Evening Moisturizer SGF21090-01	STUDY B DESIGN 20-day treated-site vs untreated-site comparison; 33 completed

Selected substantiated outcomes

Selected substantiated outcome	Immediate	Week 2	Week 4	Week 8
Corneometer hydration	+49.99%; p<0.001	+12.54%; p=0.005	+11.98%; p=0.003	+28.62%; p<0.001
Cutometer R0 firmness	-	+7.06%; p=0.016	-	+6.59%; p=0.033
Expert-graded radiance	-	-	-	+23.60%; p<0.001

Hydration increase, firmer R0 readings and expert-graded radiance provide the central regimen results.

Participant experience

Week 8 participant perception	Agreement
Skin feels more moisturized	100%
Skin texture feels smoother	100%
Skin tone looks redefined and more supple	100%
Skin appears more luminous, radiant and bright	96.88%

Self-reported agreement, n=32.

Evening Moisturizer source pages

The next two pages are the independent laboratory topline behind the up to 100% greater visible surface-cell turnover result.

TESTED ARTICLE

Evening Moisturizer Normal to Dry SGF21090-01

STUDY DESIGN

20-day treated-site versus untreated-site comparison

PARTICIPANTS

34 enrolled · 33 completed

METHOD

Daily dansyl-chloride visual scoring

WHAT TO LOOK FOR ON THE SOURCE TABLE

DAY 13

49%

GREATER VS CONTROL

DAY 16

80%

GREATER VS CONTROL

DAY 17

94%

GREATER VS CONTROL

DAY 18

UP TO 100%

GREATER VS CONTROL

DAY 18 IN THE LAB TABLE

The treated site reached 0.00 mean residual surface stain while the untreated site retained 0.18 ($p < 0.001$). The original pages retain the laboratory's preliminary-QA notice.

Together, the table and study narrative show up to 100% greater visible surface-cell turnover than untreated skin by day 18.

ETC Panel No. 22107

Test Article: Evening Moisturizer Normal to Dry Formula: SGF21090-01

PLEASE NOTE THAT THE INFORMATION CONTAINED IN THIS TOPLINE SUMMARY HAS BEEN PRELIMINARILY REVIEWED BY QUALITY ASSURANCE. SLIGHT CHANGES IN THE DATA MAY OCCUR FOLLOWING FINAL QA REVIEW.

Thirty-four (34) subjects were enrolled onto the study on March 21, 2022 and a total of 33 (33/34) subjects successfully completed the study on April 11, 2022. One (1/34) participant discontinued from the study due to personal reasons unrelated to the conduct of the study.

A comparison of the mean dansyl chloride scores on each evaluation day between the test article and the control sites is presented below:

Mean Dansyl Chloride Intensity Scores

Study Day	Evening Moisturizer Normal to Dry Formula: SGF21090-01	Control	p-value	% Difference
1	3.00	3.00	1.000	-
2	2.70*	2.97	<0.001	-9%
3	2.53*	2.91	<0.001	-13%
4	2.48*	2.61	0.003	-5%
5	2.27*	2.52	<0.001	-10%
6	1.83*	2.27	<0.001	-19%
7	1.83*	2.27	<0.001	-19%
8	1.83*	2.27	<0.001	-19%
9	1.53*	1.83	<0.001	-16%
10	1.33*	1.71	<0.001	-22%
11	1.08*	1.61	<0.001	-33%
12	0.68*	1.23	<0.001	-45%
13	0.42*	0.82	<0.001	-49%
14	0.42*	0.82	<0.001	-49%
15	0.42*	0.82	<0.001	-49%
16	0.12*	0.59	<0.001	-80%
17	0.02*	0.35	<0.001	-94%
18	0.00	0.18	<0.001	-100%
19	0.00	0.00	1.000	-
20	0	0	1.000	-

*Statistically significant difference from control ($p \leq 0.05$)

Test Article: Evening Moisturizer Normal to Dry Formula: SGF21090-01 (Product A) was associated with 49% greater cell turnover after 13 days of use, 80% greater cell turnover after 16 days of use, 94% greater cell turnover after 17 days of use and 100% greater cell turnover after 18 days of use than that observed on the control (untreated) sites.

ETC Panel No. 22107 (Cont'd)

Test Article: Evening Moisturizer Normal to Dry Formula: SGF21090-01

PLEASE NOTE THAT THE INFORMATION CONTAINED IN THIS TOPLINE SUMMARY HAS BEEN PRELIMINARILY REVIEWED BY QUALITY ASSURANCE. SLIGHT CHANGES IN THE DATA MAY OCCUR FOLLOWING FINAL QA REVIEW.

Mean Dansyl Chloride Intensity Scores (Cont'd)

A decrease in dansyl chloride intensity compared with the control was observed on Days 2-18. These data provide evidence that the sites treated with Test Article: **Evening Moisturizer Normal to Dry Formula: SGF21090-01 (Product A)** were associated with a faster cell turnover than that observed on the control sites on Days 2-18. The difference from control was statistically significant on Days 2 – 18.

A comparison of the mean time until extinction was made between the test product and the control using a paired difference t-test.

The mean times to extinction (mean $\pm$ standard error) are summarized below:

Test Article (Product A):	15.5 $\pm$ 0.4
Control:	18.0 $\pm$ 0.4

The mean time to extinction for the test article was found to be significantly ($p < 0.001$) less than that of the control.

CONCLUSIONS

Study Summary

A 20-day dansyl chloride study was conducted using 1 test article on 33 subjects. Test Article: **Evening Moisturizer Normal to Dry Formula: SGF21090-01 (Product A)** was analyzed to determine whether the test article was observed to have greater cell removal than the control. The amount of dansyl chloride stain remaining on the site treated with **Product A** was quantified by visual clinical evaluation.

Test Article: **Evening Moisturizer Normal to Dry Formula: SGF21090-01 (Product A)**

A decrease in dansyl chloride intensity compared with the control was observed on Days 2-18. These data provide evidence that the sites treated with Test Article: **Evening Moisturizer Normal to Dry Formula: SGF21090-01 (Product A)** were associated with a faster cell turnover than that observed on the control sites on Days 2-18, and the difference from control in mean time to extinction was significant ($p < 0.001$) on days 2-18. These findings support an 'improved exfoliation' claim.