

SPINCONTROL

au cœur de la peau...

Clinical Trial Centers
in France, Canada,
Thailand, India & Indonesia

To substantiate the
tolerance and efficacy
of your cosmetics,
food supplements
and medical devices



News

Latest protocol for
« healthy skin »

Welcome in
Indonesia

Spin'Analysis
A new service dedicated
to data analysis

Behind Spincontrol

Fields of activities

Techniques & Claims

- More than 25 years of innovation
- 5 locations around the world : France (headquarters), Thailand, Canada, India & Indonesia
- More than 30 000 volunteers around the world
- More than 100 people working for Spincontrol Group around the world
- Tailor-made protocols, from standard to innovative methods
- Top level Quality System, ISO 9001 certified in France, Thailand and India
- Regulatory monitoring

4 services dedicated to claims substantiation

Spin'Novation

R&D protocols

Spin'Tech

Standard protocols

Spin'Analysis

Data analysis

Spin'Conso

Consumer tests

Behind Spincontrol

Fields of activities

Techniques & Claims

•An overall « thinking » dedicated to each consumer knowledge.



Headquarters of the Group, specialised in innovative and standard protocols, created in 1991

- * The first service provider to apply original methods such as MRI and Fringe projection to the Cosmetic Industry
- * More than 5,000 studies performed since the creation of Spincontrol France
- * Development of exclusive protocols for customers
- * More than 15,000 volunteers (Local panel: 10,000 people, national panel: 5,000 people)
- * Knowledge of consumers: more than 10 years of experience in consumer tests (benchmark, blind tests (re-conditionning of the products in our premises according to the Good Manufacturing Practices requirements), sensorial analysis
- * Expertise in the evaluation of positive emotions (impact of the use of perfumes or cosmetics on the well-being or the self-esteem)

Behind Spincontrol



Expert in studies performed in harsh climate conditions, created in 2008.

- * 500 studies performed since the creation of SPNA
- * Availability of multicultural panels (African, Asian, Hispanic and Caucasian people) and relevant information about the perception of products on the American continent
- * Strong expertise in studies performed under “high cold temperature”

Fields of activities



More than 10 years of experience. Created in 2003

- * 1,000 studies performed since the creation of Spincontrol Asia
- * More than 20,000 volunteers with a wide range of Asian complexions (very light to dark complexion)
- * Strong expertise in whitening products evaluations

Techniques & Claims



Result of a partnership with the famous Indian company Mascot Universal, created in 2011

- * Various studies for skin, hair, color cosmetics and tolerance performed since the creation of Mascot-Spincontrol India
- * Expert in hair care products evaluations (in vitro hair care studies performed on Diastron)



Result of a partnership with the French CRO IDEA, created in 2015

- * Offers an Indonesian panel, providing relevant information about the Indonesian cosmetic market with a focus on Halal cosmetics.
- * Expertise in irritation and sensitization tests

Behind Spincontrol

Fields of activities

Techniques & Claims

Our Strengths

- *Accuracy in the selection of the volunteers (more than 300 information per panelists in our database, regular loyalty campaigns to develop their compliance in the test)
- *Development of bench systems to get reproducible and repeatable measurements
- *Stability and availability of the team
- *Tailor-made protocols according to your marketing speech
- *Quality control at each step of the study
- Studies conducted under the GCP/ICH6
- * Recognized by the French Ministry as an innovative company

Cosmetics
Food supplements
Medical devices (I and IIa)



Our clinical studies can be performed according to different protocols

* **Technical approach**

This approach is based on the use of instrumentations which allow quantitative and/or illustrative results (3D technologies (AEVA system (Eotech), image analysis, Infra-red camera, Dynaskin and all the other standard techniques (sebumeter, ballistometer, corneometer....)

* **Clinical approach (by dermatologists or ophthalmologists or general practitioners)**

This approach is performed under the supervision of a specialist who will evaluate the efficacy of the product.

* **Sensorial approach (by trained experts)**

This method is based on the senses (sight and touch). Three regularly trained experts will grade parameters such as firmness, wrinkles, dimples or softness...

* **Consumer approach**

Targeted consumers will be asked to evaluate the product at home and to fill out a questionnaire at the end of the study (more than 30,000 panelists around the world – multicultural panels and relevant information about the perception of products in the targeted countries). The products can be re-conditioned in our French premises according to the Good Manufacturing Practices requirements.

* **Emotional approach**

Emotions influence our behavior and perception of the product. We draw-up tailor-made protocols according to three components (subjective, behavior and visceral) which are then interpreted by a Neuropsychologist



In vivo tolerance assessments

In vivo tolerance assessments

- Volunteers spontaneous comments on the tested product acceptability
- Clinical evaluation :
 - By a dermatologist (in-use test, non-comedogenicity test...)
 - By an ophthalmologist (in-use test)
- Specific studies on sensitive skin : stinging test, Capsaicin method...



Efficacy Tests

Consumer
Tests

Technical
Tests

Clinical
Tests

Sensorial
Tests

Emotional
Approach

Consumer tests

- Spinconso: department of Spincontrol, dedicated to consumer tests.
- More than **20 years of experience**
- **Complete supervision of the studies:** up-front reflections, choice of the protocol, preparation and implementation on fieldwork, analysis of data and elaboration of recommendations
- Regular update of the database of panelists
- Follow-up on the panelists reliability
- 100% completed questionnaires returned
- Fast setting-up of studies and delivery of results

Consumer tests

- Benchmark studies, blind or brand tests according to 2 options :
 - Questionnaires filling process under supervision and on Spincontrol premises
 - Questionnaires filling process by email

Cosmetovigilance follow-up for all our studies

- Panel characteristics:
 - People from Tours and its suburbs: 10,000 panelists with more than 300 details
 - People from all over France (a developing panel since April 2013): 5,000 panelists with over 300 details (including cosmetic habits, purchasing sectors, purchased brands etc...)



Technical methods & clinical evaluation

Innovation dedicated to claims' substantiation

Cosmetic studies



Face claims

Body claims

Well-being claims

Hair claims

Make-up claims

Biomedical researches



Food supplements

Dermocosmetical products

Face claims



Anti ageing

Anti dark-circles

Anti dark spots

Anti pollution

Anti sagging effect

Anti sebum effect

Anti under-eye bags

Anti wrinkle

Astringent

Cell renewal

Complexion homogeneity

Complexion radiance

Elasticity/firmness

Healthy skin

Mattifying

Moisturizing

Refreshing

Self tanning

Sun care products

Volume of the hollow cheeks



Anti wrinkles

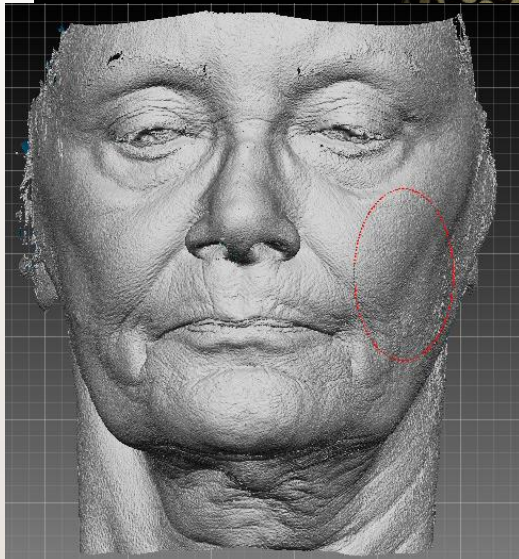
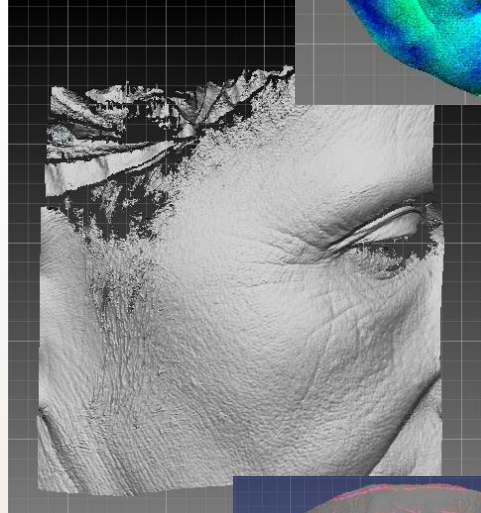
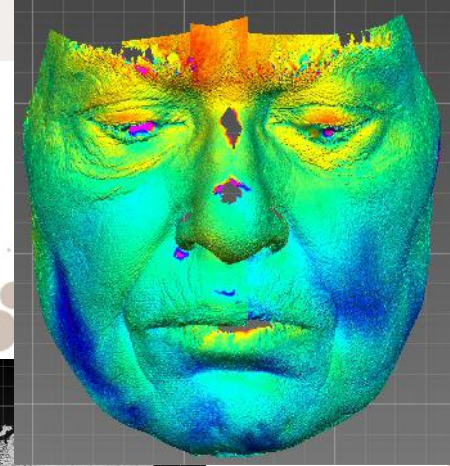
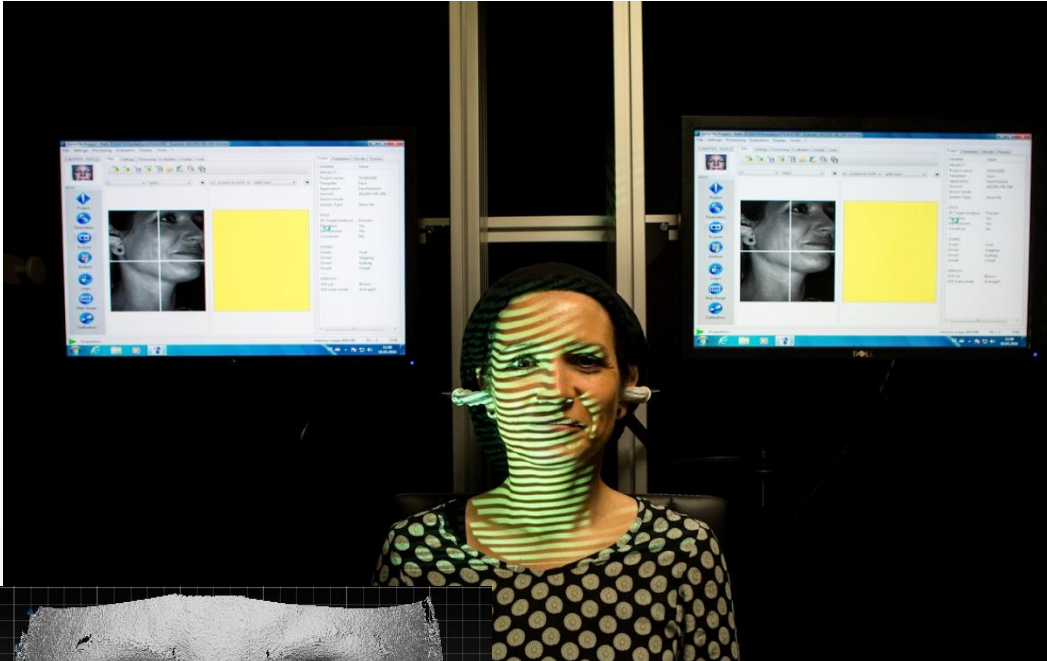
Fringe projection – 3D topography : volume and area

analysis performed *in vivo* or on replicas



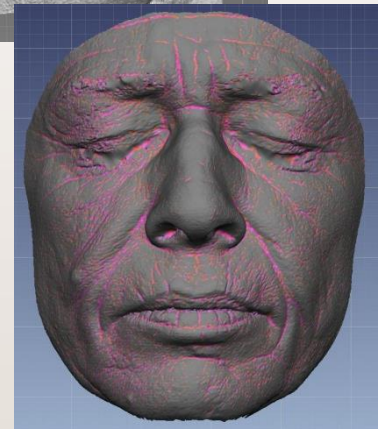
NEW

Global 3D topography : AEVA-HE



**Retexturizing & plumping
effect** (overall roughness of the
face by “radius of curvature”
approach

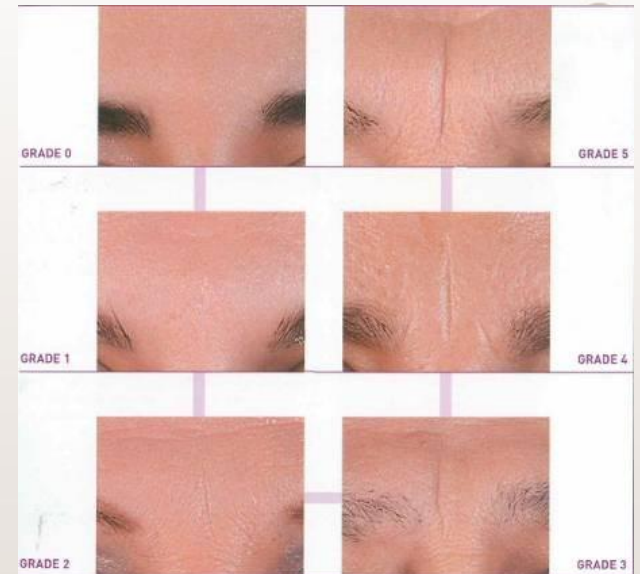
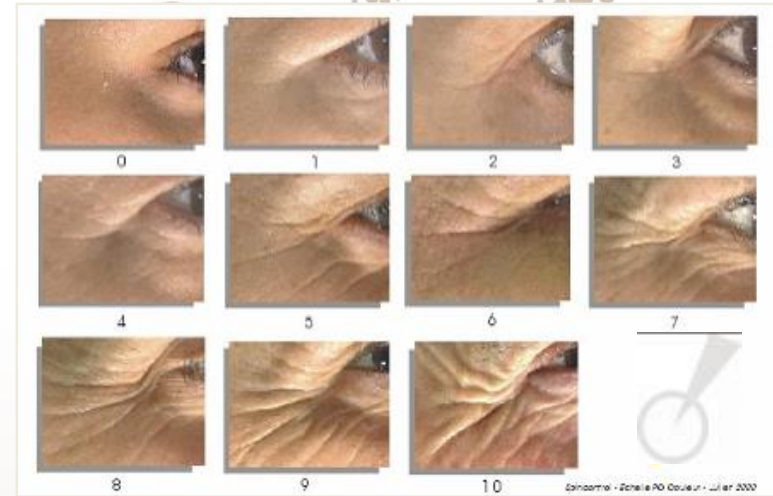
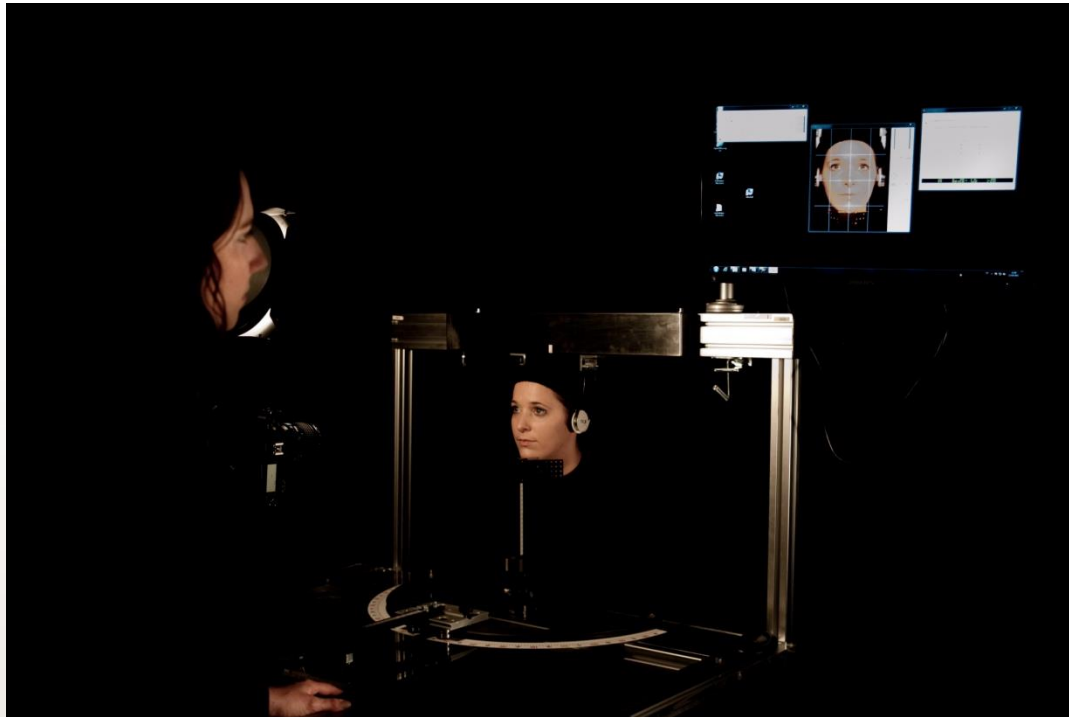
Spincontrol - Copyright 2017



Clinical Assessment: grading by trained experts

in vivo or on photos

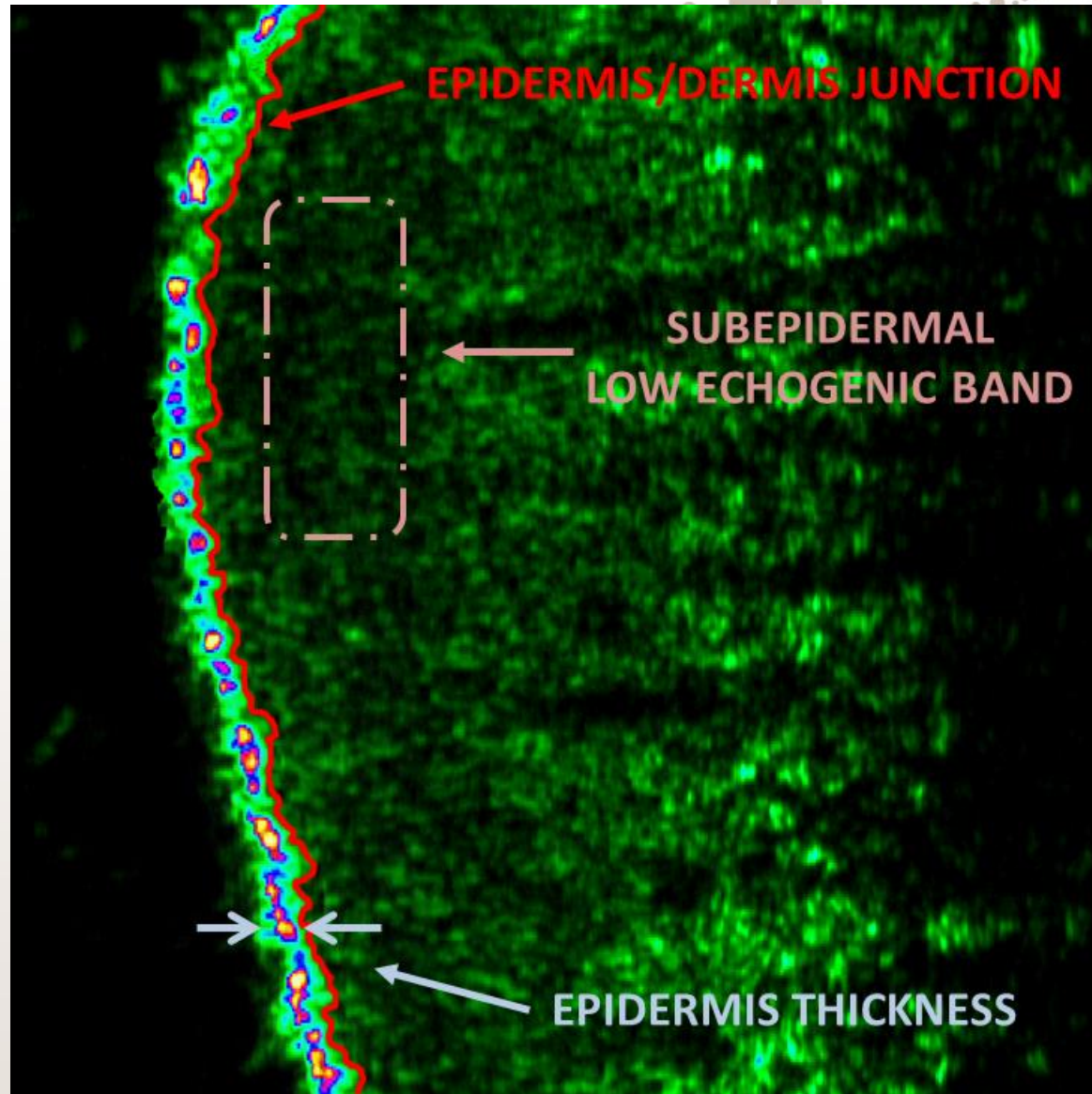
Evaluation based on the « Skin aging Atlas – T1 : Caucasian type » written by R.BAZIN



Ultrasound imaging: skin thickness & homogeneity measurement

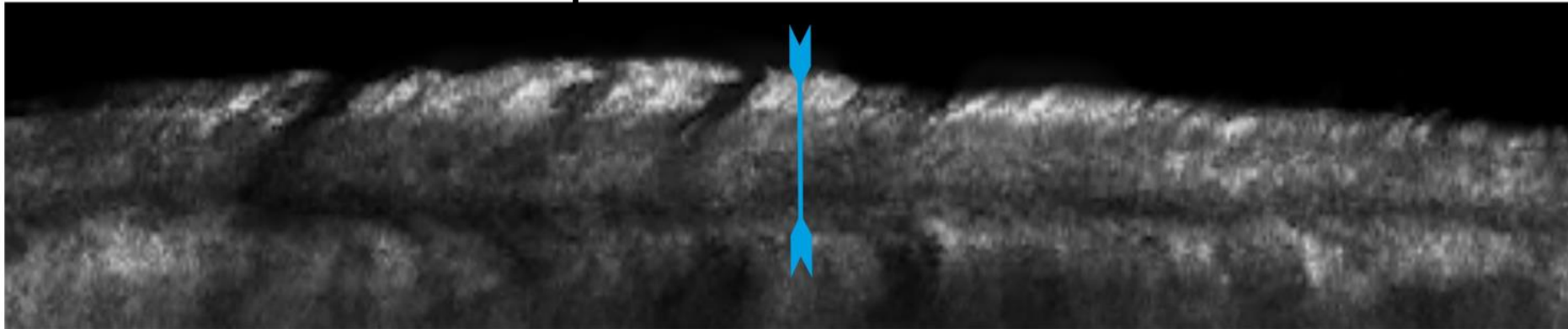
NEW

75 MHz



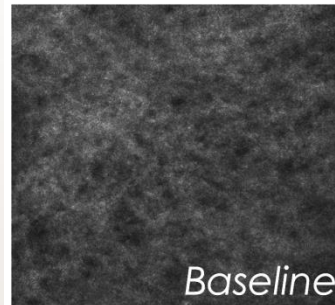
Confocal microscopy

Epidermis thickness

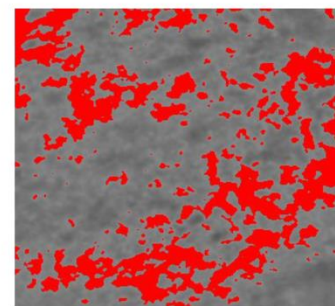
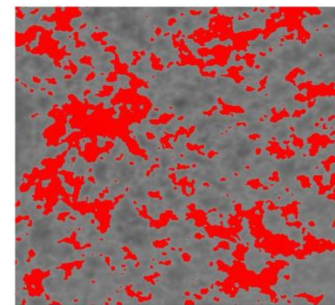


Collagen network

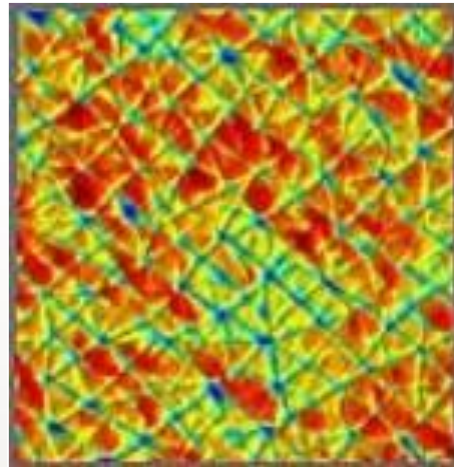
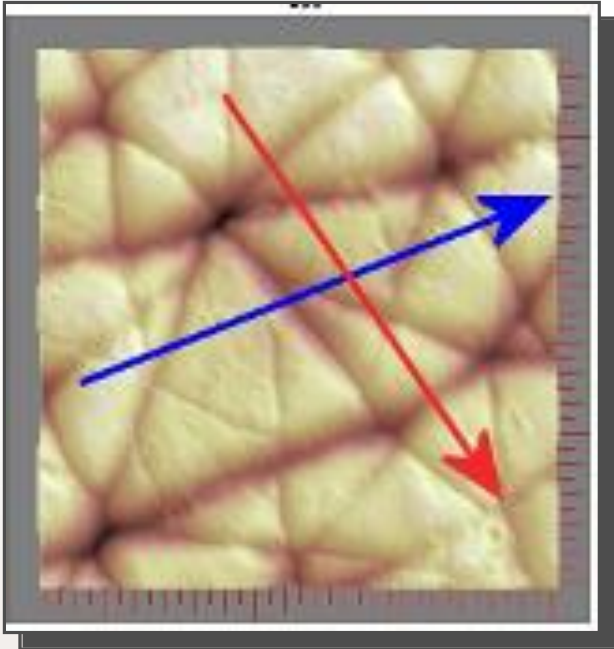
Acquired Image (ROI)



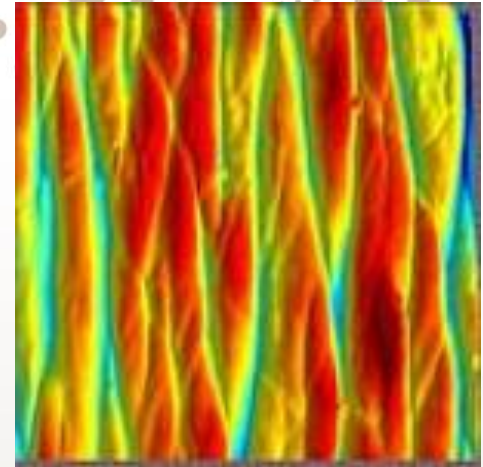
Processed Image (ROI)



Skin micro relief: 3D Microscopy

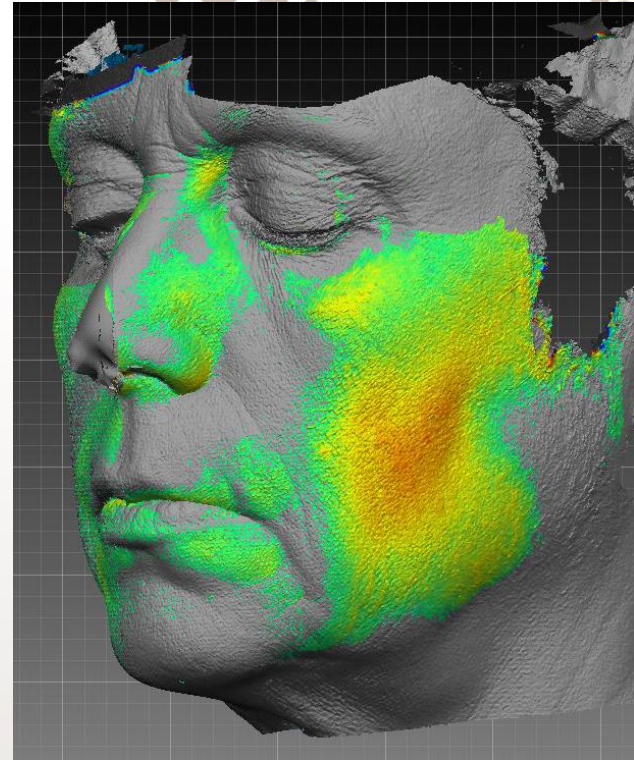
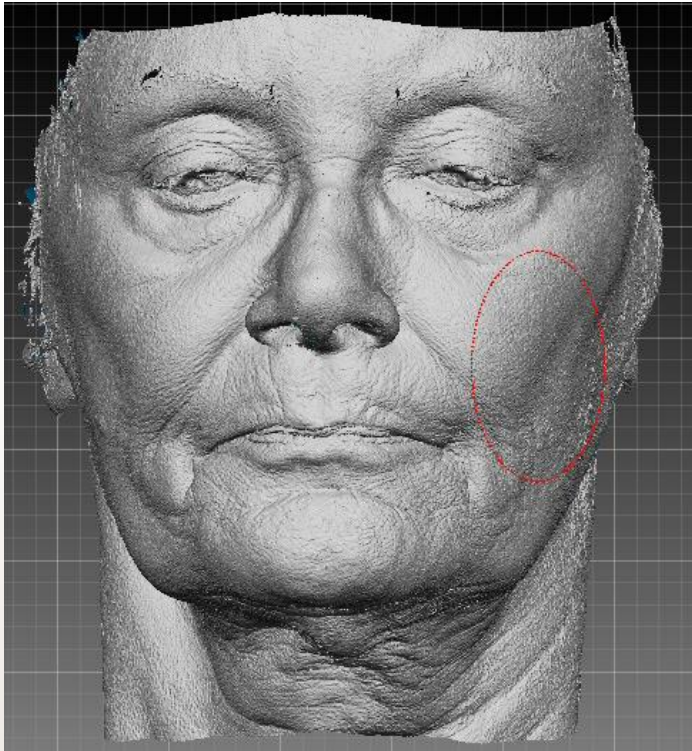


<30 years old



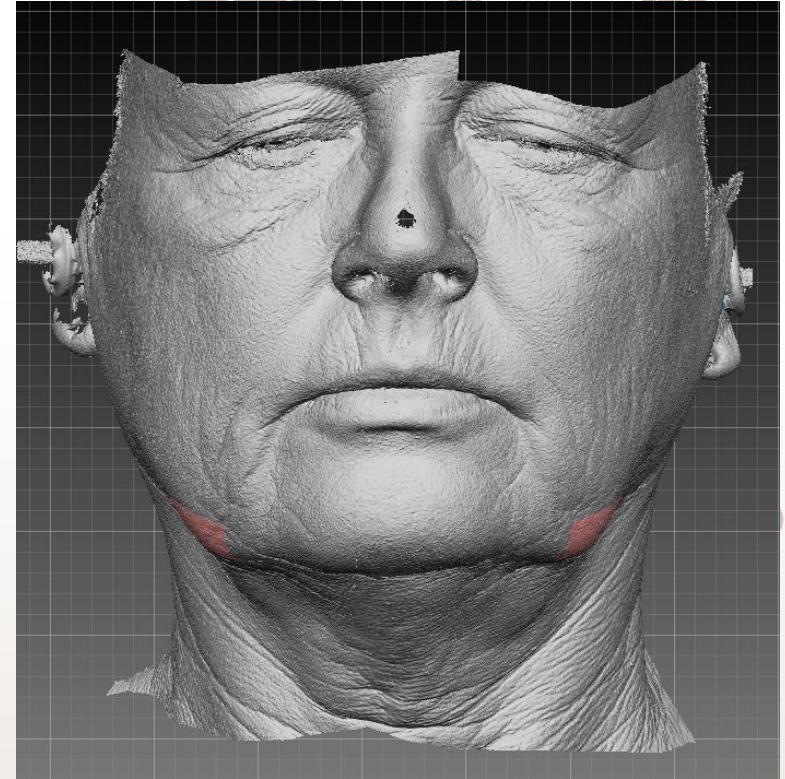
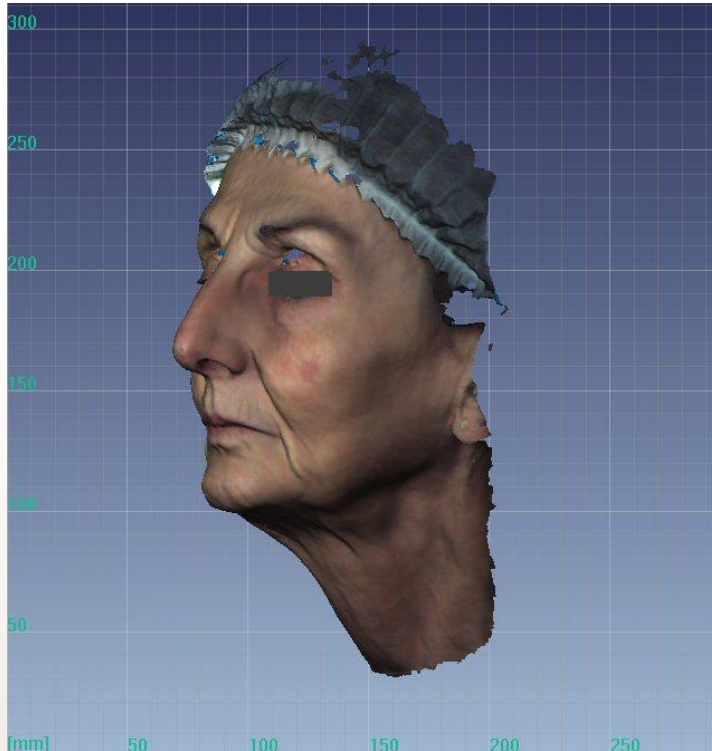
>70 years old

Fringe projection: volume of the hollow cheeks



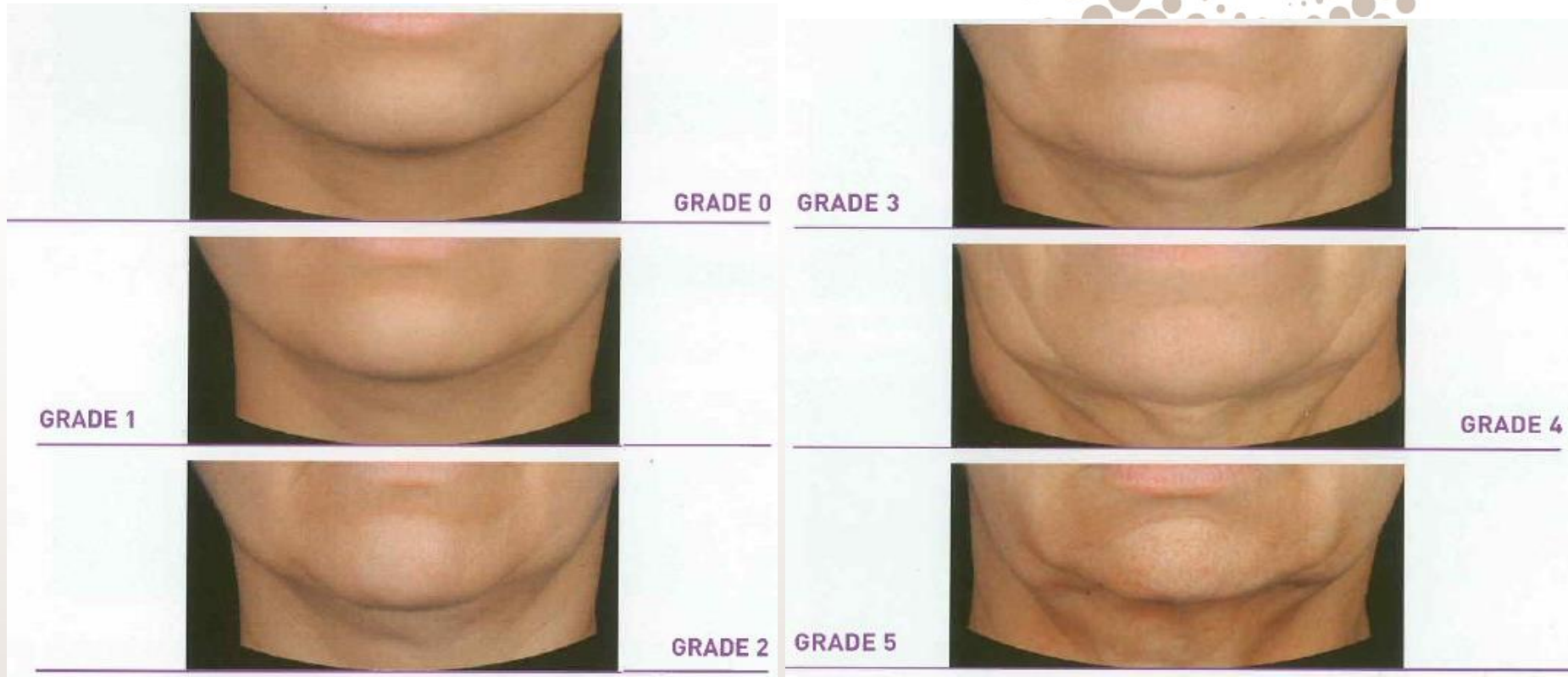
Modification of the volume

Fringe projection: sagging effect



Analyzed parameter : jawlines relative volume expressed in mm^3

Clinical evaluation of the jaw line on photos

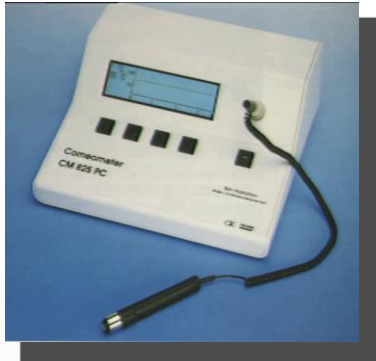




Moisturizing

Usual techniques

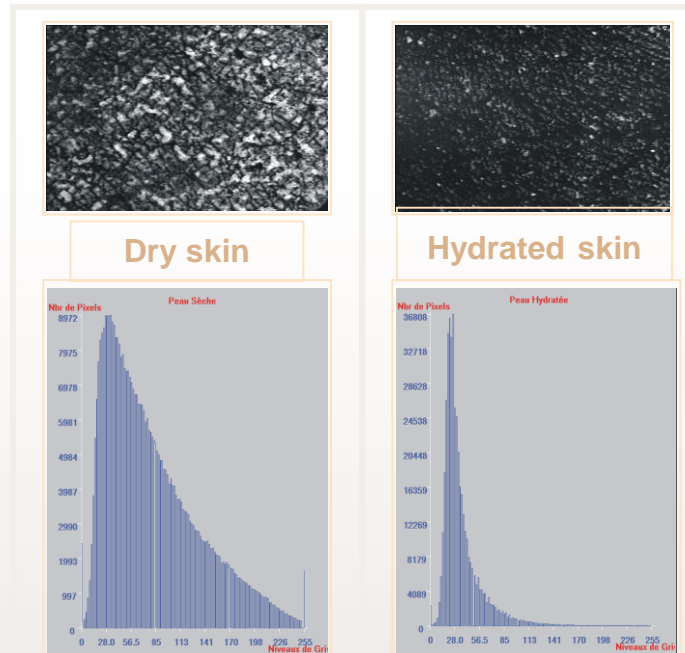
CORNEOMETRY



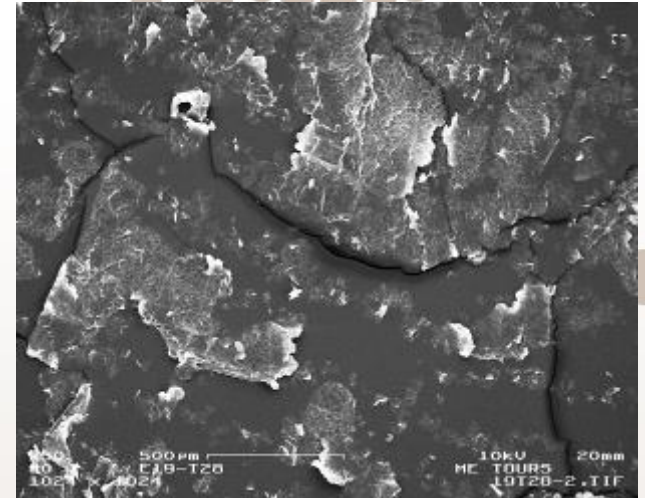
TEWL



MOISTUREMETER



D'SQUAME



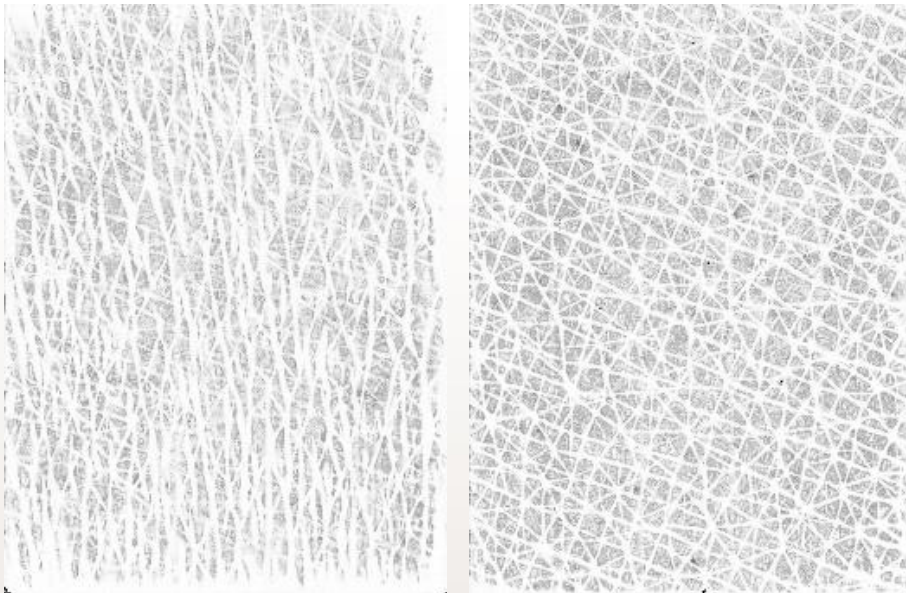
ELECTRONIC MICROSCOPY

Other technique: softness of the skin



New techniques

MOISTUREMAP®



DISCOMFORT SIGNS BY FACIAL EXPRESSIONS

AU 4 : Brow lowering

AU 43 : Closing eyes

AU 6 : Cheek raising

AU 12 : Pulling at corner lip



AU 7 : Tightening of eyelids

AU 9 : Wrinkling of nose

AU 10 : Raising of upper lip

AU 25 : Parting lips

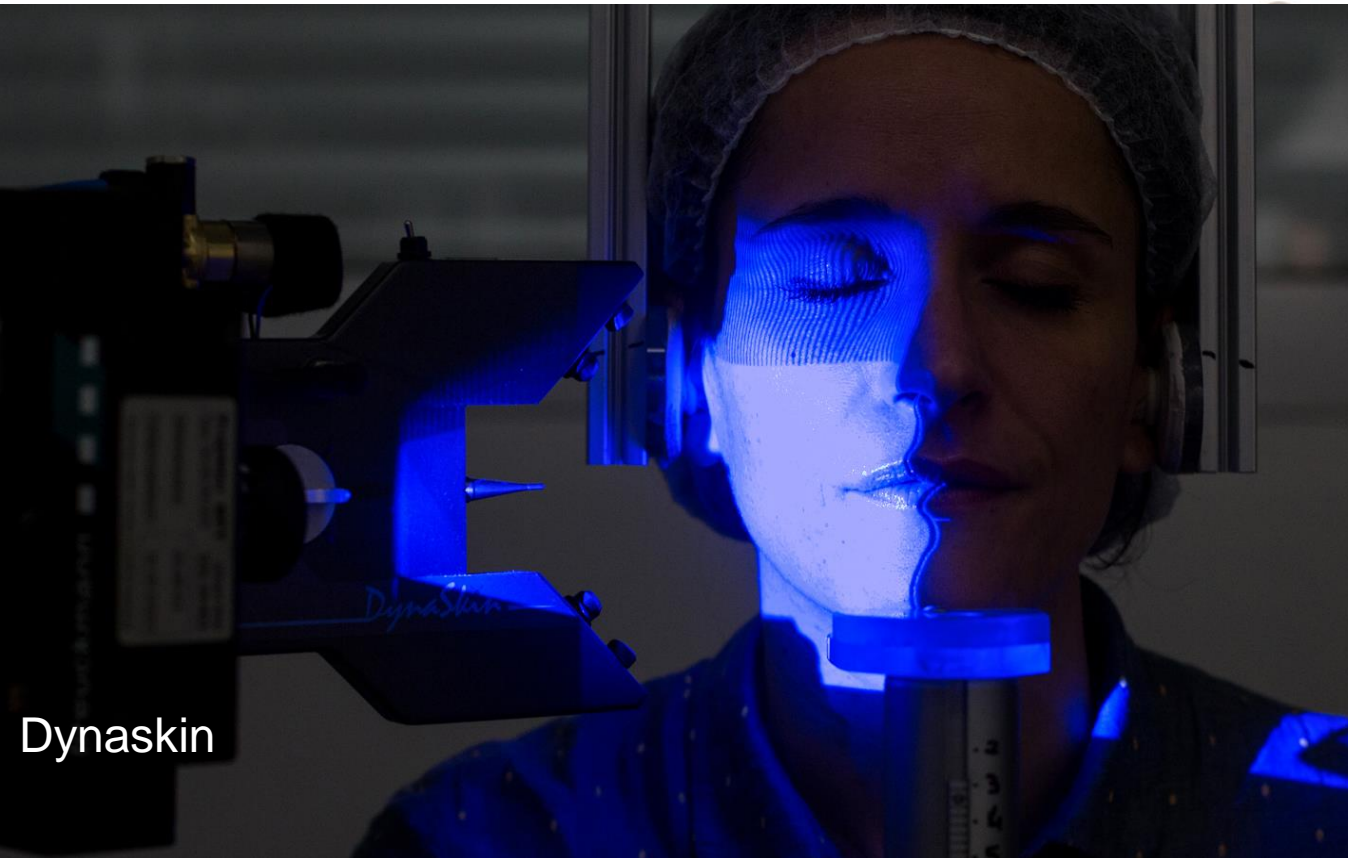


Index of tightness feelings

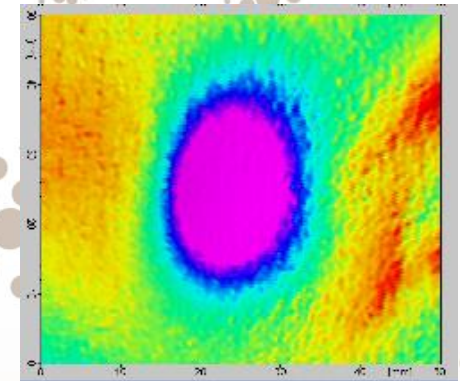


Firmness - Elasticity

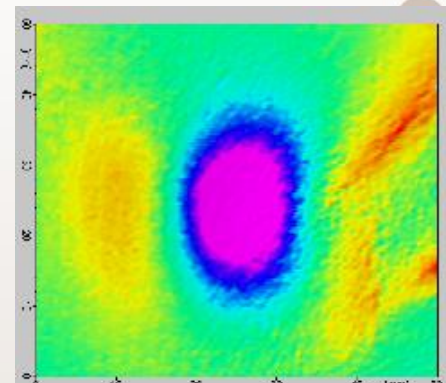
Mechanical properties



Before



After



and also Ballistometer, Cutometer and Clinical evaluation



« Healthy skin »

MICROBIAL IDENTIFICATION

NEW

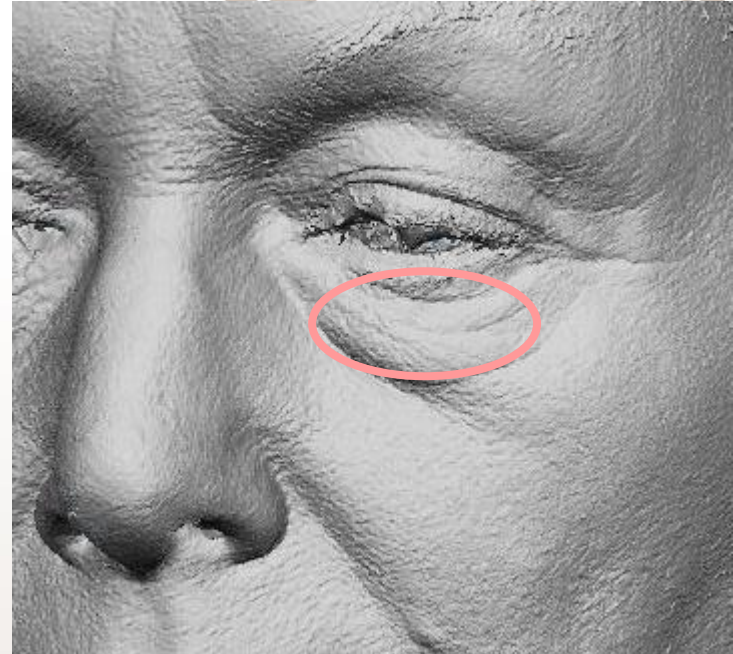


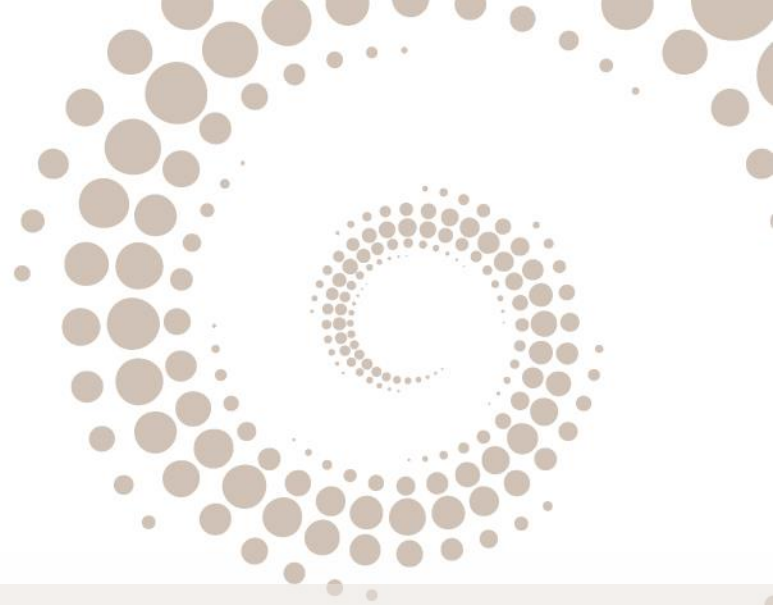
Partnership: SYNELVIA



Under-eye puffiness

Fringe projection





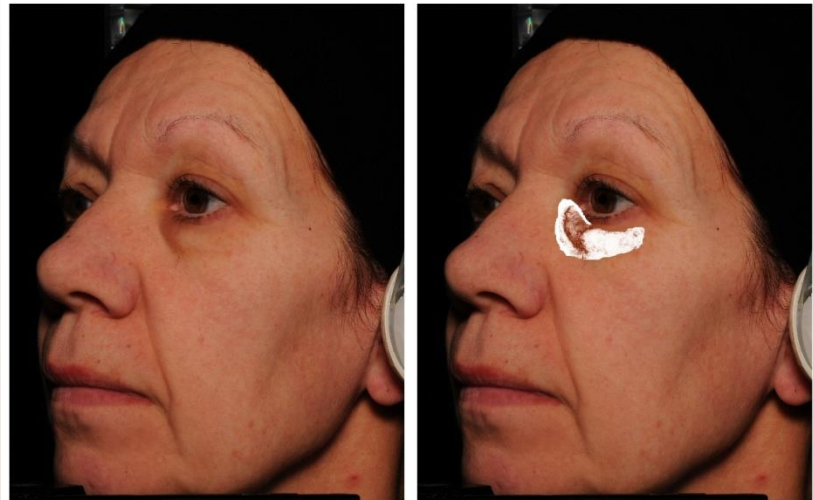
Anti dark circles



Image analysis: by Visioface® or Visia-CR®

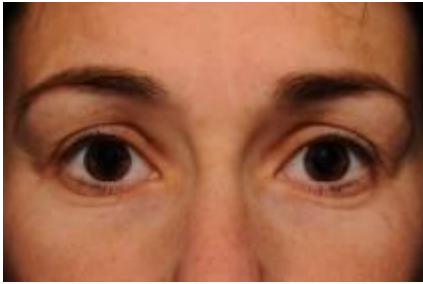


Analysis of the color intensity (due to eye-bags) or vascular or melanin component.



Clinical evaluation on photos

Scale of dark-circles (brown) on a Caucasian skin



Grade 0



Grade 3



Grade 6



Grade 1



Grade 4



Grade 7



Grade 2



Grade 5

Clinical evaluation on photos

Scale of dark-circles (violet-red) on a Caucasian skin



Grade 0



Grade 3



Grade 6



Grade 1



Grade 4



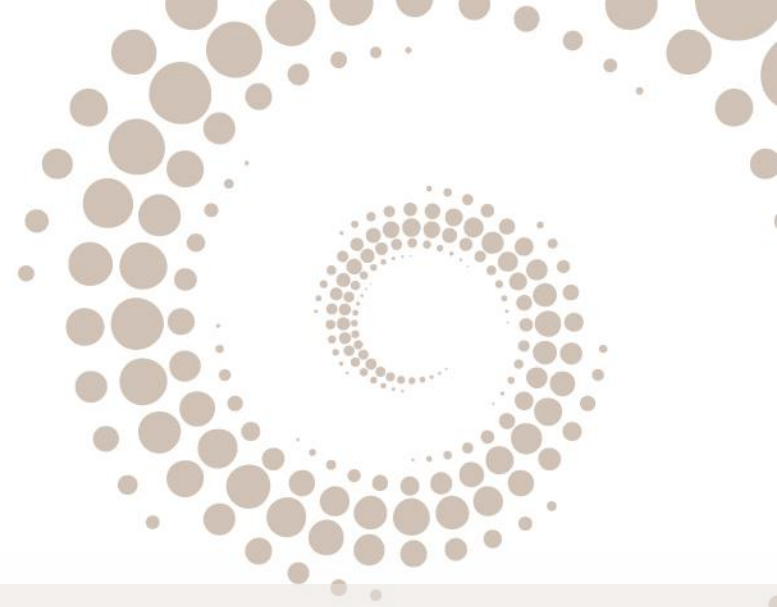
Grade 7



Grade 2



Grade 5



Whitening & Tanning effect

Image analysis: By Visioface® or Visia-CR®

On Caucasian skins for a tanning effect

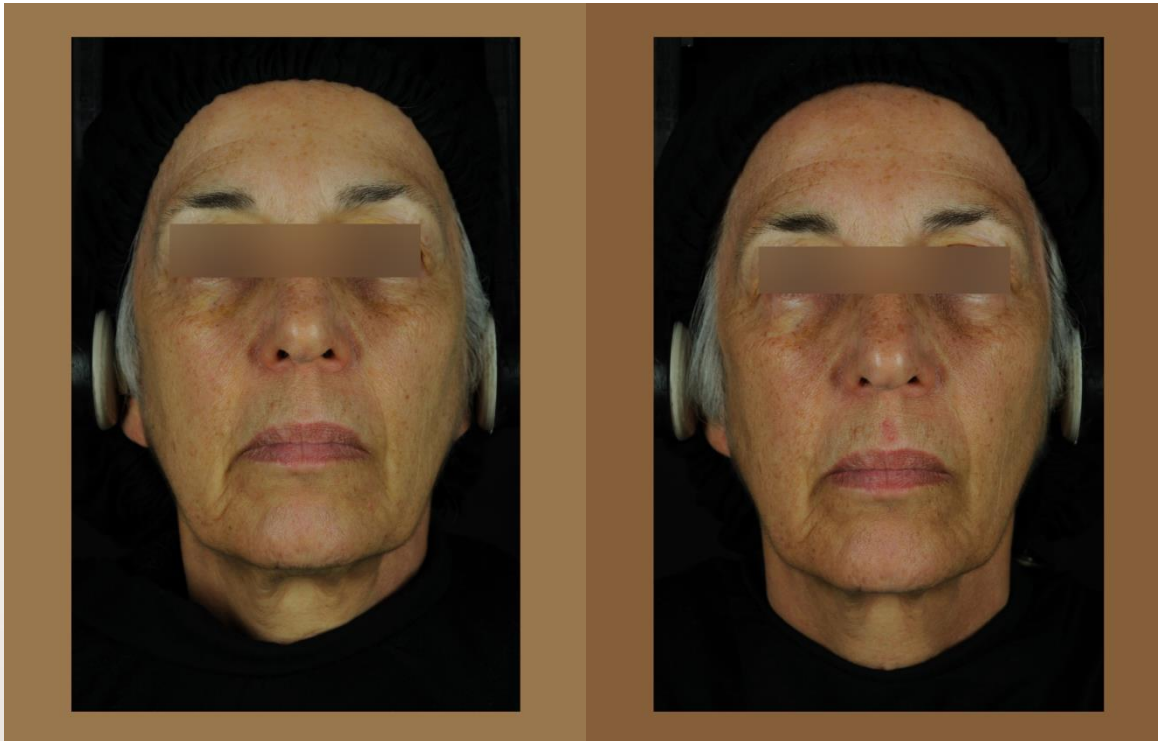
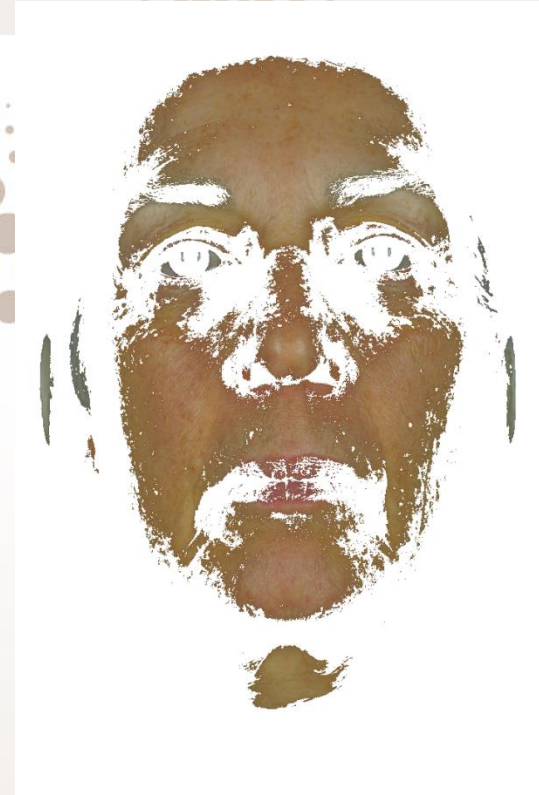


On Asian skins for a whitening effect



Image analysis: By Visioface® or Visia-CR®

Charasteristic color of skin tone



Chromameter & Mexameter





Anti-dark spots

Image analysis: By Visioface® or Visia-CR®



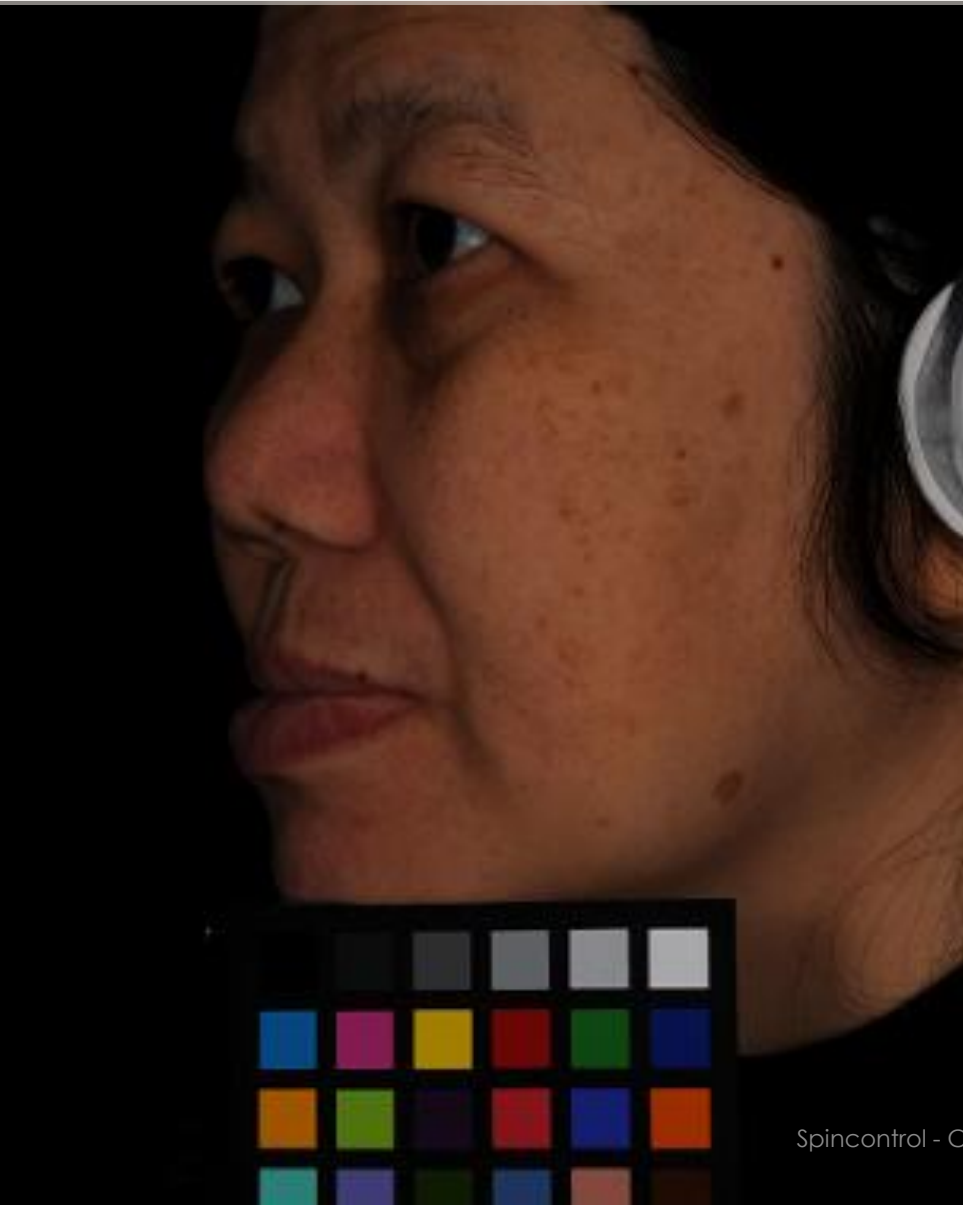
Calculated parameters
:

- Number of spots
- Colour of spots
- Colour of skin
- Sharpness of the contours
- Total area of the spots (mm²)



Image analysis: By Visioface® or Visia-CR®

Melanin component





Focus on complexion

Complexion homogeneity by image analysis

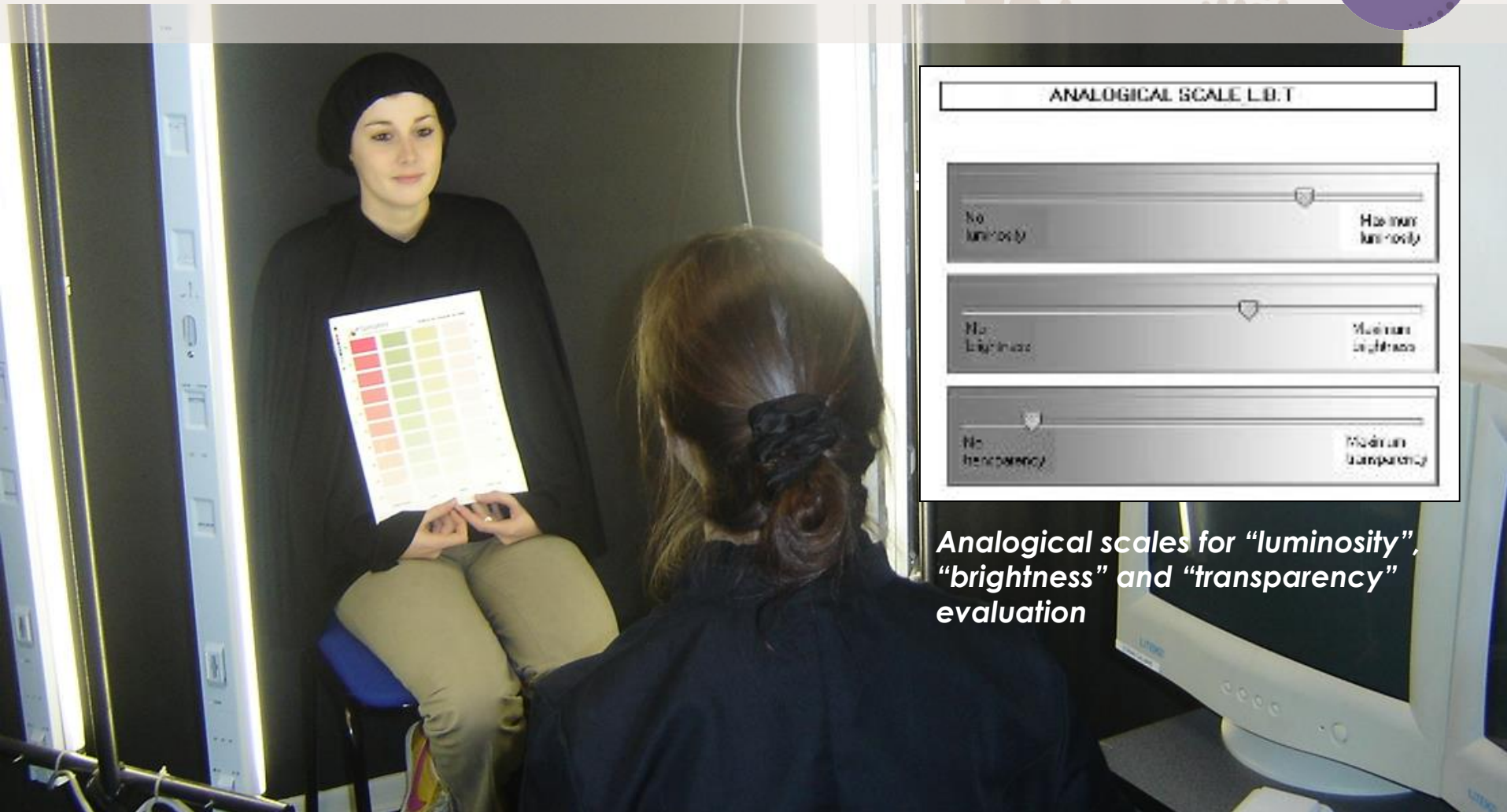


**skin is more
homogeneous /
skin is much smoother**



By color homogeneity

Complexion radiance by CLBT method



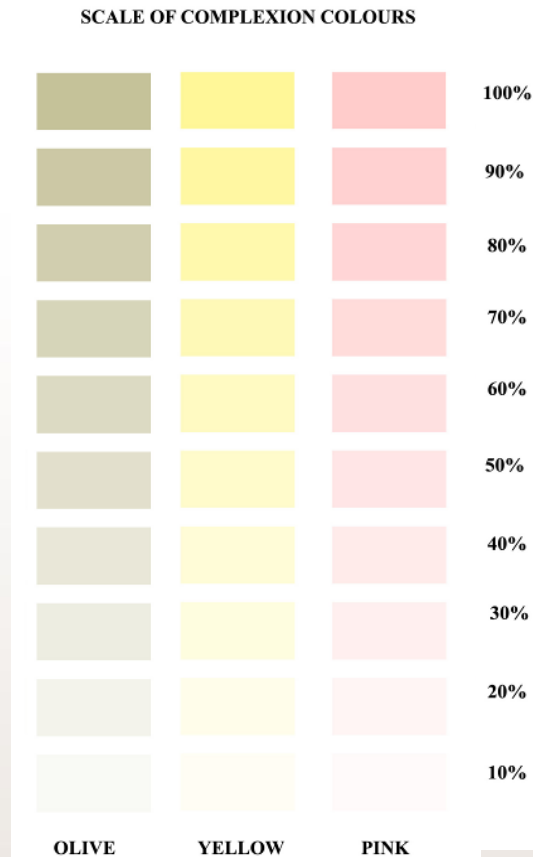
*Analogical scales for "luminosity",
"brightness" and "transparency"
evaluation*



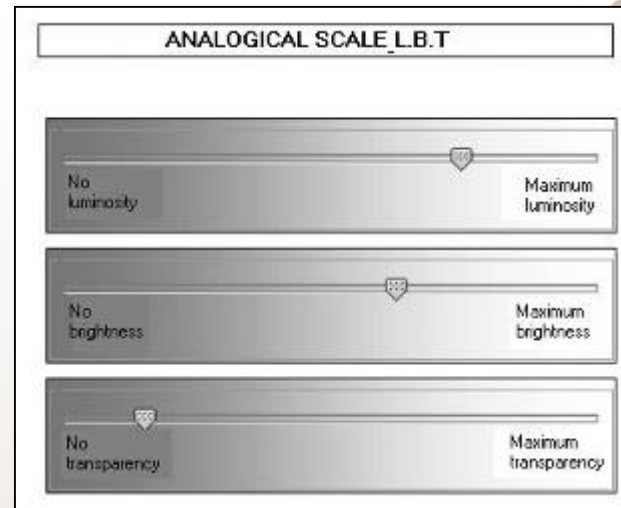
Calculation of a C.L.B.T index based on the colours, luminosity, brightness and transparency of the skin

Spincontrol - Copyright 2017

Complexion radiance by CLBT method



Structured scale of the complexion colours – Spincontrol Asia



Analogical scales for “luminosity”, “brightness” and “transparency” evaluation

Complexion radiance by image analysis



Photo under "Daylight" condition



Saturation mapping

A mapping of the saturation allows us to extract the quantity of the surface scattering light correlated to the skin surface aspect (skin grain)



Luminosity mapping

A mapping of the luminosity allows to extract the quantity of the volume scattering light correlated to the transparency of the skin



Radiance cumulative effect

An increase in the saturation and in the luminosity leads to an improvement in the radiance of the complexion.

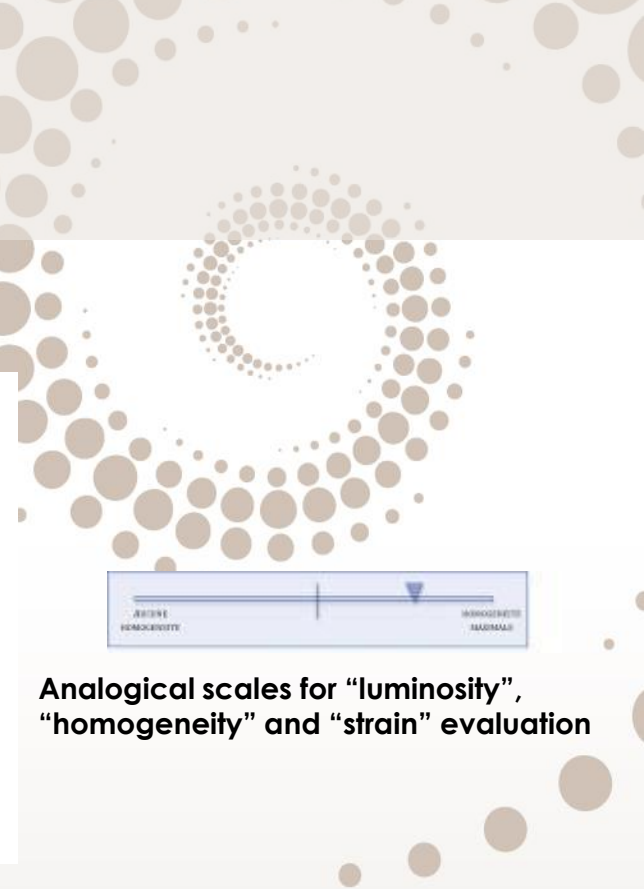
Healthy glow effect by sensorial metrology



Setting of the sensory metrology room



Structured scale of the Good complexion
colours – Spincontrol



Analogue scales for “luminosity”,
“homogeneity” and “strain” evaluation

Measured parameters

Colours of the skin: Pink-red, olive, tan (beige, apricot-coloured, blond colour and brown colour)

Physical characteristics : luminosity, homogeneity of the skin and strain on the skin

Anti rosacea by image analysis (By Visioface® or Visia-CR®) and also SIAscope & mexameter

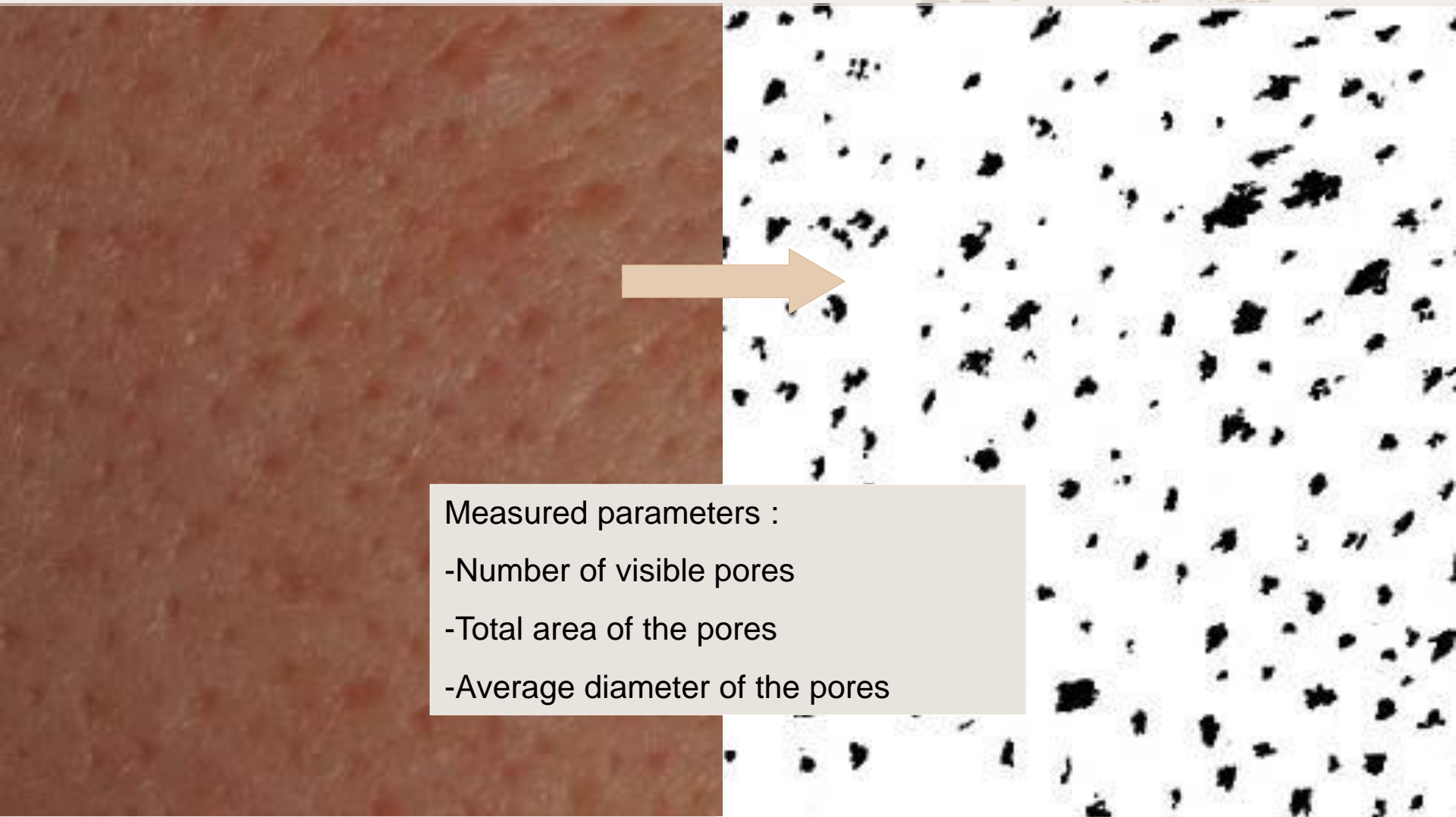


Analysis of the red component

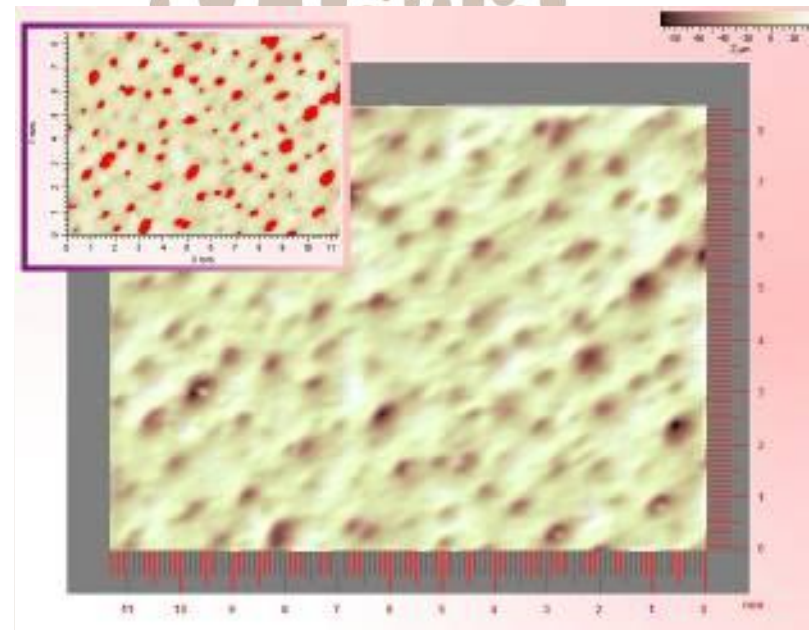
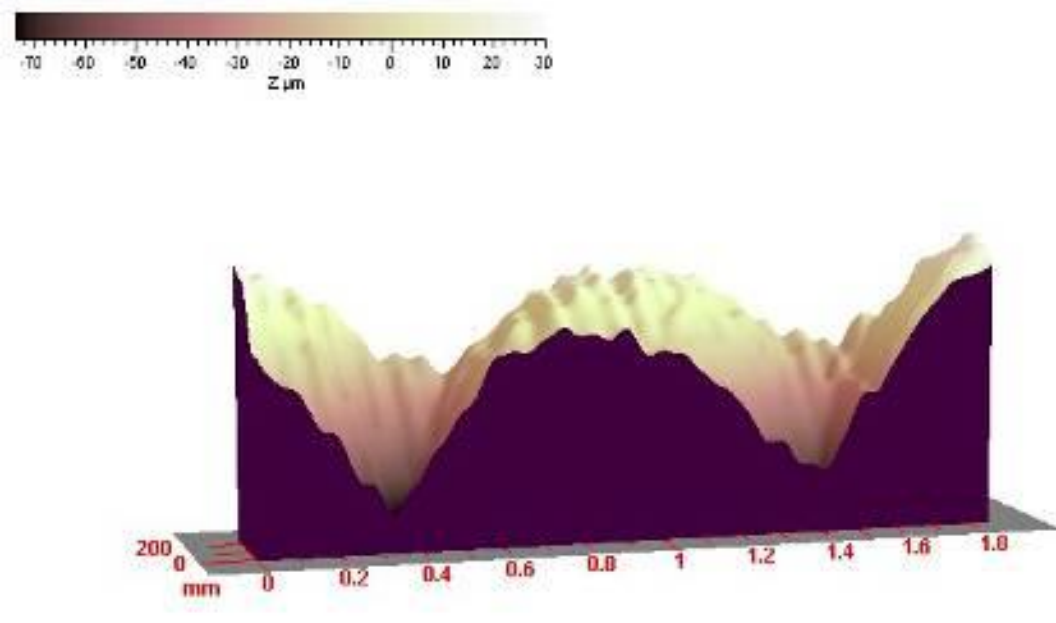


Anti-oily skin effect

Image analysis

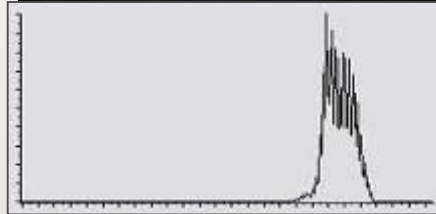


Fringe projection : diameter of the pores on replicas

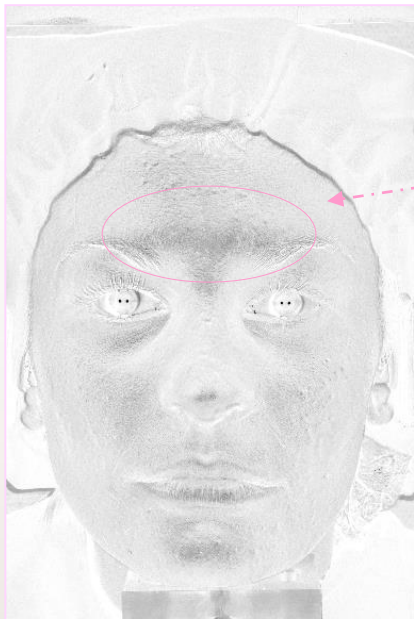
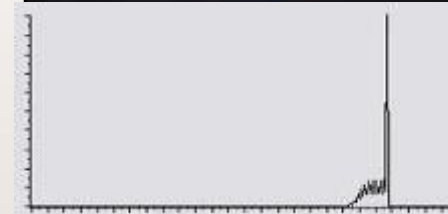
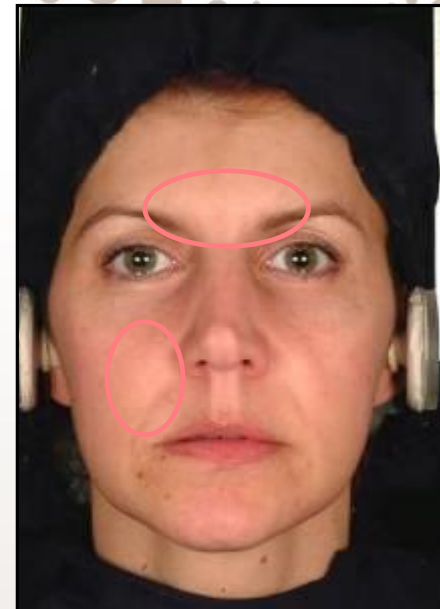


Matifying effect by Image analysis

Before



After

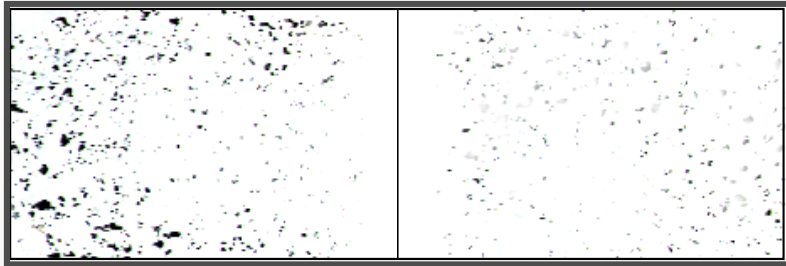


Intensity of grey
level in pixels

Anti-sebum effect

BY SEBUTAPE

Before treatment



After treatment

Intensity of sebum in grey level

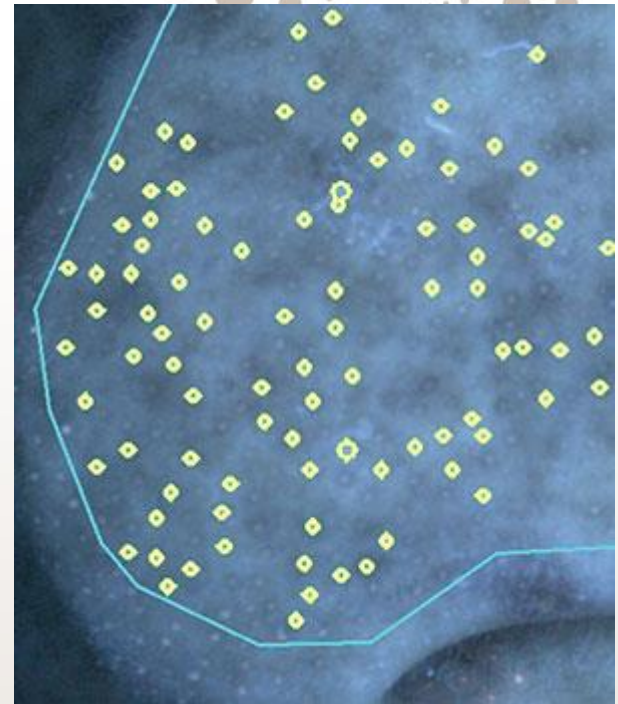
BY SEBUMETER



immediate rate of grease measurement

Anti-sebum effect by Image analysis

Focused on porphyrins by Visia-CR® (images : Canfield copyrights)





Anti-pollution

Biochemical dosages

NEW

* Skin surface samples in polluted cities (**Mumbai, Bangkok or Jakarta**).

*2 possible dosages :

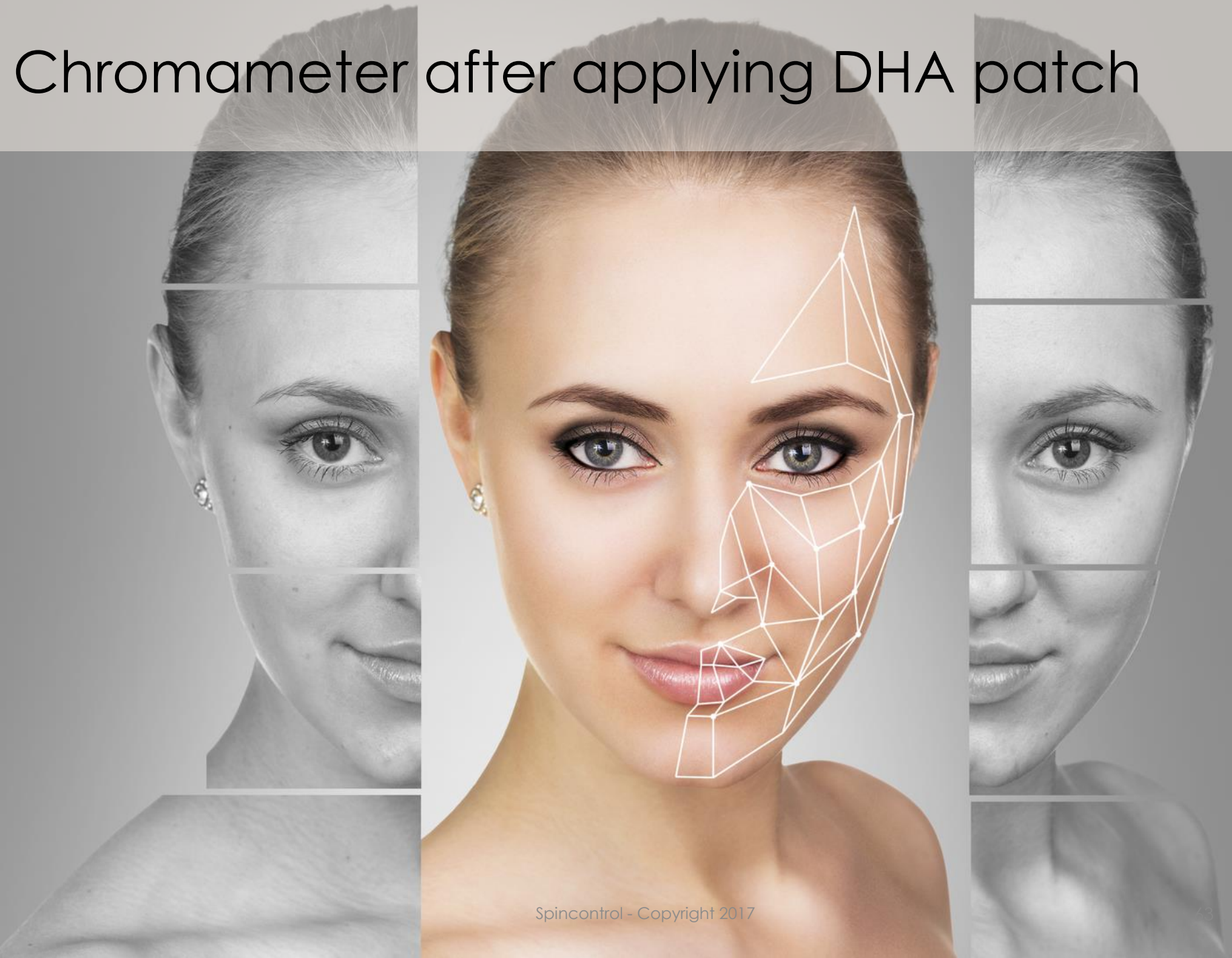
- levels of elements as heavy metals : V, Cr, Mn, Fe, Co, Ni, Cu, Zn, Pb, As, Si et Ti
- Lipids alteration assessment

Partnership: SYNELVIA



Cell renewal

Chromameter after applying DHA patch

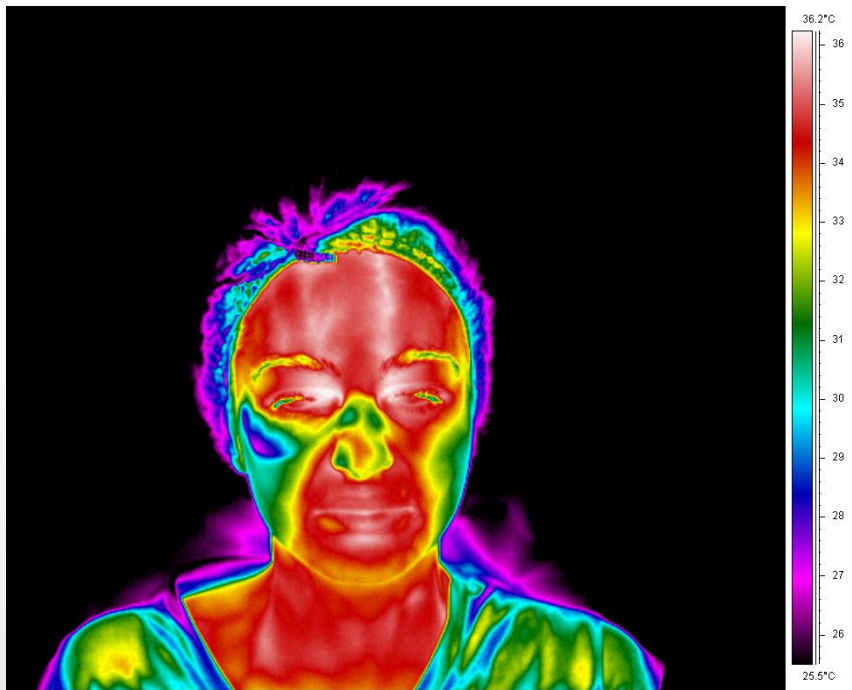




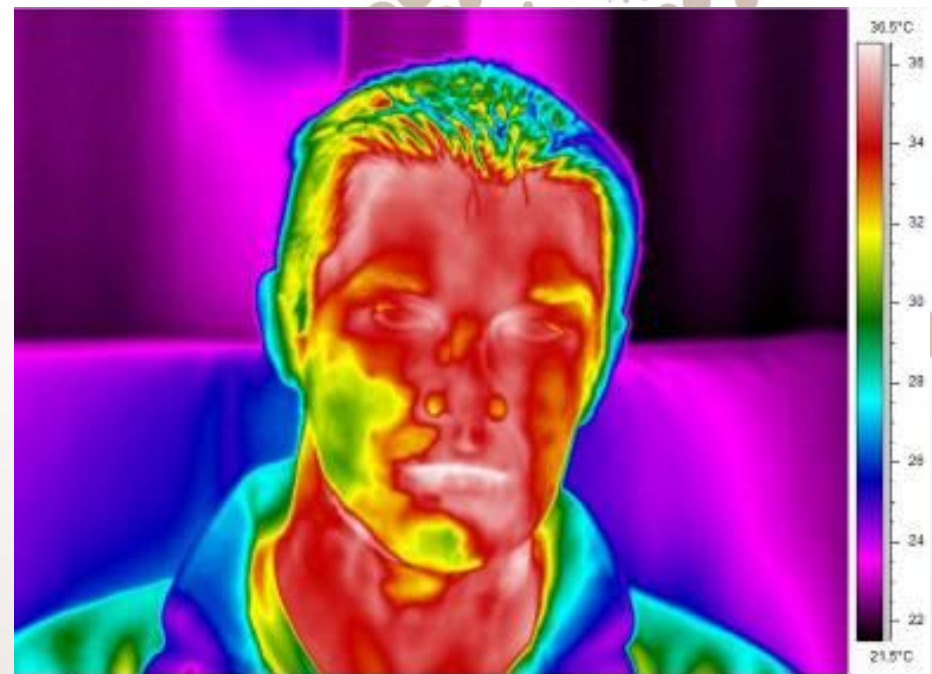
Refreshing effect

Thermal camera

Split-face study, application of a roll-on
with a refreshing effect



Split-face study, application of a refreshing
after-shave product



Body claims



Anti-stretch marks

Anti-dimples

Anti-heavy legs

Elasticity

Exfoliating

Firmness

Hair removing effect

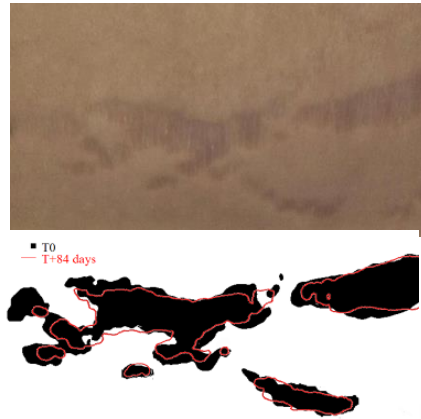
Heating effect

Slimming

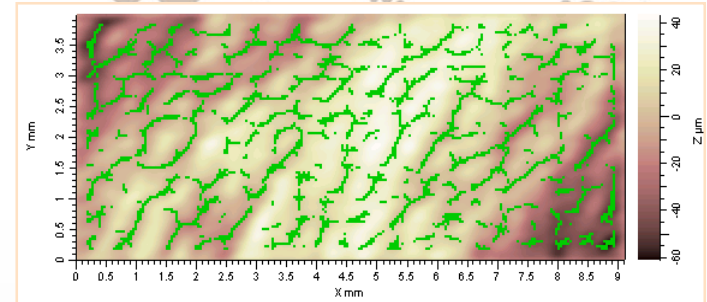


Anti-stretch marks

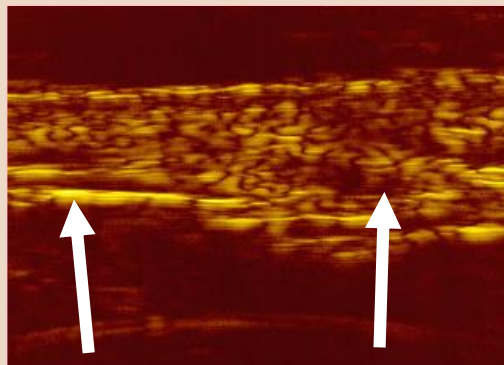
Image analysis



3D topography

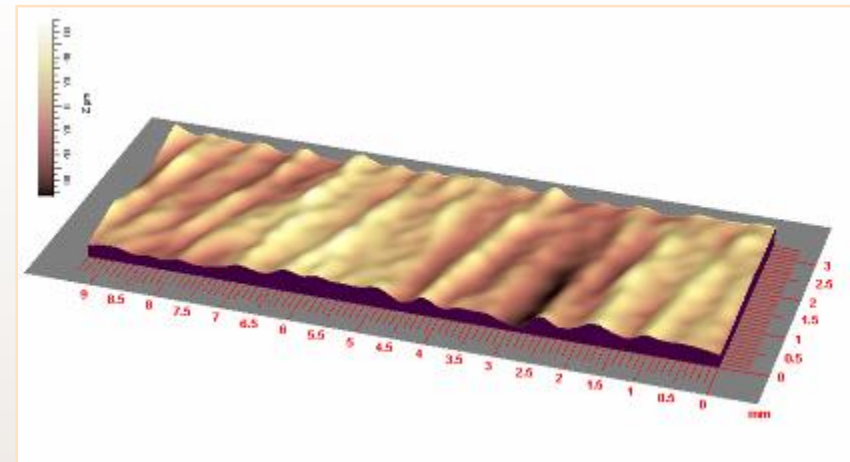


Ultrasound



Stretch
mark

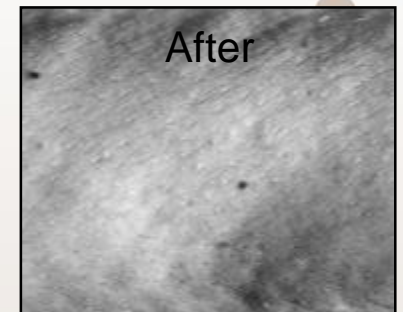
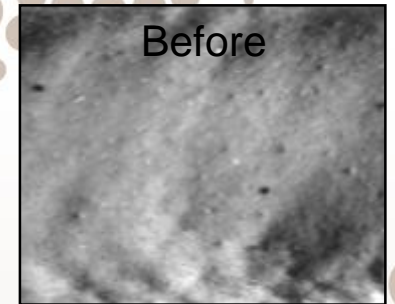
Healthy
tissue





Anti-dimples

Profilometry 2D : roughness of the dimples



Ra and Rz roughness parameters frequently used to describe the cutaneous relief are determined with the variations of grey levels on the image.

Clinical assessment: grading of the dimples

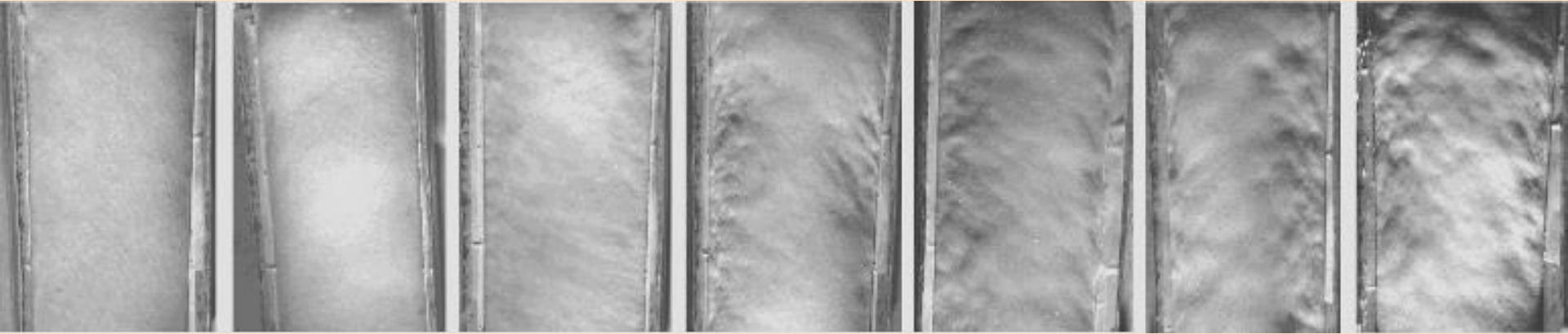


Fig 1 : structured scale for the visual evaluation of the severity of orange peel/dimpling on pinched thighs

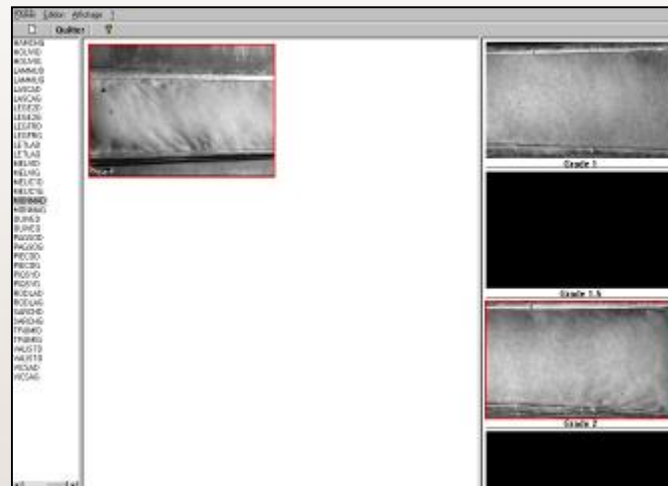
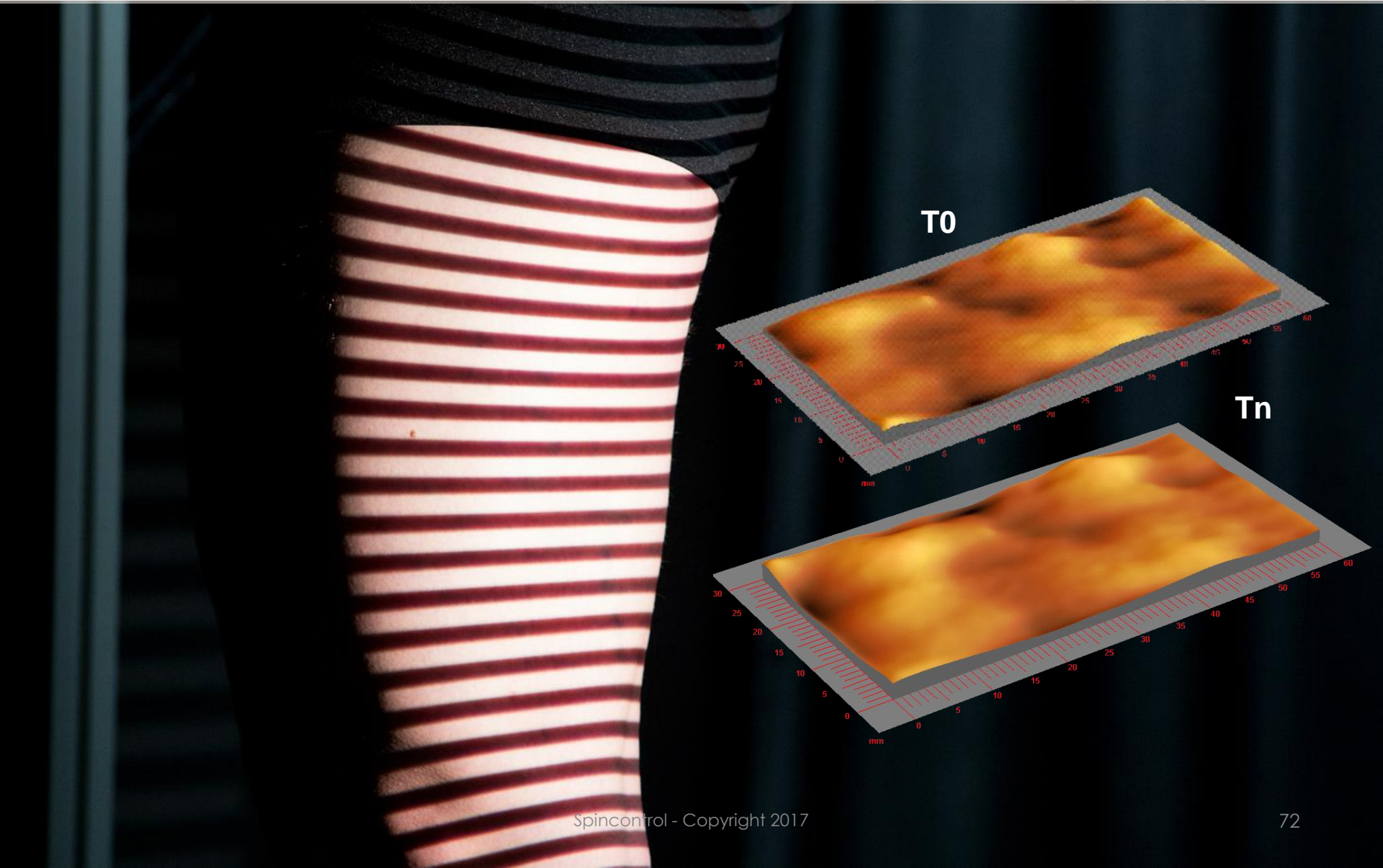
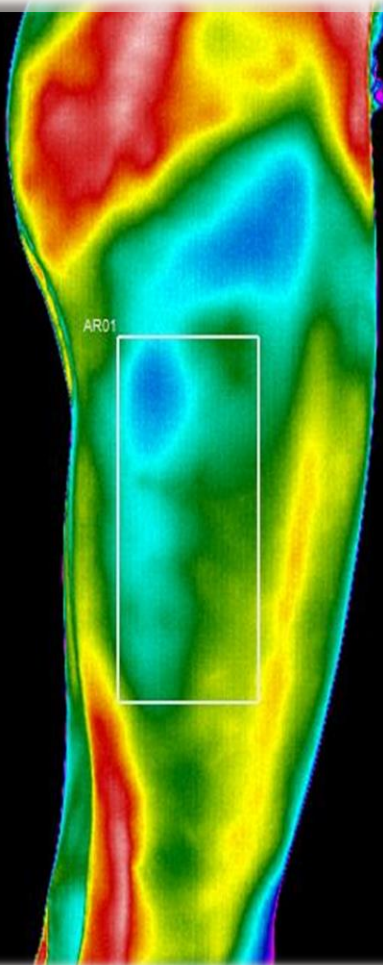


Fig 2 : Software for the evaluation of pinched thighs (Notephoto software)

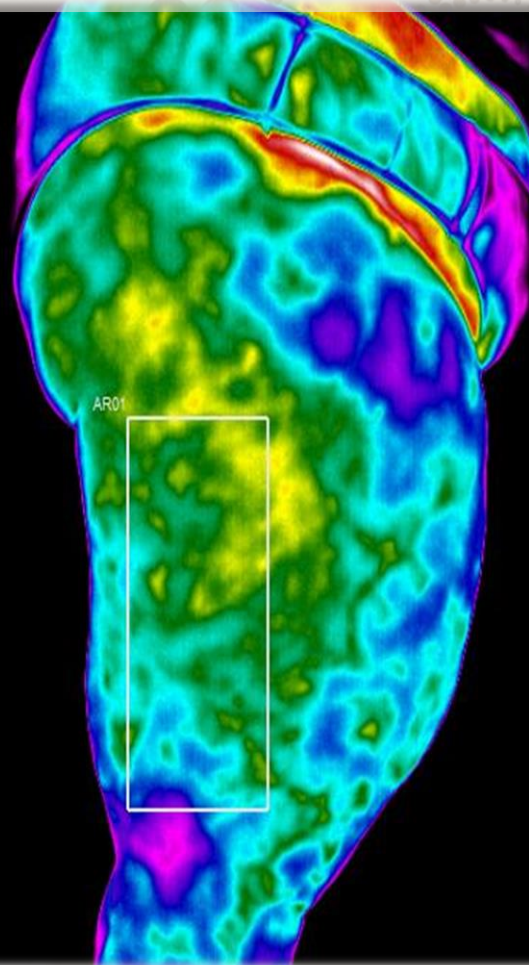
Fringe projection : roughness of the dimples



Thermal camera



Uniformity of
temperature

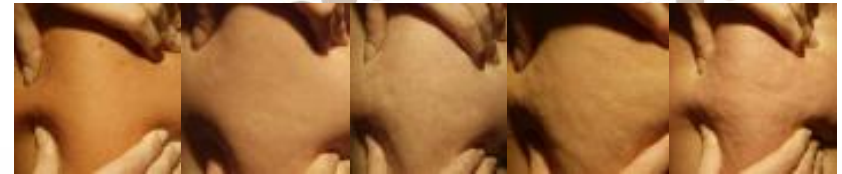


Heterogeneity of
temperature

Clinical evaluation: *in vivo* with & without pinching



With pinching



GRADE 0

GRADE 1

GRADE 2

GRADE 3

GRADE 4



GRADE 5

GRADE 6

GRADE 7

GRADE 8

GRADE 9

Without pinching



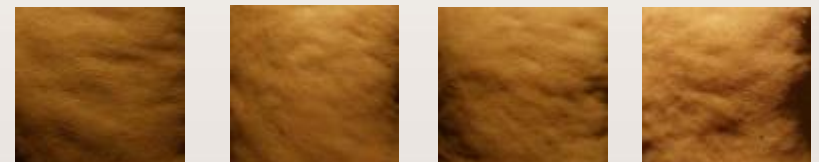
GRADE 0

GRADE 1

GRADE 2

GRADE 3

GRADE 4



GRADE 5

GRADE 6

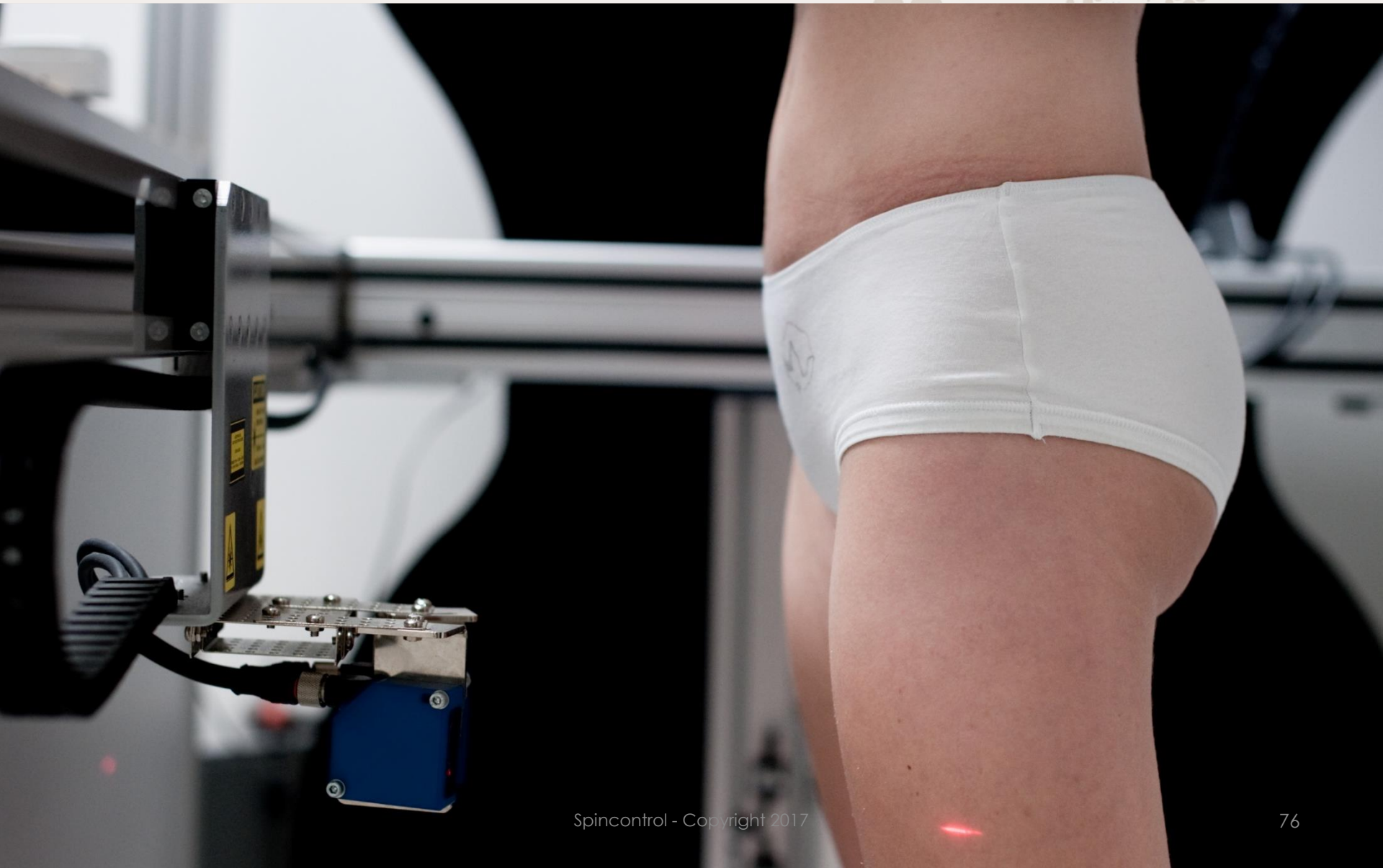
GRADE 7

GRADE 8

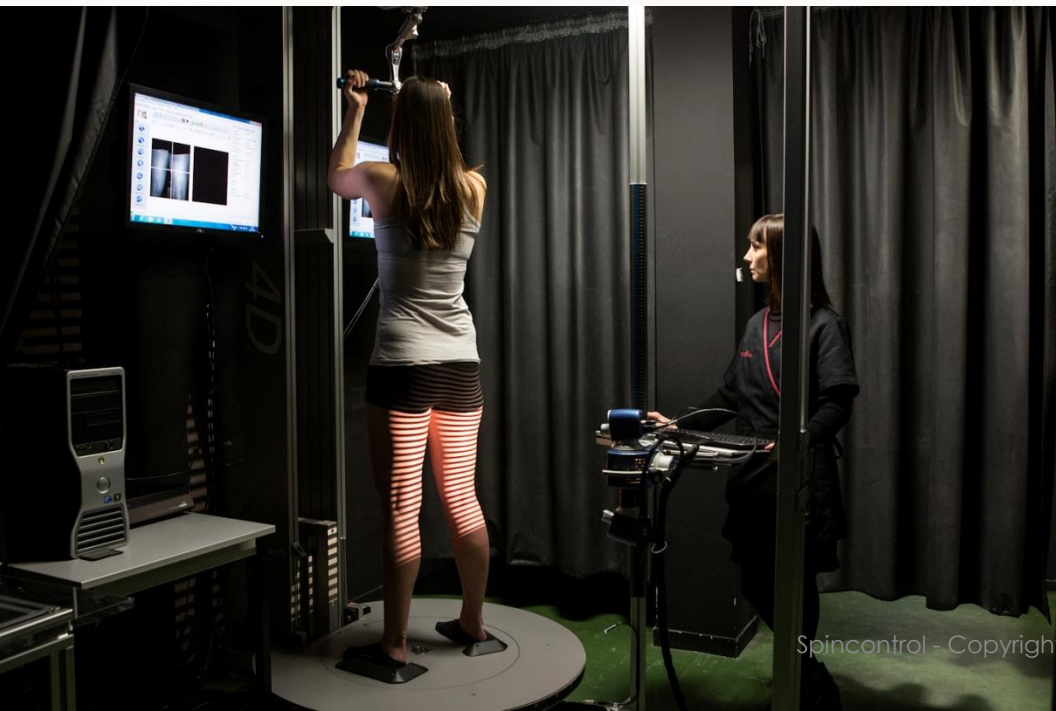
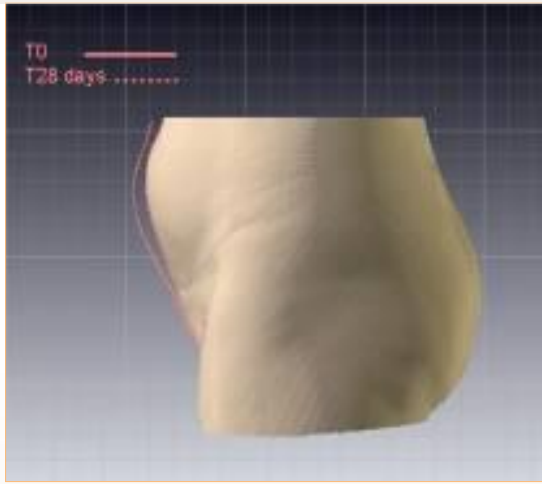


Slimming

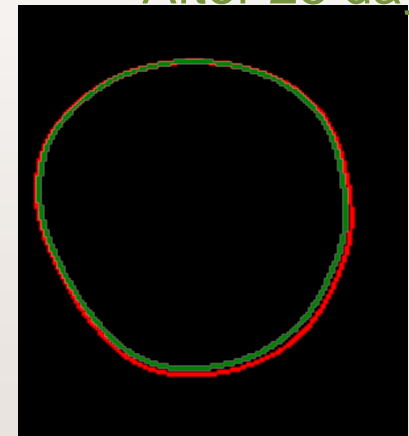
Laser centimetry *without contact*



Fringe projection : abdominal slimming , « love handles » and thighs



— Baseline
— After 28 days



Volume of buttocks & saddlebags

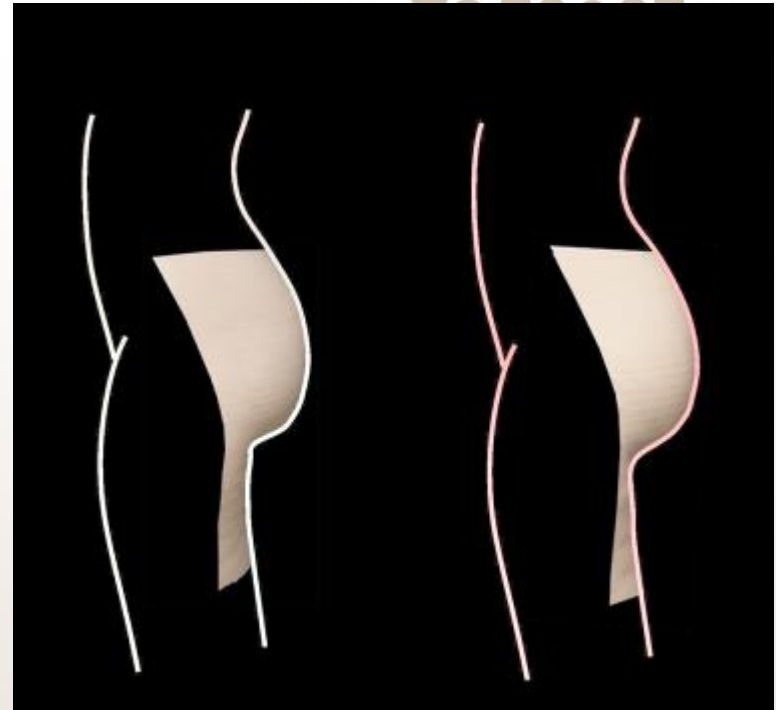
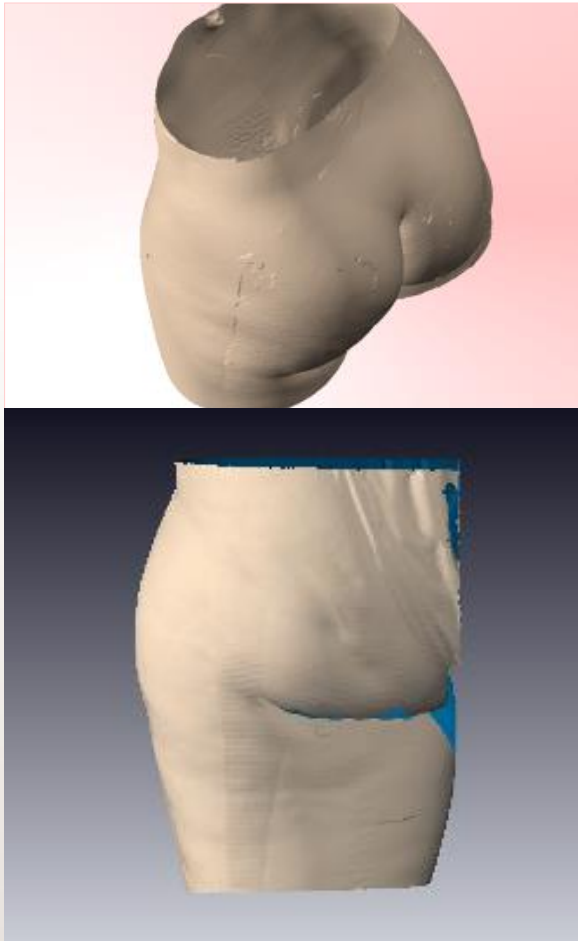
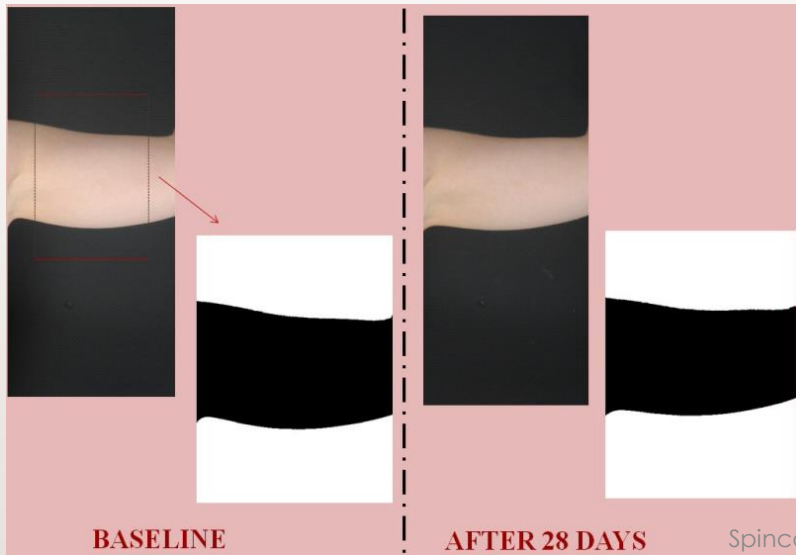
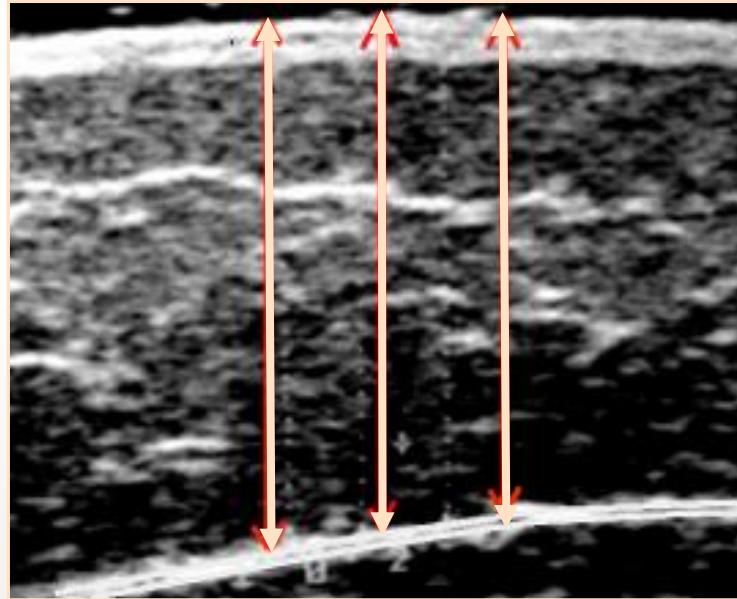


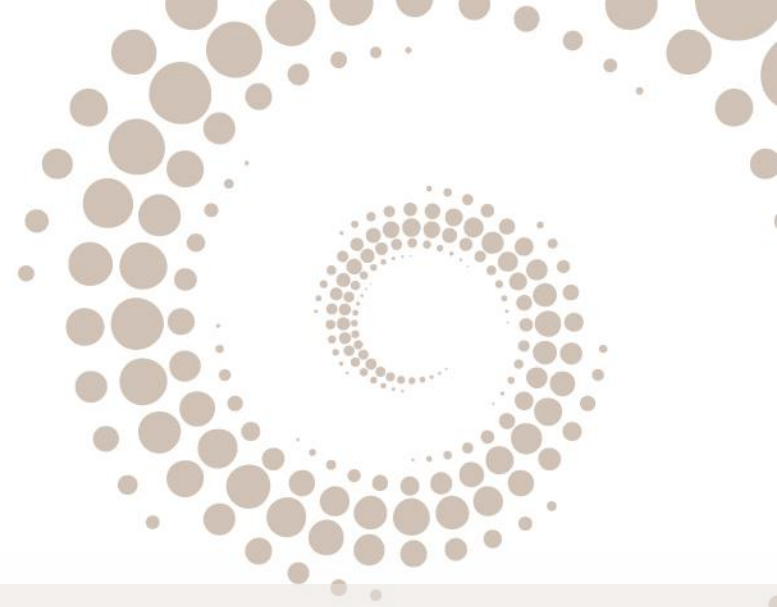
Image analysis : area of thighs, arms & lower abdomen



Ultrasound Imaging : measurement of the adipose tissue thickness (on the thighs or the abdomen)



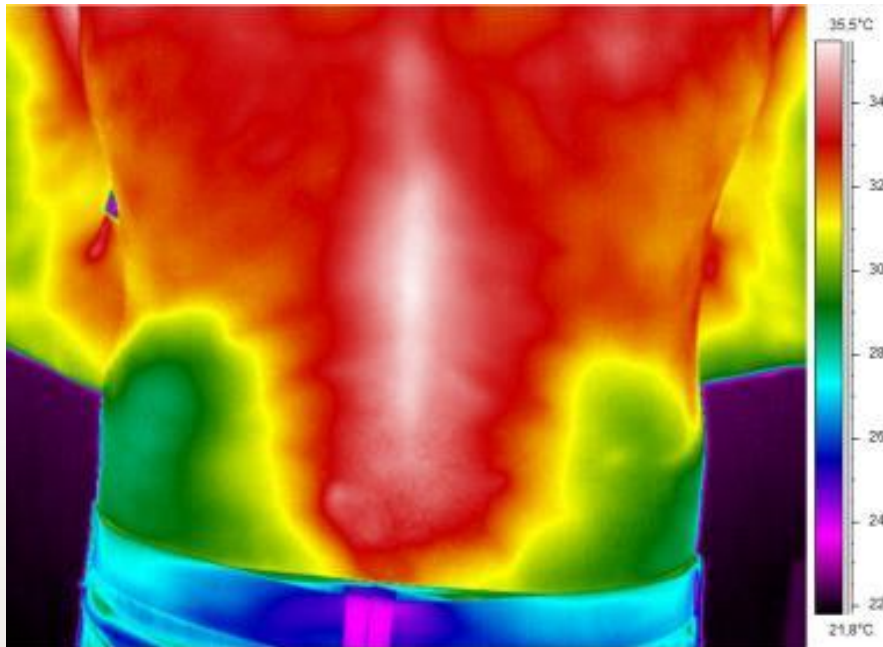
Reference: PERIN et al. Methodological aspects of the ultrasonic measurement of subcutaneous adipose-tissue thickness for the evaluation of the efficacy of slimming treatments. Journal d'Echographie et de Médecine par Ultrasons, vol 20, n° 5(6) : 318-325, 1999.



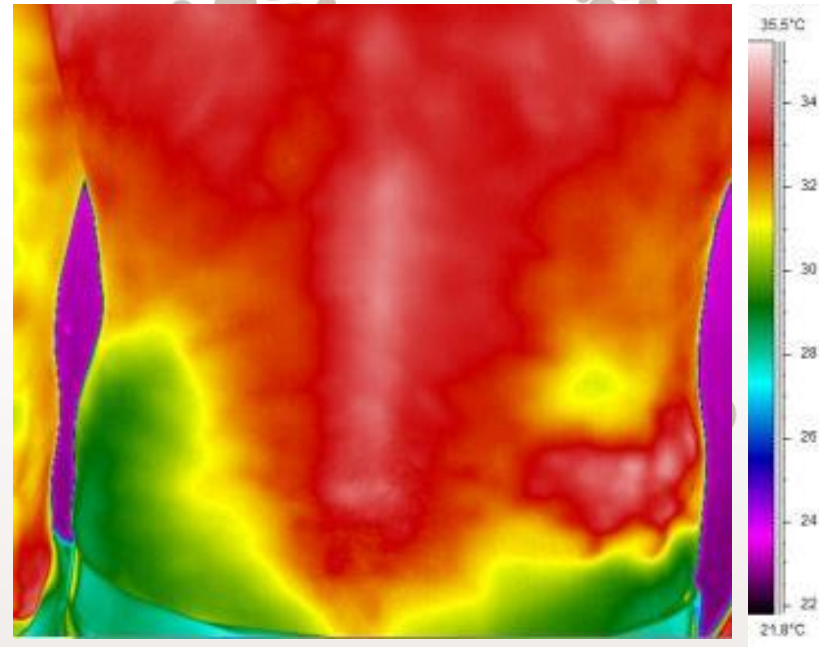
Heating & refreshing effect

Thermal camera : heating effect

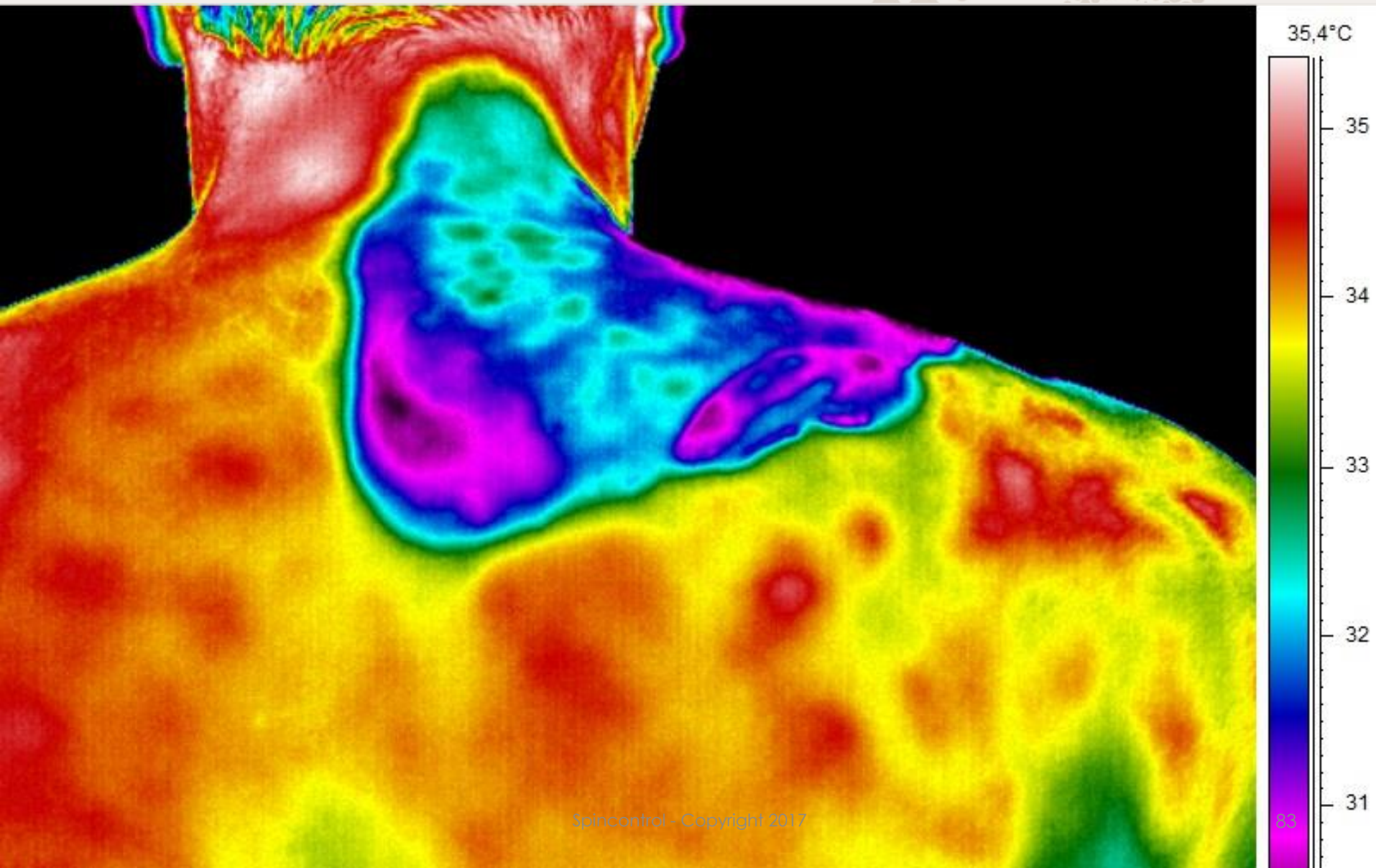
Before



After



Thermal camera : refreshing effect



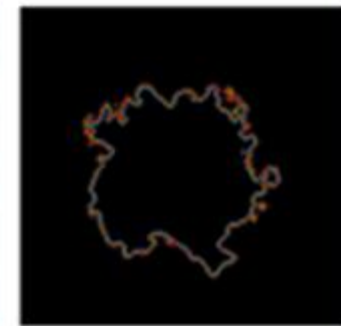
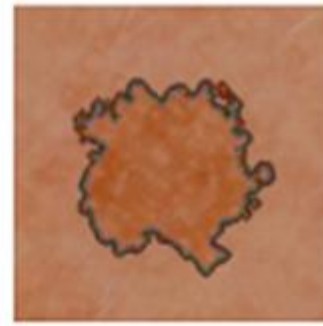
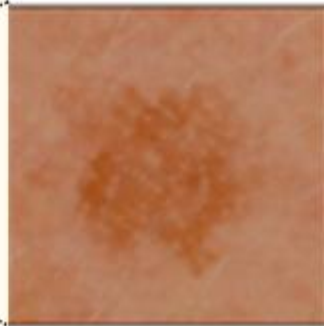
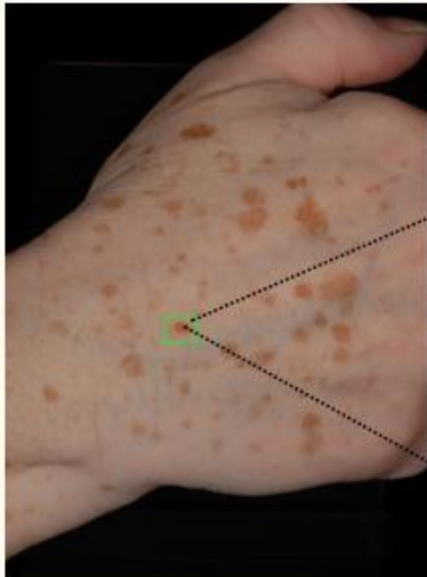


Anti-dark spots

Image analysis: By Visioface®

Calculated parameters :

- Number of spots
- Colour of spots
- Colour of skin
- Sharpness of the contours
- Total area of the spots (mm²)





Firmness & elasticity

Torquemeter, Cutometer, Ballistometer or Dynaskin, Clinical assessment





Hairs removal effect

Image analysis: length & density measurements



Sensorial metrology: softness of the skin

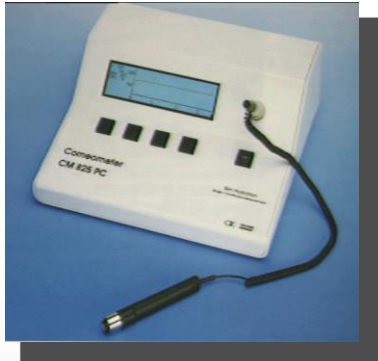




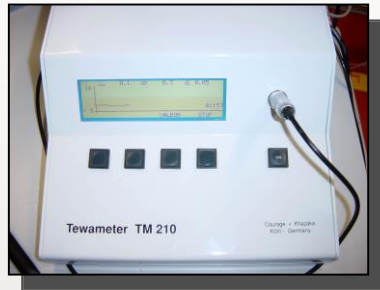
Moisturizing

Usual techniques

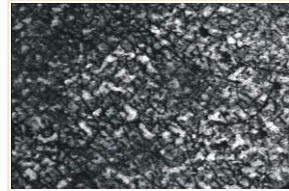
CORNEOMETRY



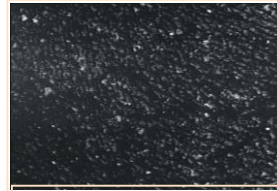
TEWL



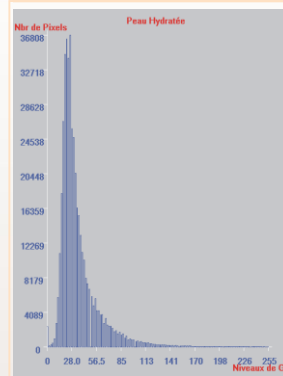
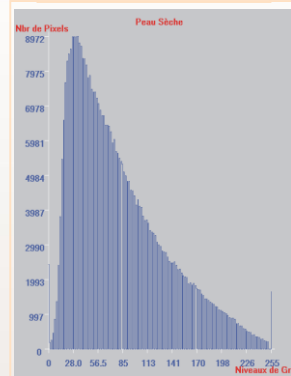
MOISTUREMETER



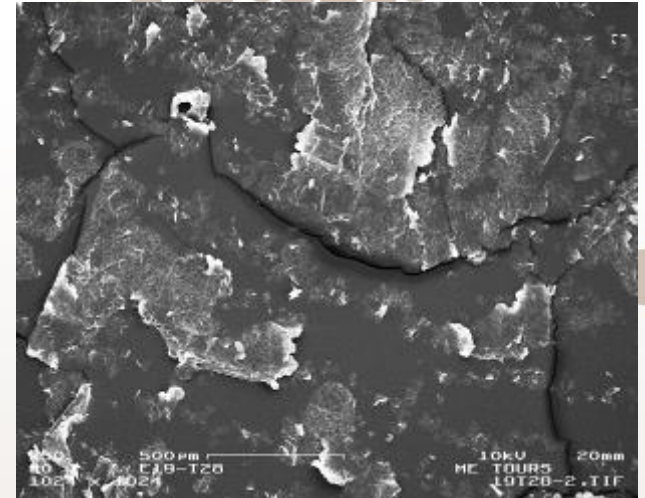
Dry skin



Hydrated skin



D'SQUAME



ELECTRONIC MICROSCOPY

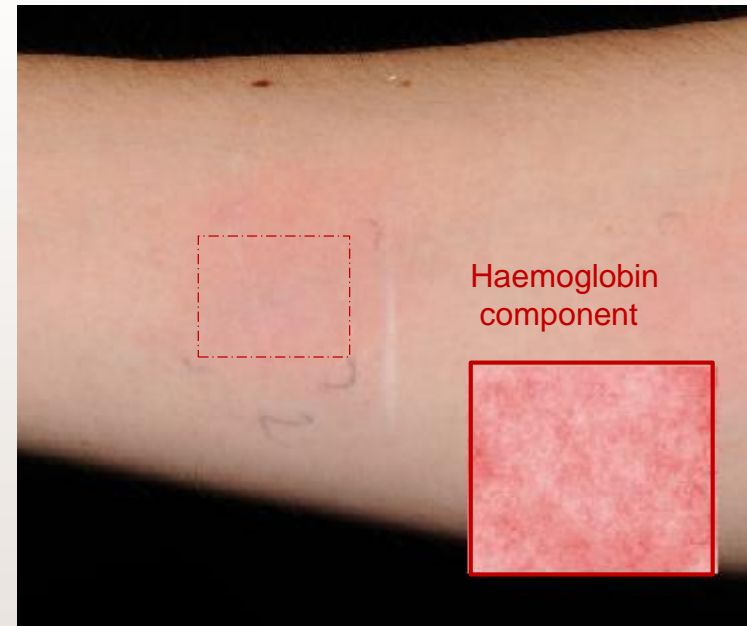
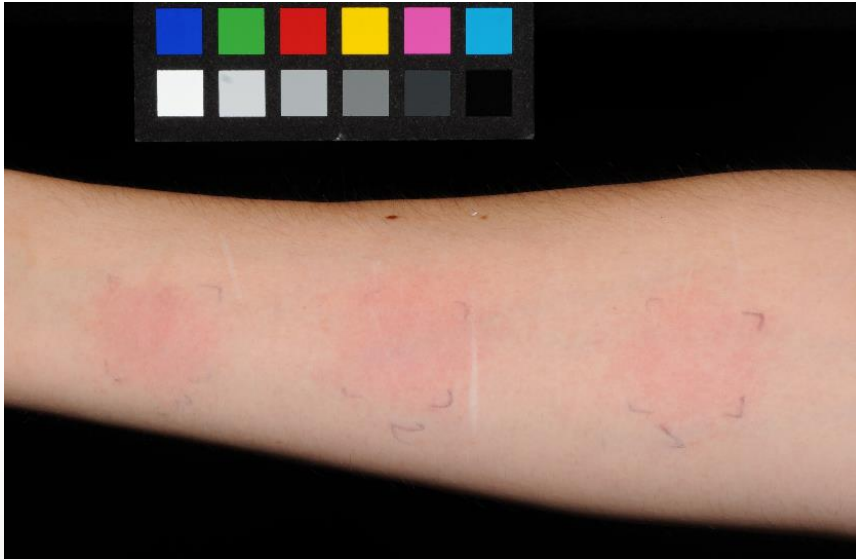
Sensorial metrology : softness of the skin





Soothing effect

Image analysis: haemoglobin component analysis

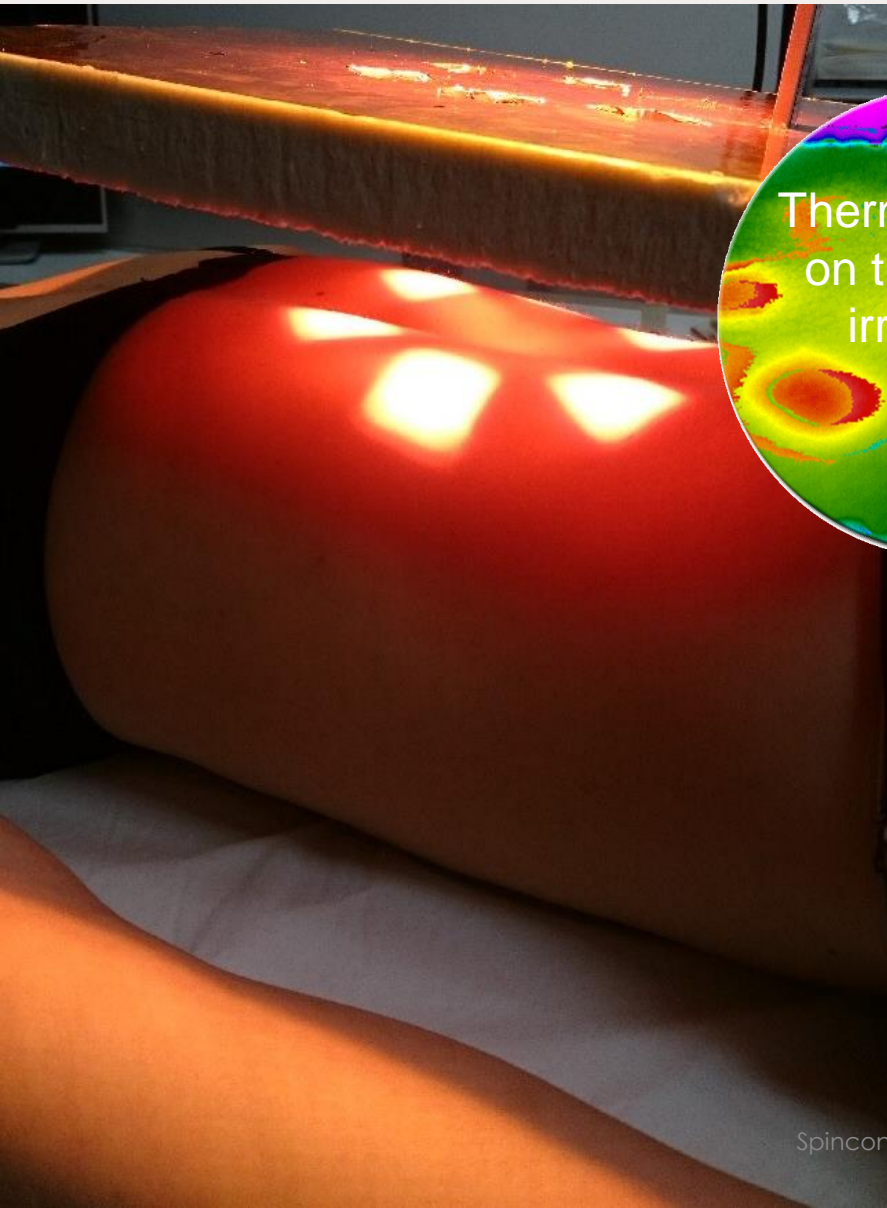




Sun claims

Protocols for sun care products

NEW



Thermal camera
on the area of
irradiation

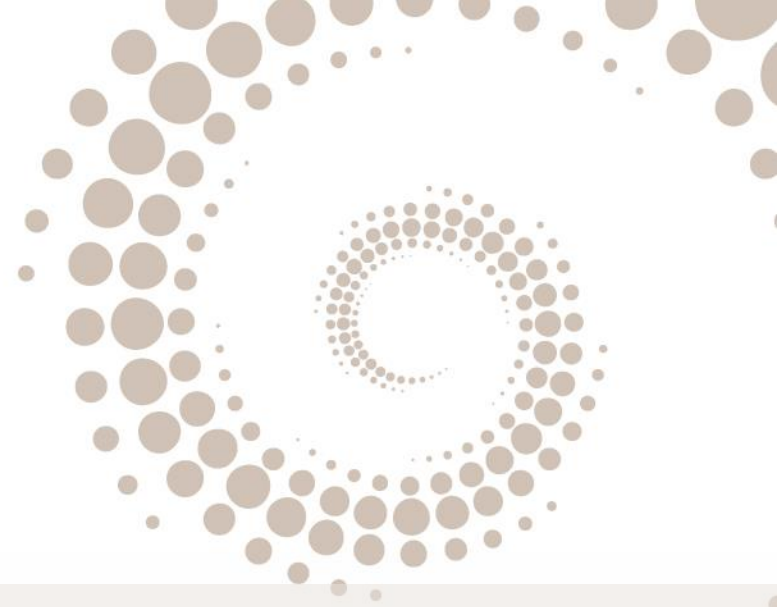
- SPF (partnership IDEA)
- Infra-red protection
- Anti-sticky sand
- Anti-sun cream traces
- Anti-salt traces

Salt traces
analysis without
product



Salt traces
analysis with
product





Tensing & Uplifting effect of the bust

Fringe projection : volumizing & uplifting effect

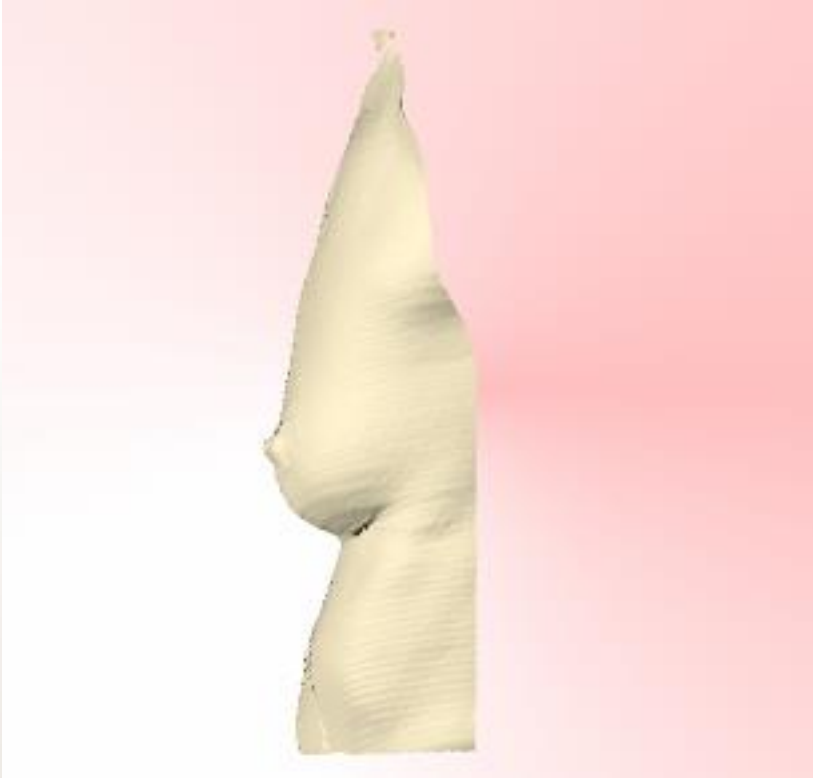
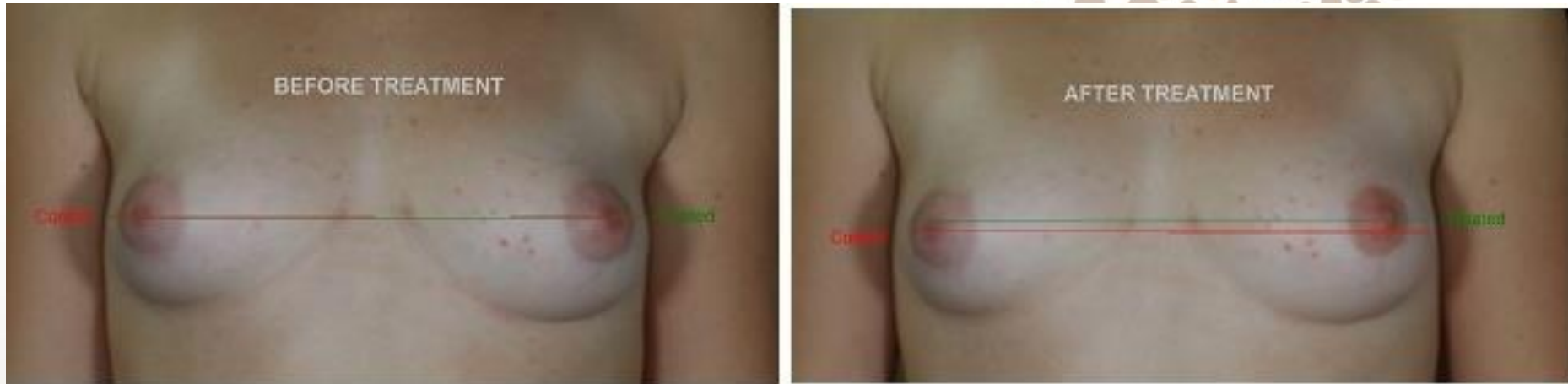


Image analysis : uplifting effect

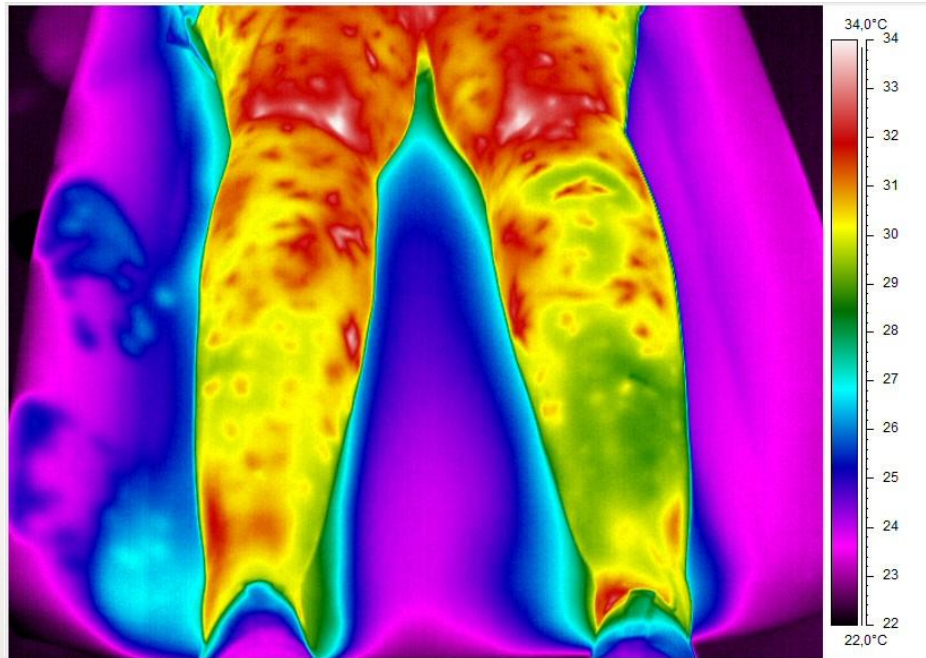




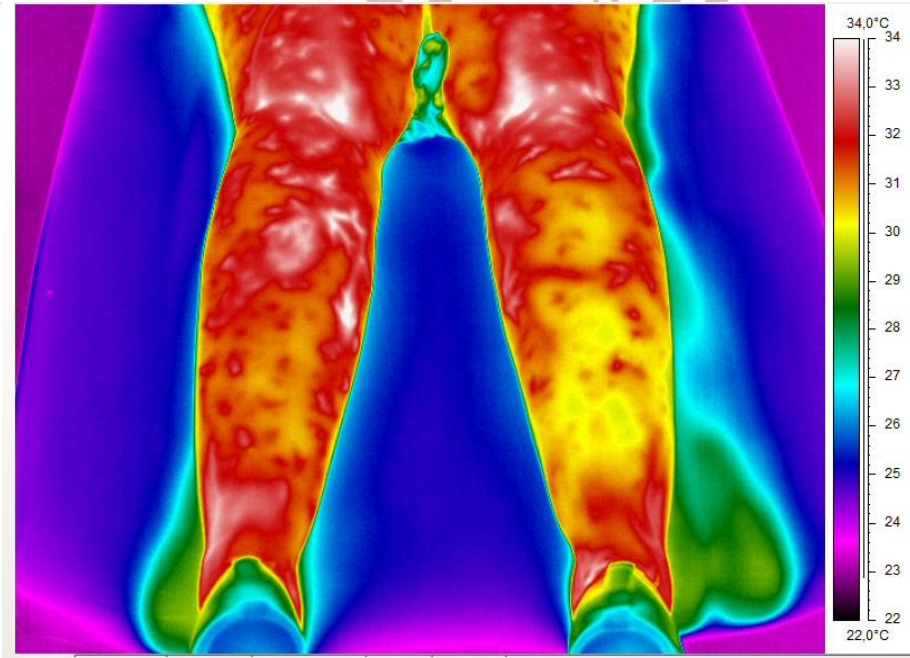
Tired legs

Thermal camera

T0



T + 28 days



Hair care

Hair softness

Anti-sebum effect

Coloration stability

Hair sheen

Smoothing effect

Growth

Straightening effect

Volumizing effect

Heat protective effect

Mechanical properties

Hair claims

Damage – split ends

Straightening - smoothing effect

Hair softness

Frizz

Hair sheen

Smoothing effect



Color protection

Anti hair
loss

Dryness -Moisturizing

Volumizing - Thinning
effect

Anti-sebum effect

Heat protective effect

Hair damage

Hair ageing



Loss of density, hair becomes drier, and the texture seems coarser and more brittle than before

External factors



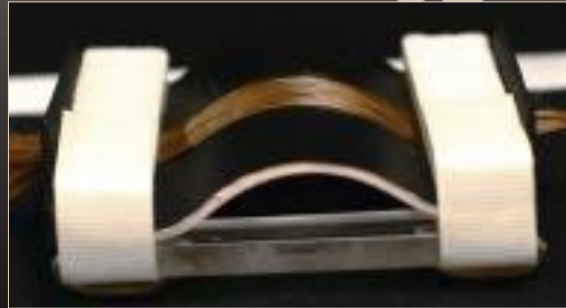
Ultraviolet light, friction from brushing, heat from blow dryers, curling irons, and straighteners, and possible chemical exposure through coloring, perming or straightening

Hair sheen



Hair sheen

Ex vivo



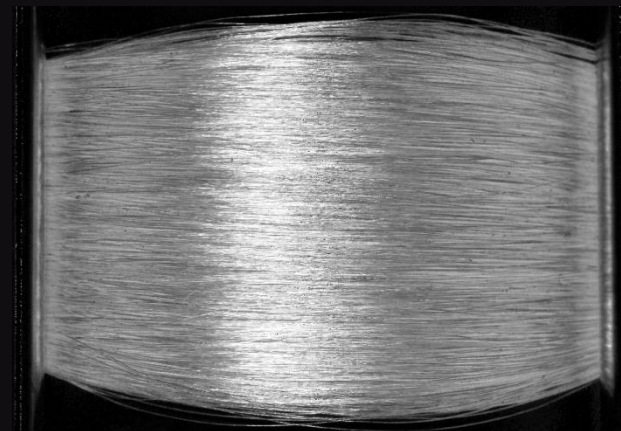
In vivo



Hair sheen

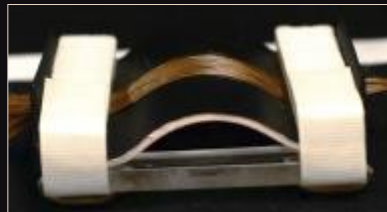
By image analysis

The parallel polarised photographs are transformed into cartographies of saturation (axis "S" in the colorimetric space HSL), which enables to emphasize the contrast of the photographs in term of shininess



Hair sheen

By experts grading



No sheen



Maximum sheen

Growth speed



Growth speed By centimeter measurement

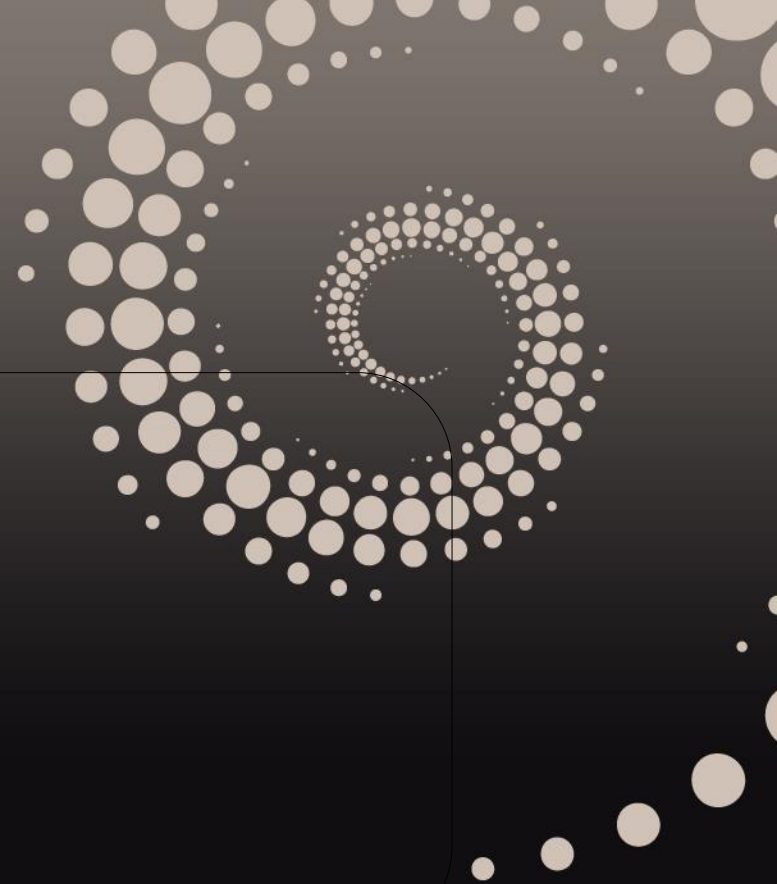


T0

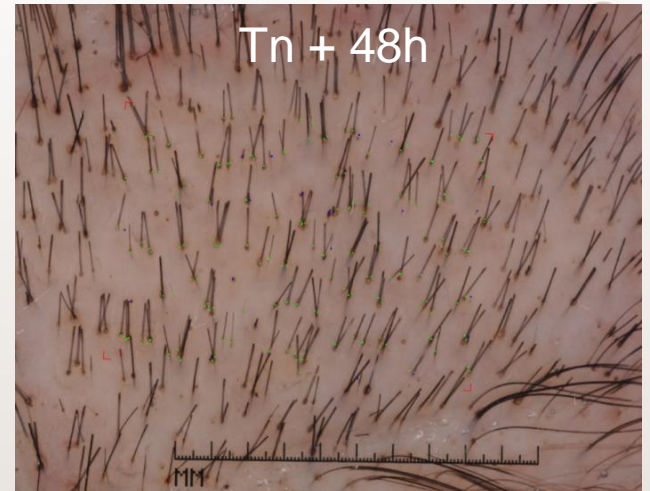


Tn

Anti hair loss



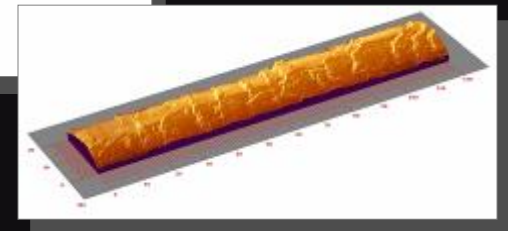
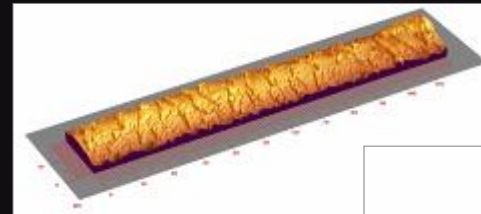
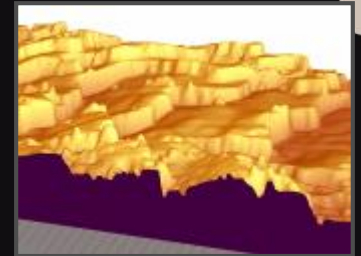
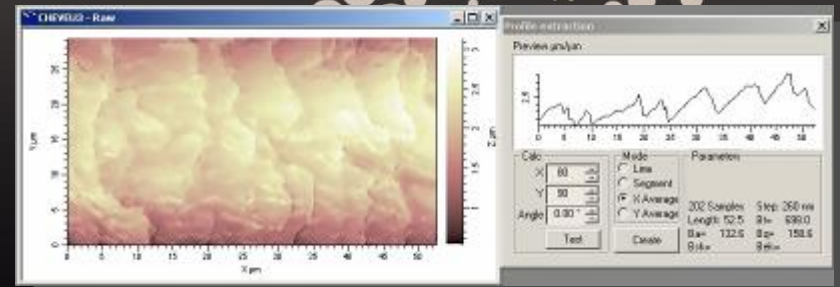
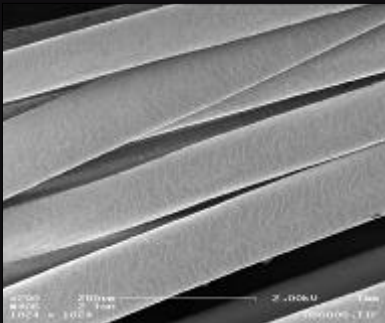
Phototrichogram



Anti damaged effect



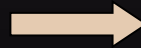
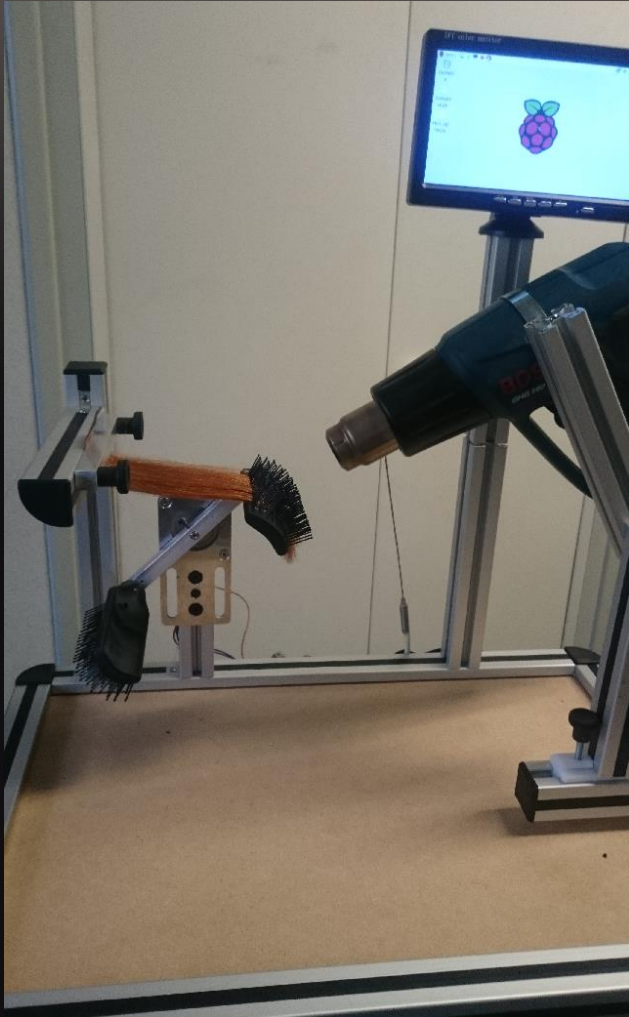
metric



Before treatment

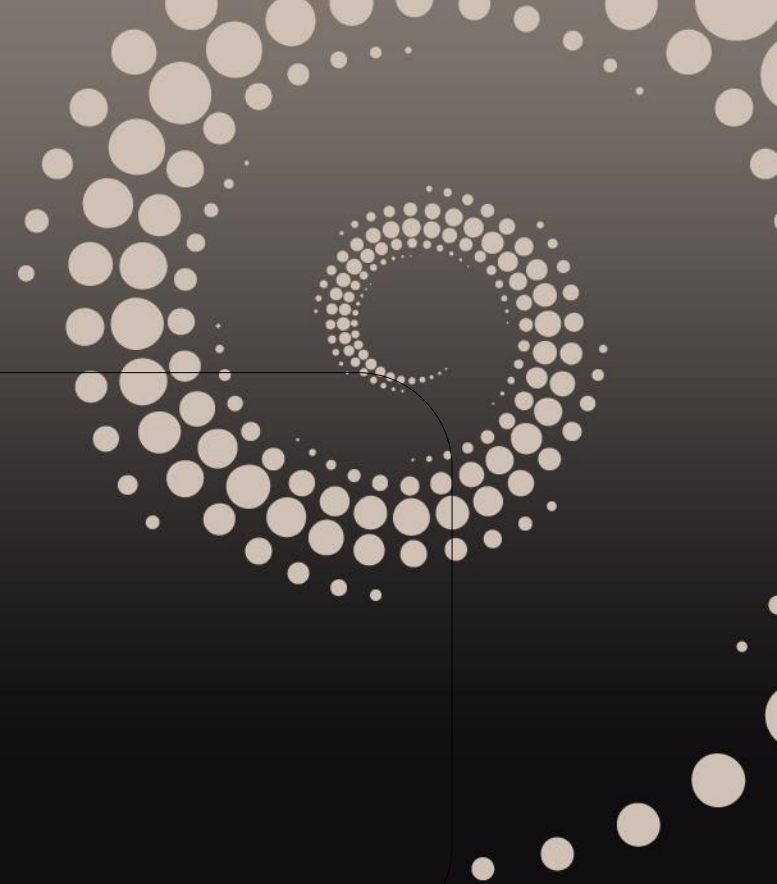
Anti-breakage and split ends

Ex vivo



The results are expressed in % and proportion (x times) of reduction of hair fall or split ends for the treated hair locks in comparison with the non treated hair locks (neutral shampoo only).

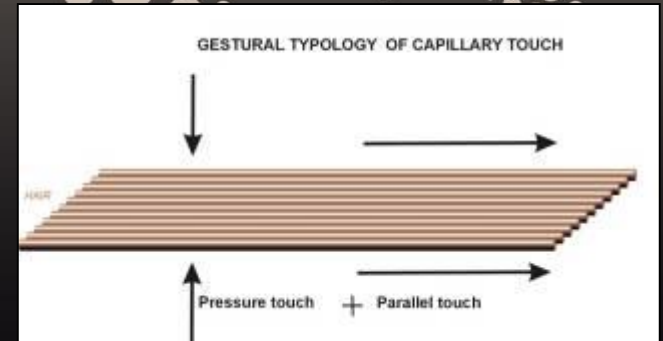
Dryness



By sensorial metrology



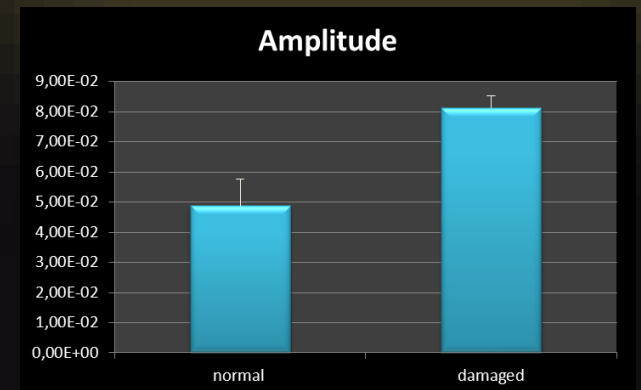
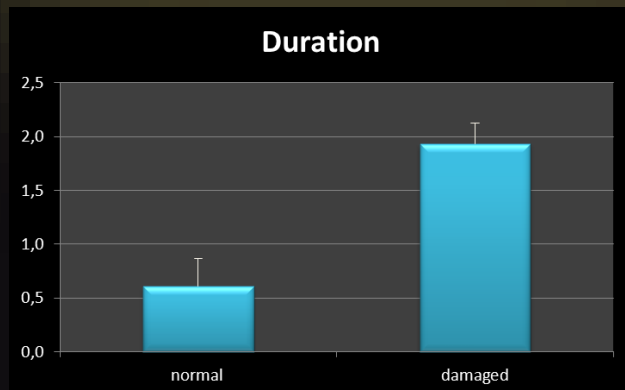
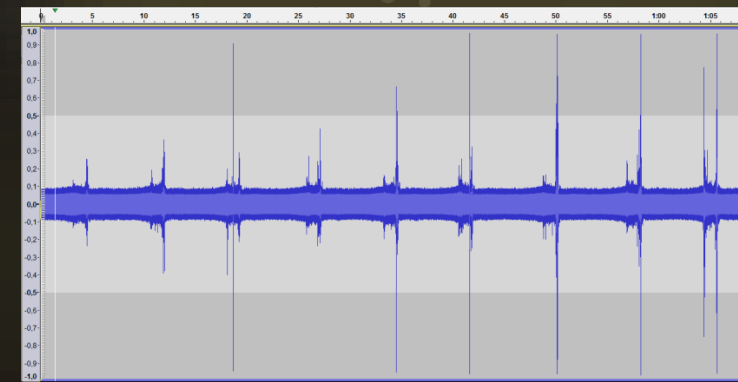
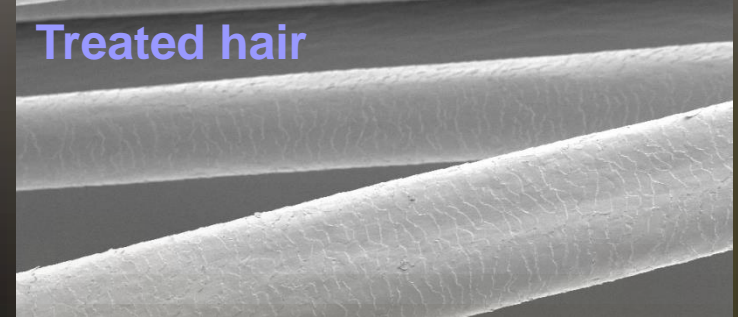
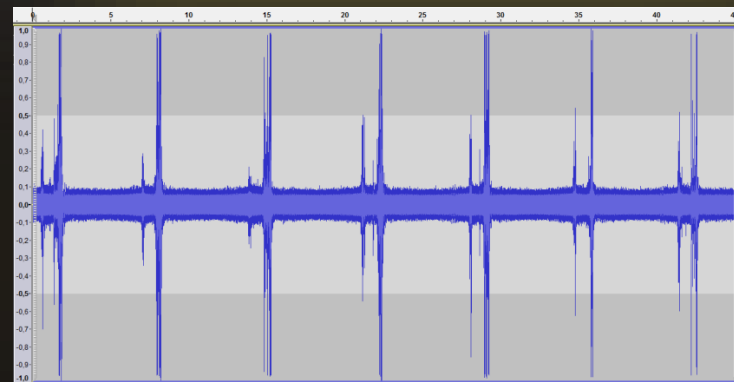
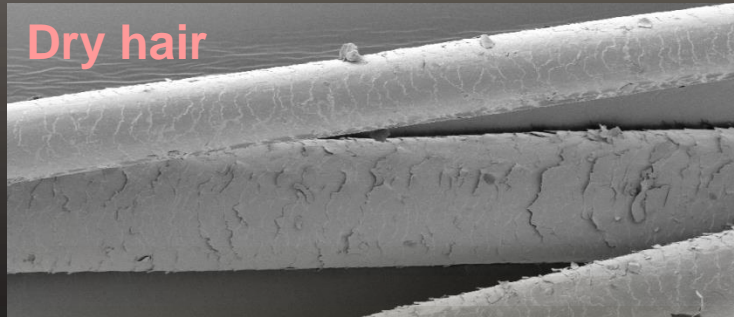
Expert panels



Hair surface evaluation

« Hair Tune » protocol: the sound of hair

NEW

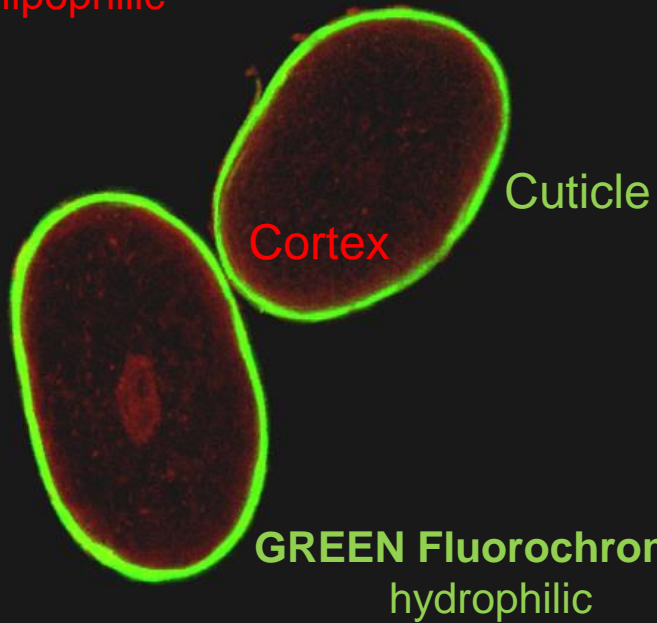


Sound
parameters

Permeability



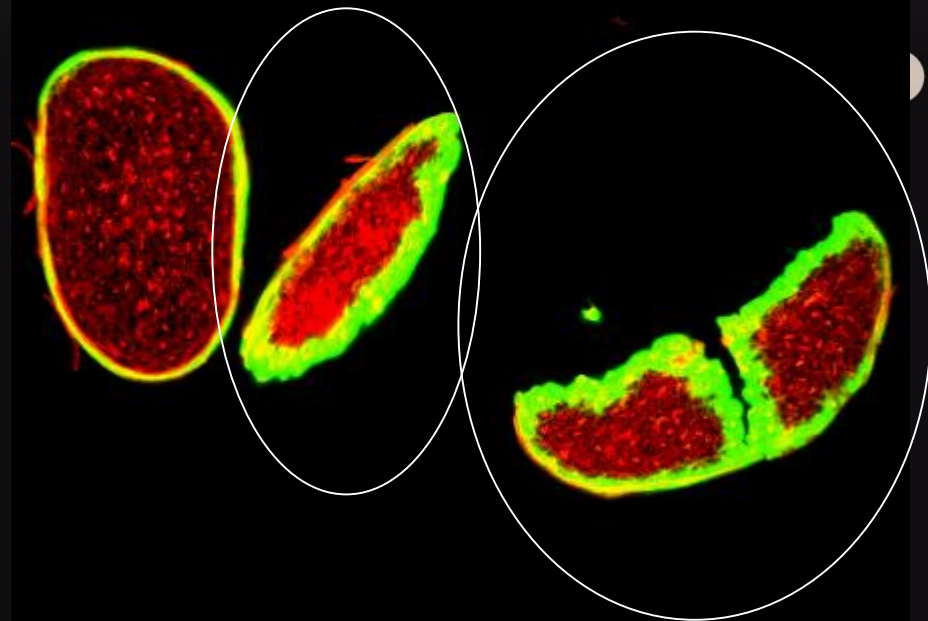
RED Fluorochrome
lipophilic



GREEN Fluorochrome
hydrophilic

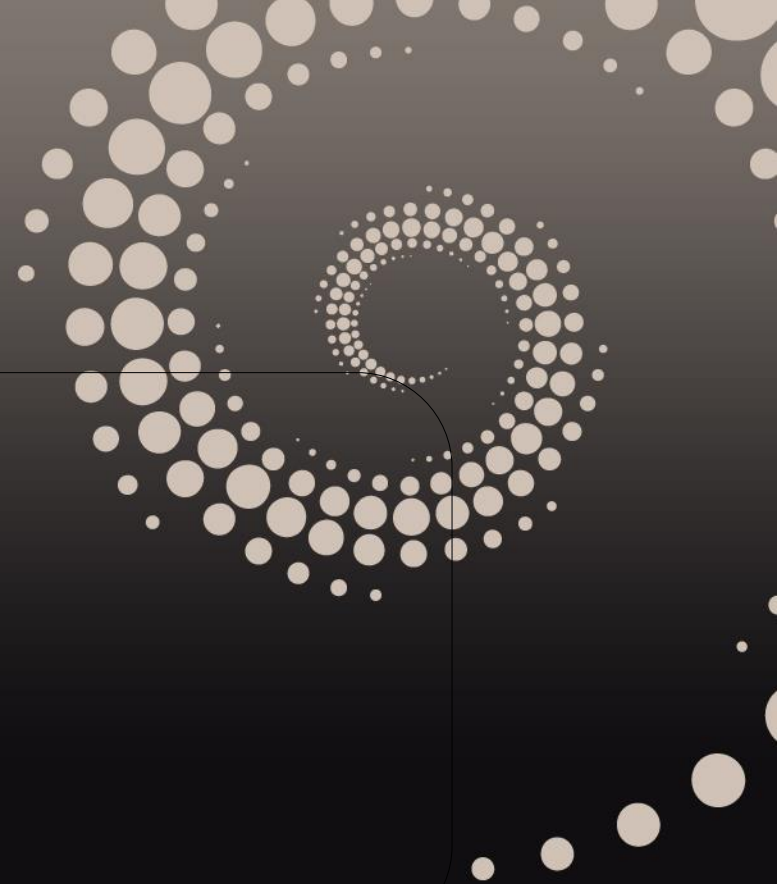
By confocal
microscopy

Damaged hair



Partnership Transderma system - France

Pollution



Biochemical dosages



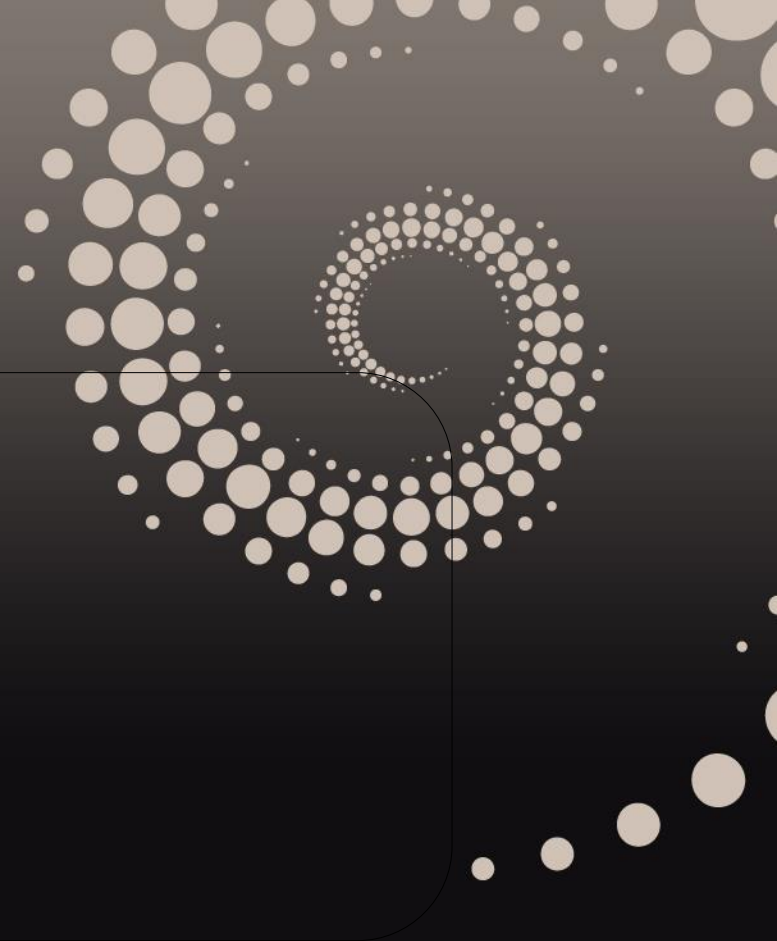
NEW

* Hair or scalp samples in polluted cities
(**Mumbai, Bangkok or Jakarta**).

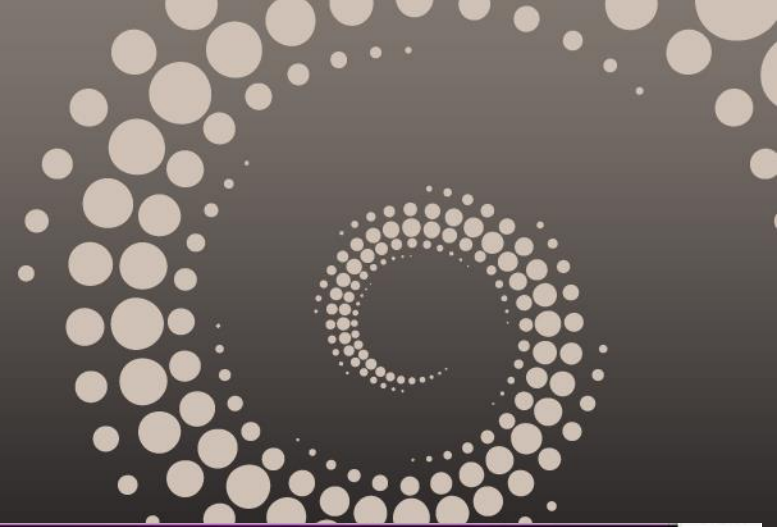
* Possible dosages :

- Hair: levels of elements as heavy metals
- Hair: Lipids peroxydation (MDA)
- Hair: cysteine oxydation
- Scalp: squalene peroxydation

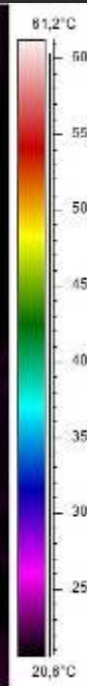
Heat protection effect



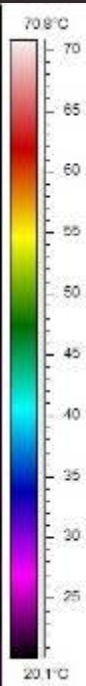
Heat protection effect By thermal camera



Before treatment



After treatment




UV protection

NEW



Biochemical dosages

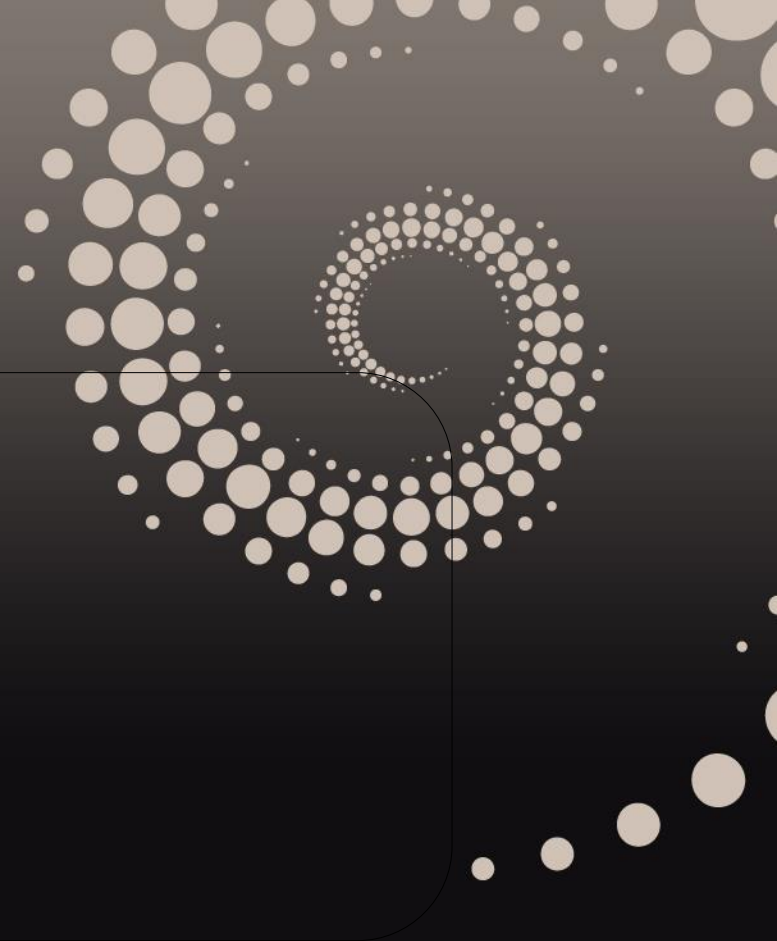
NEW



- * Hair samples inside UV BOX : simulates the effects of sunlight with ultraviolet rays

- * Dosage :
Total protein / Keratin

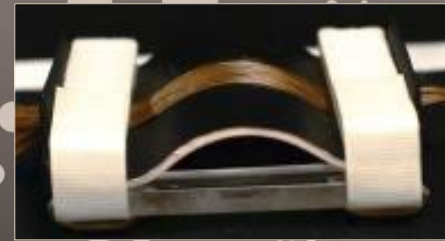
Anti grey hair



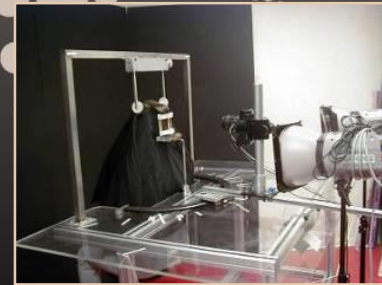


Grey hair

Ex vivo



In vivo



By image analysis

Anti Humidity





By image analysis

Scalp



Anti-sebum Anti-dandruff



Anti-sebum effect

By Sebumeter

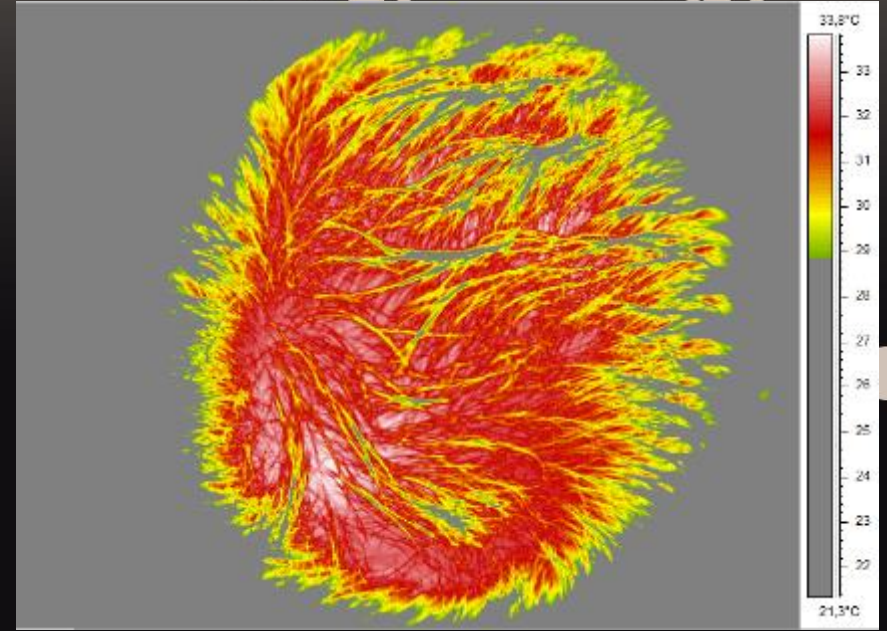
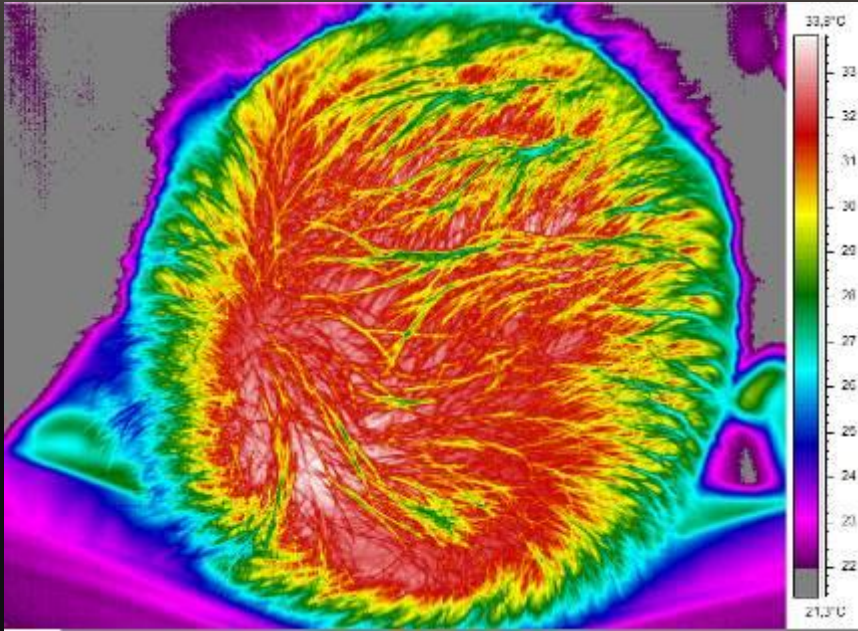
Anti-dandruff effect

By Expert/dermatological
evaluation

Refreshing or Soothing effect



Refreshing or Soothing effect By thermal camera



AND

- Self Perception questionnaire
- Dermatological evaluation

Styling



Combing effect

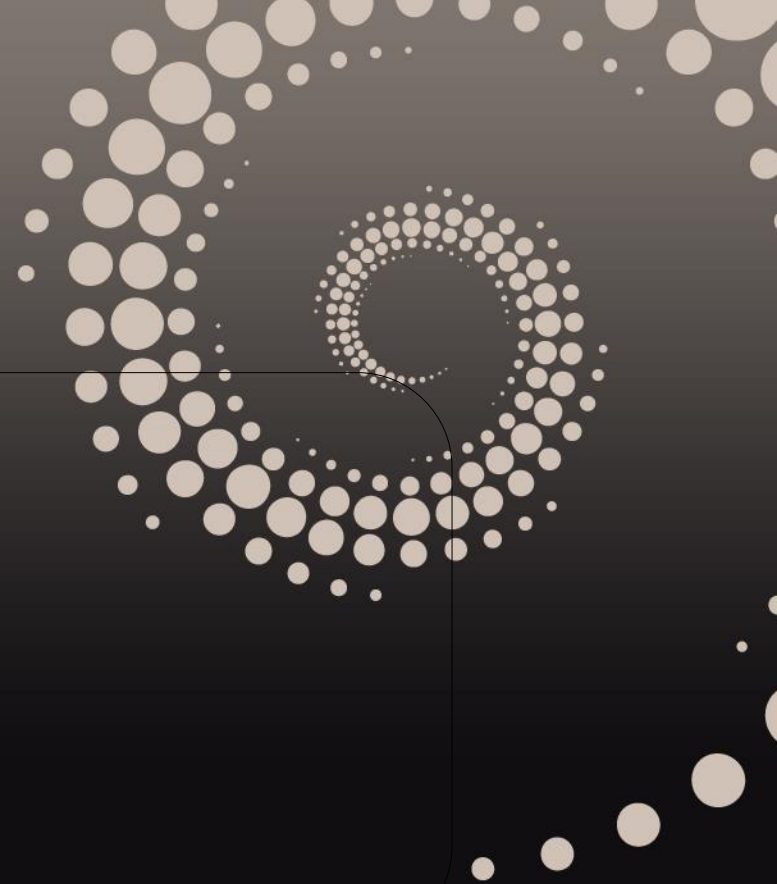


Combing properties

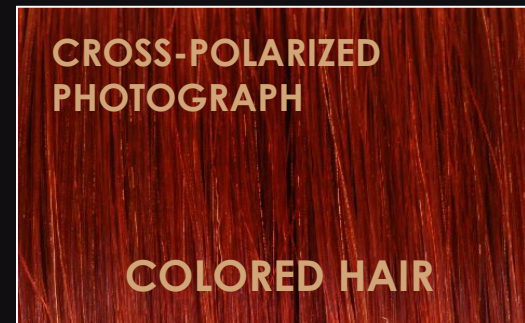
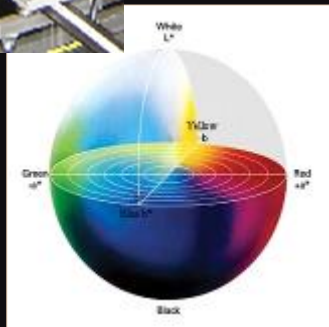
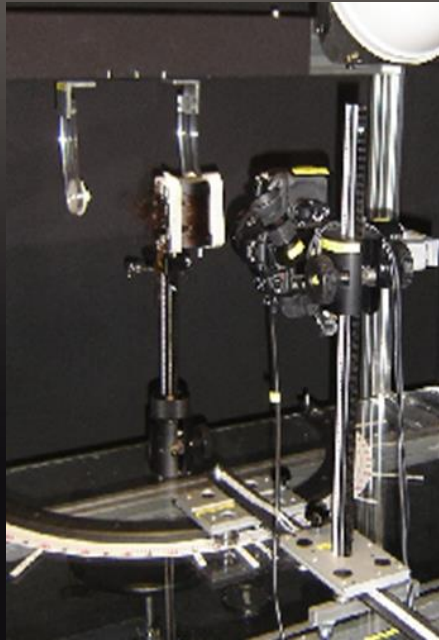
By Dia-stron MTT175



Color protection



Color protection By image analysis



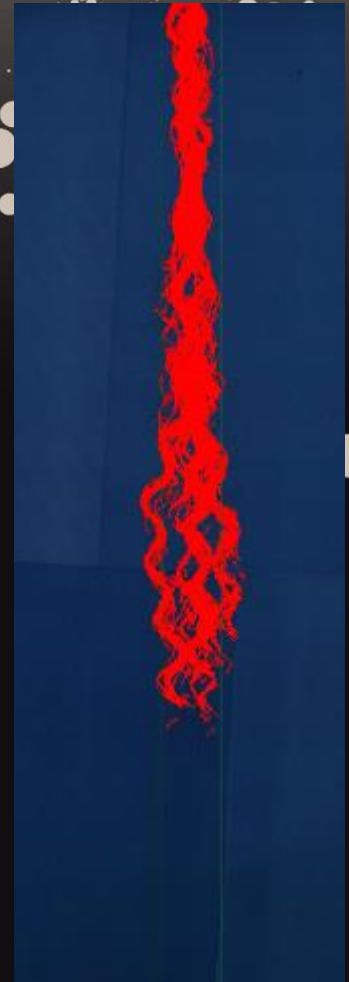
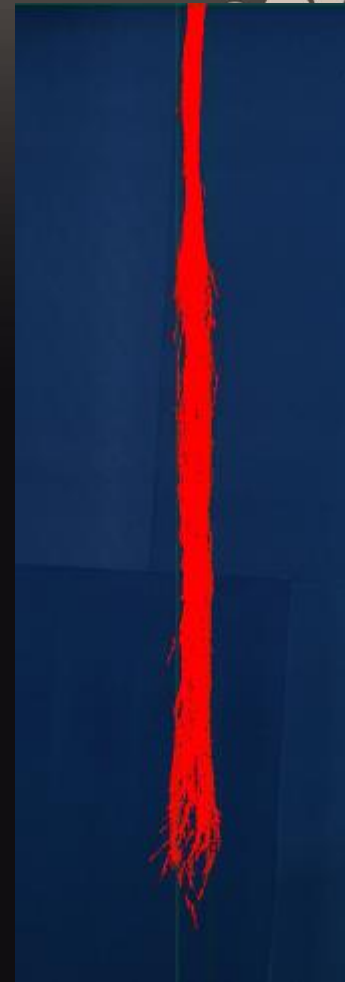
Straightening effect

Curling effect



Straightening – Curling effect

By image analysis

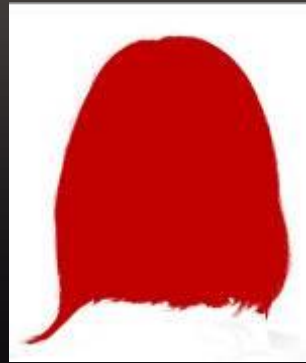


Volumizing effect

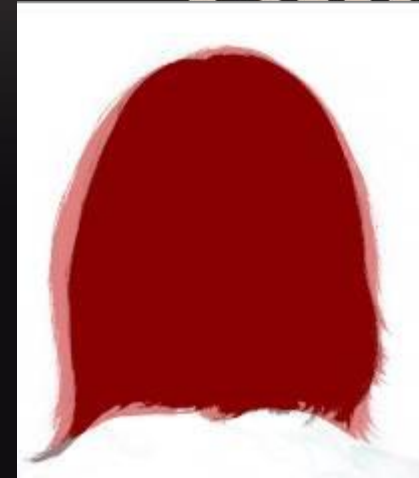
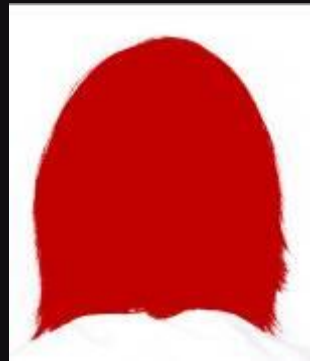


Volumizing effect By image analysis

T0



T after application of the product



Superposition of the
Before/After effect

Make-up



Mascara

- Curling
- Lengthening
- Separation
- Volume
- Waterproof

Foundation

- Complexion homogeneity
- Covering effect
- Matifying effect

Nailpolish

- "streakfree " effect
- Lasting duration

Lipstick

- Sheen
- No transfer
- Relief
- Lasting duration
- Moisturizing

And make-up removal



Mascara

Image analysis : curling measurement

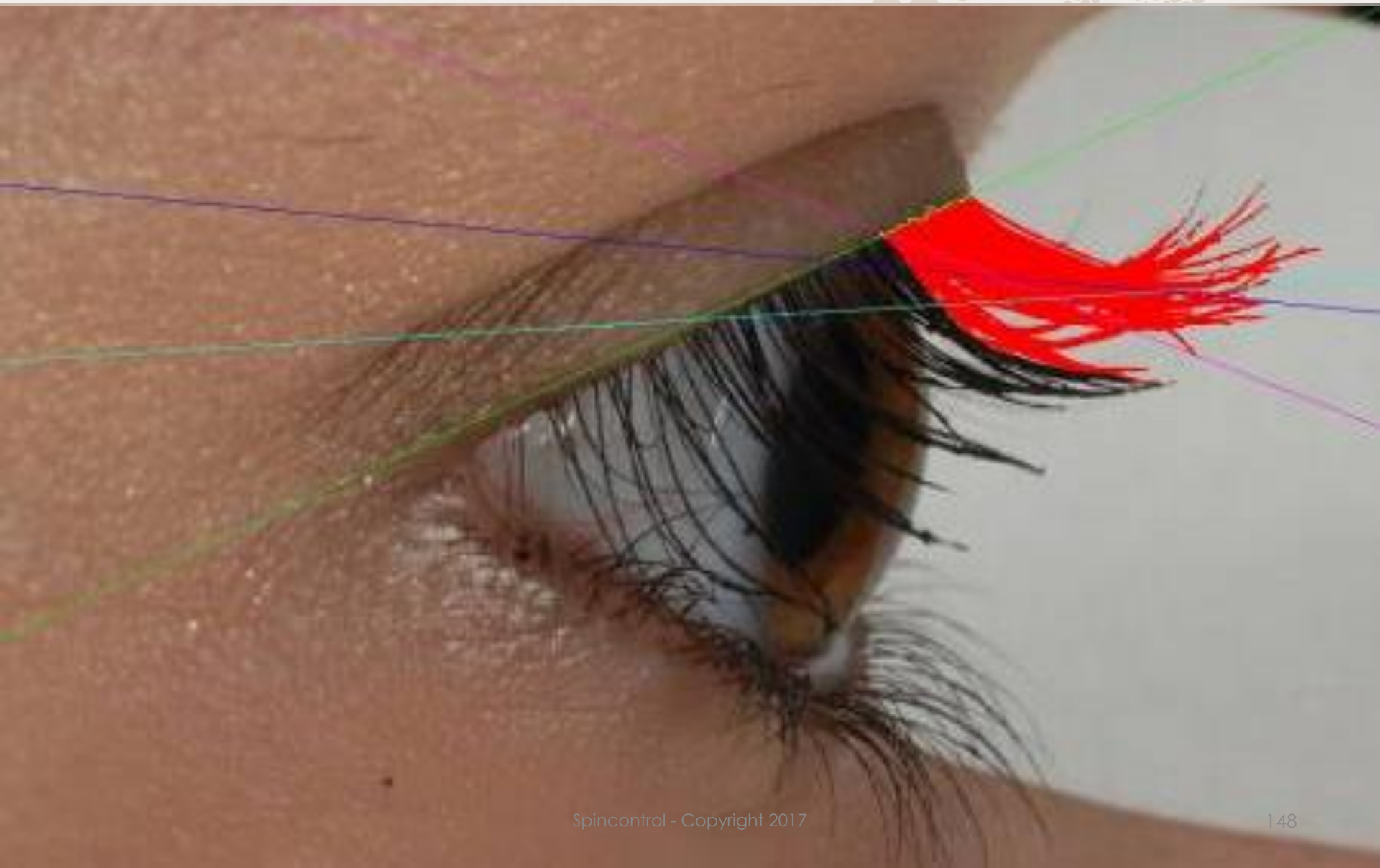
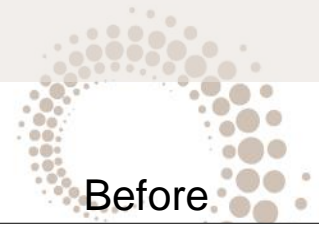
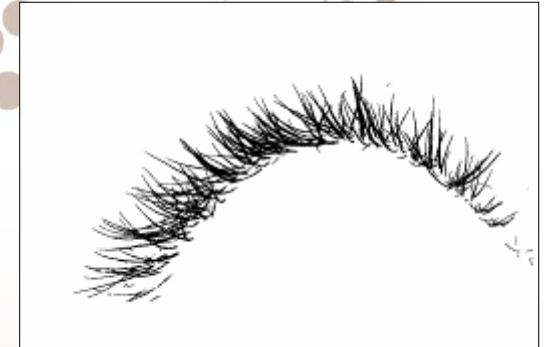


Image analysis : Lengthening, volumizing and separation measurements



Before



After

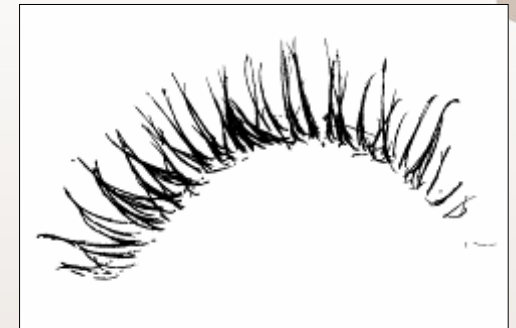
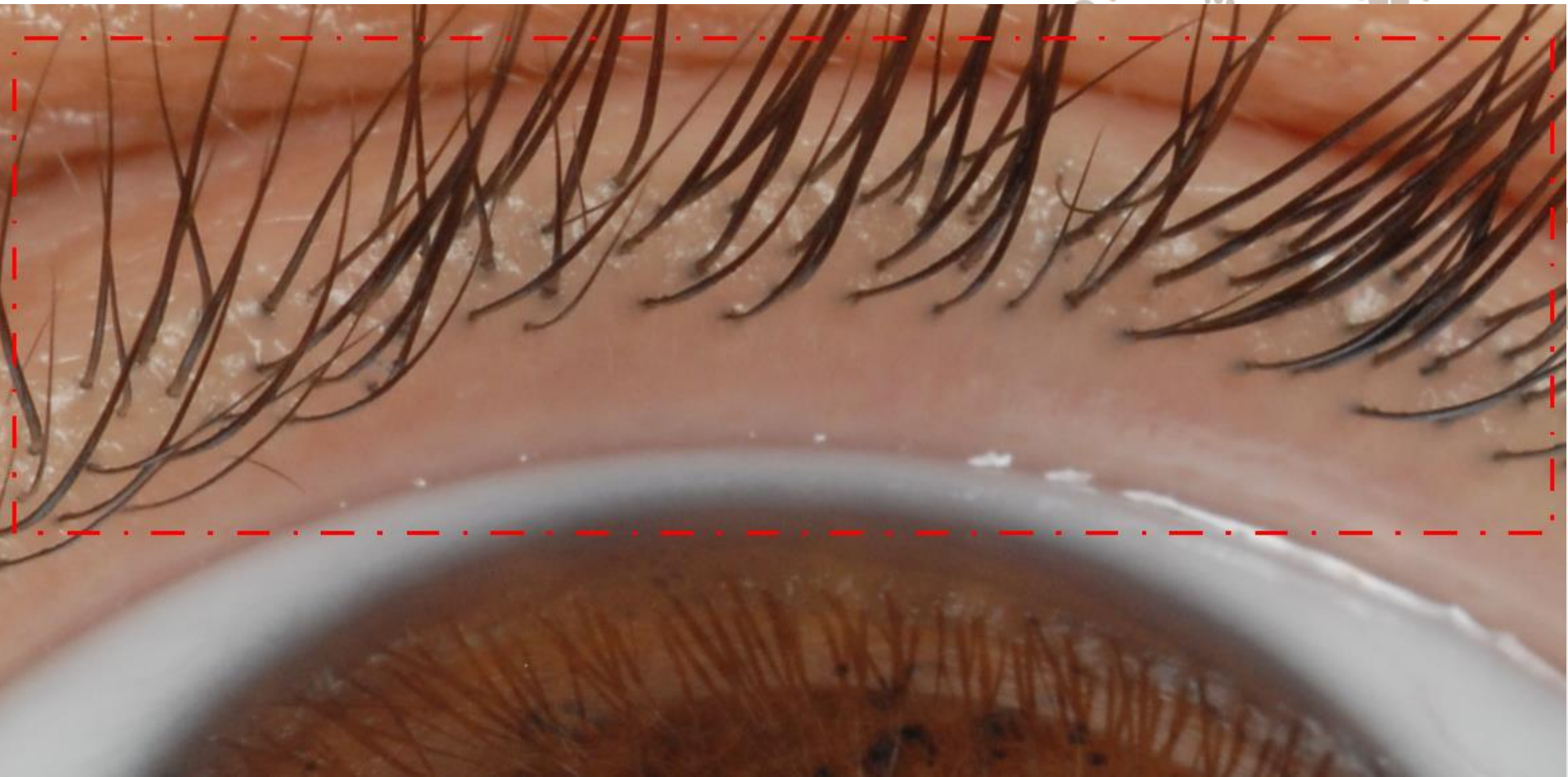


Image analysis : lash density



Clinical evaluation on photos

Long lasting effect



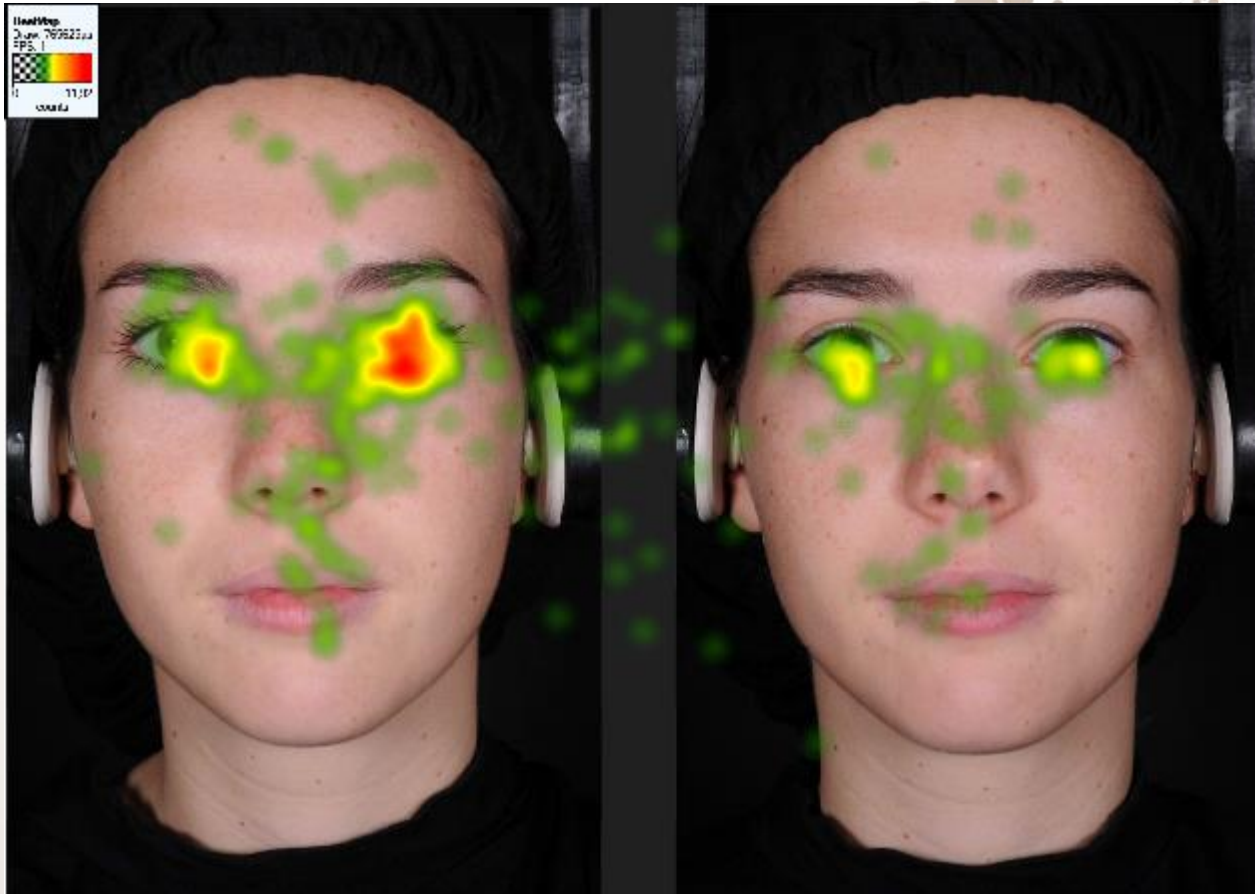
Before

After

n hours

Make-up Impact

EYE-TRACKING



With make-up

Without make-up

Clinical evaluation

Waterproof/water resistant effect

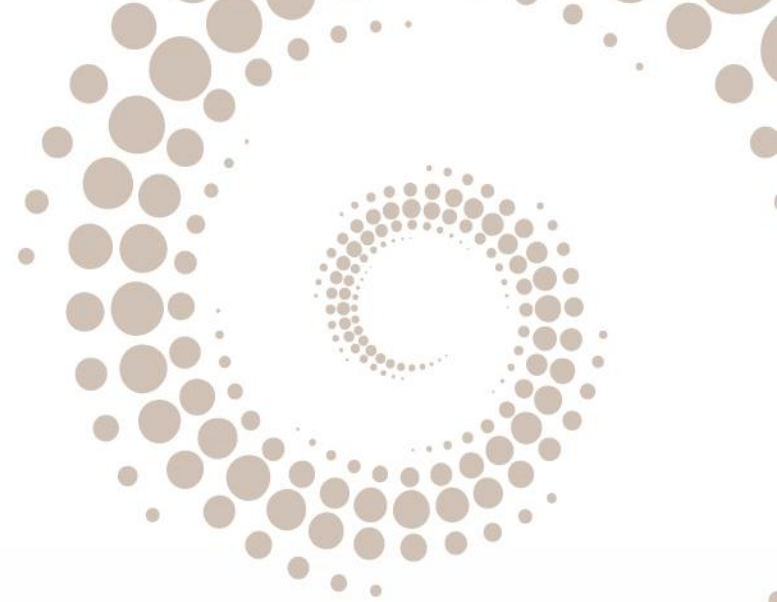
Position of the subject above the eye washes



Evaluation of 3 descriptors :

- mascara flakes
- mascara smudges
- mascara transfer to a cotton and to the eyelid





Foundation

Image analysis : complexion homogeneity (colour)

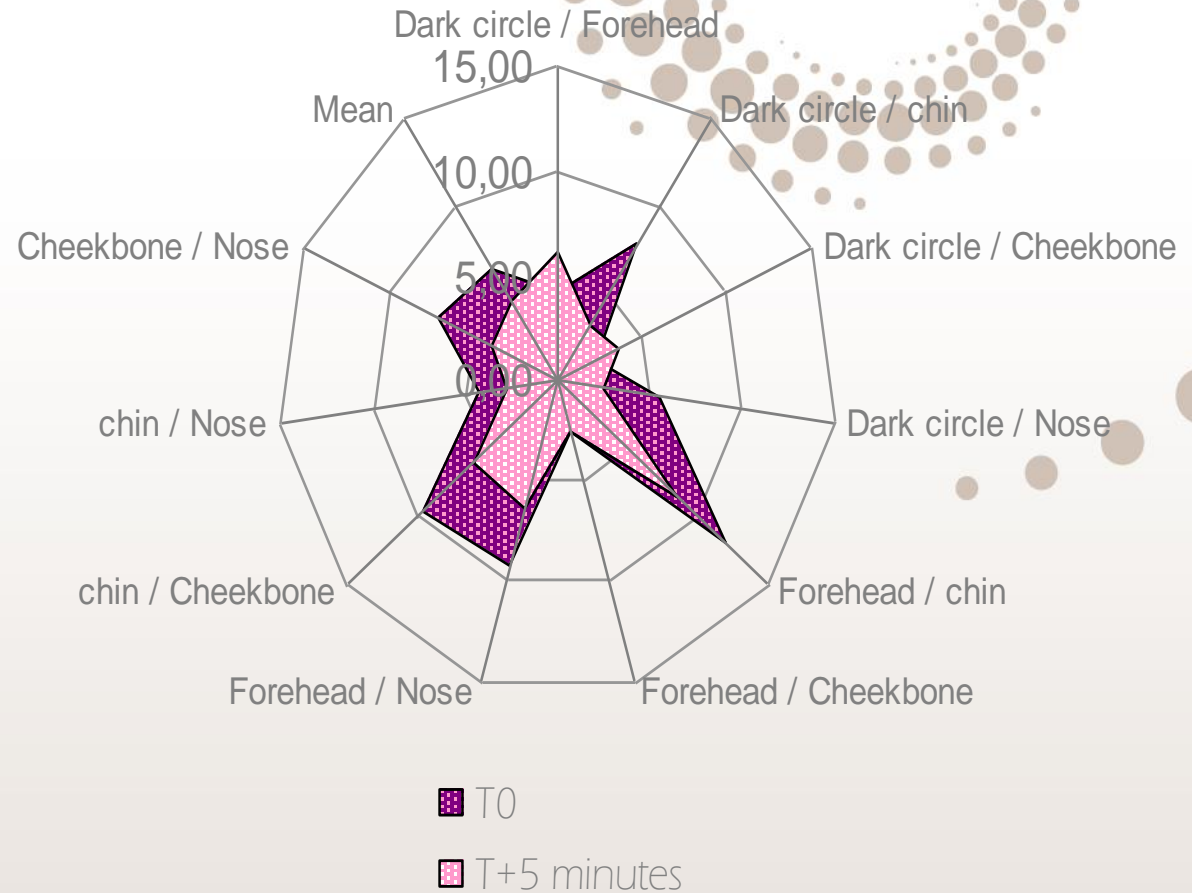


Image analysis : complexion homogeneity (texture)



Before



After

The parametric image analysis allows us to extract a parameter characterizing the homogeneity.

An increase in this parameter corresponds to an improvement of the facial skin homogeneity after the foundation application and later on allows an assessment of the covering effect of the foundation.

CLBT method : complexion radiance

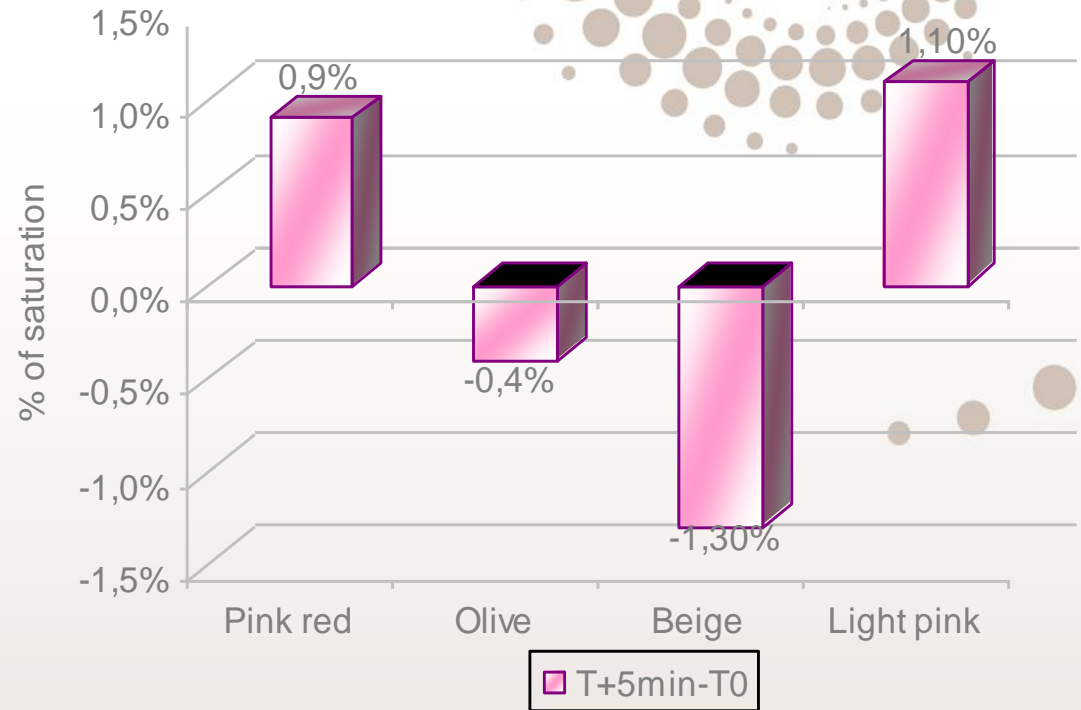
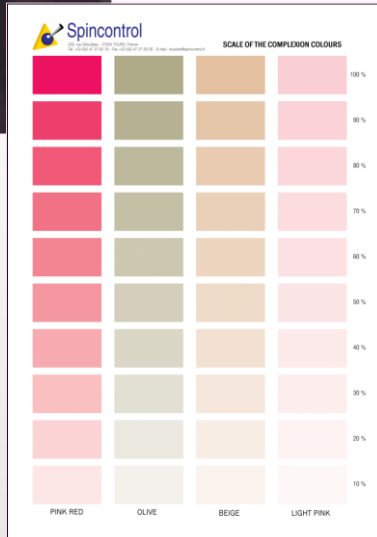


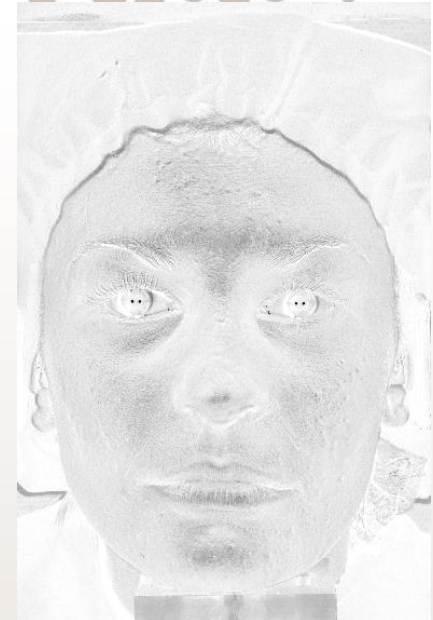
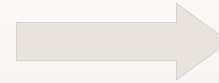
Image analysis: matifying effect



Parallel polarized
photograph



Cross-polarized
photograph



Difference between grey level photographs
= only the skin shininess (negative image)

Clinical evaluation on photos

Long lasting effect



Before



After

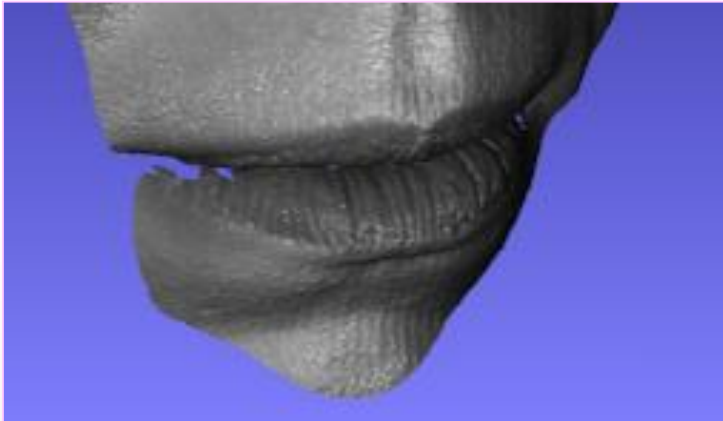


n hours

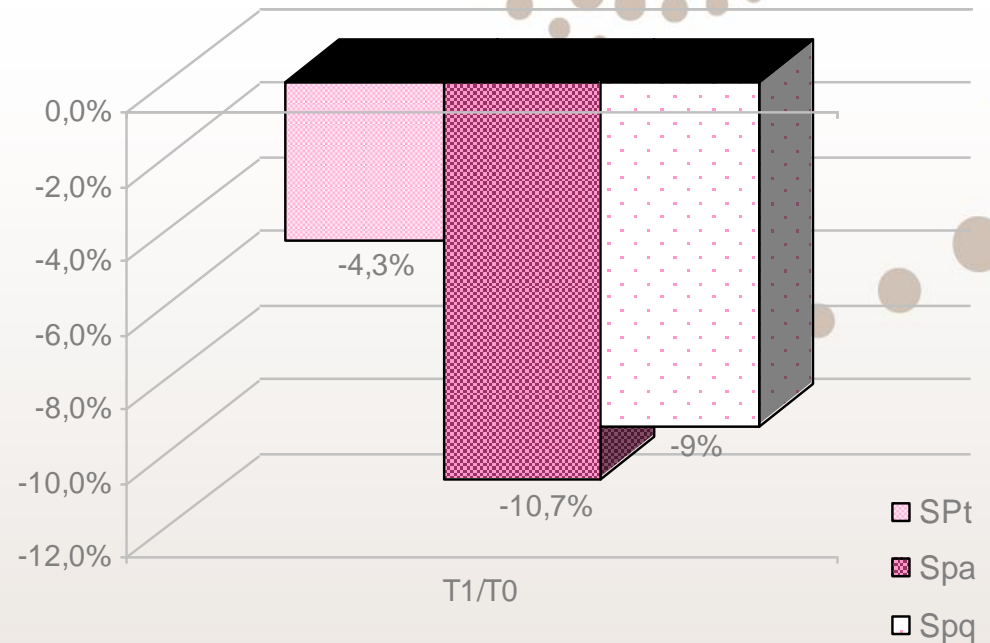
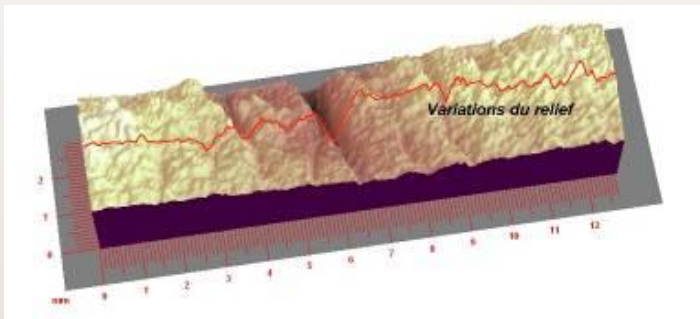


Lipstick

Fringe projection : lip relief analysis



In vivo lips acquisition, in 3 dimensions
obtained with the Optocat software
(Breuckmann, Germany- Eotech, France)



Results example : lip roughness N minutes
after lipstick application.

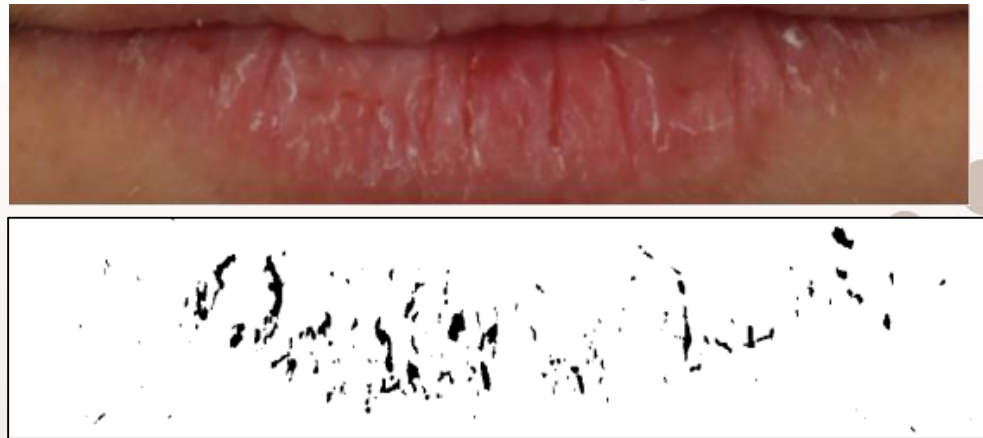
Moisturizing effect

BY CORNEOMETER



Acquisition on lips

BY IMAGE ANALYSIS



Clinical evaluation : long lasting effect (shininess)

Notation de l'effet miroir ou effet mouillé d'un rouge à lèvres. Il faut évaluer l'intensité de l'effet et non la quantité.



GRADE 10

Effet miroir/mouillé maximum



GRADE 8

L'effet miroir s'atténue légèrement



GRADE 6

Reste un léger effet mouillé, la brillance se disperse



GRADE 4

Disparition pratiquement totale de l'effet mouillé



GRADE 2

Disparition de l'effet miroir/mouillé, reste une légère brillance diffuse



GRADE 0

Absence totale de brillance

SPINCONTROL®
au cœur de la peau...

Clinical evaluation : long lasting effect (shininess)

ECHELLE BRILLANCE : EFFET IRISE

Notation de la brillance d'un rouge à lèvres. Il faut évaluer l'intensité de l'effet et non la quantité.



GRADE 10

L'intensité de la brillance est au maximum



GRADE 8

Diminution de la brillance qui se diffuse



GRADE 6

Reste une légère brillance irisée



GRADE 4

La brillance se matifie



GRADE 2

Absence presque totale de l'effet irisé



GRADE 0

Absence totale de la brillance irisée

Clinical evaluation : long lasting effect (colour homogeneity)

ECHELLE DE L'HOMOGENEITE DE LA COULEUR

Notation de la perte non homogène de la couleur d'un rouge à lèvres.



GRADE 10

Intensité maximum de la couleur



GRADE 8

Légère perte non homogène de la couleur



GRADE 6

Perte modérée de la couleur avec début d'apparition des lèvres naturelles



GRADE 4

Perte importante non homogène de la couleur avec apparition sur certaines zones des lèvres naturelles



GRADE 2

Les zones où les lèvres naturelles apparaissent sont plus importantes que les zones colorées par le rouge à lèvres



GRADE 0

Absence totale de matière



Clinical evaluation : long lasting effect (migration)

ÉCHELLE DE LA MIGRATION

Notation de la migration d'un rouge à lèvres



GRADE 0

Contours de la bouche parfaitement dessinés



GRADE 2

Léger effet filant



GRADE 4

Effet filant modéré



GRADE 6

Effet filant assez important



GRADE 8

Effet filant très important



GRADE 10

Effet filant très important sur l'ensemble des contours ainsi qu'un effet de matière qui se diffuse autour des lèvres

SPINCONTROL
au cœur de la peau...

Clinical evaluation : long lasting effect (color)

ECHELLE DE LA TENUE DE LA COULEUR

Notation de l'intensité de la couleur d'un rouge à lèvres.



GRADE 10

Intensité maximum de la couleur du rouge à lèvres



GRADE 8

Légère diminution de l'intensité de la couleur sur l'ensemble de la bouche



GRADE 6

Perte modérée de l'intensité de la couleur



GRADE 4

Perte importante de la couleur



GRADE 2

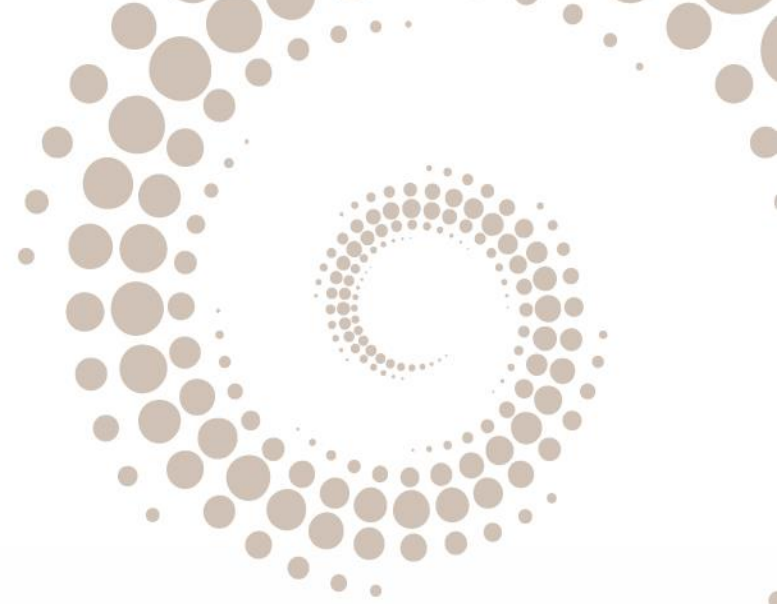
Matière pratiquement disparue, apparition de la couleur des lèvres



GRADE 0

Absence totale de couleur, lèvres naturelles





Nailpolish

Fringe projection : roughness evaluation (on replicas)

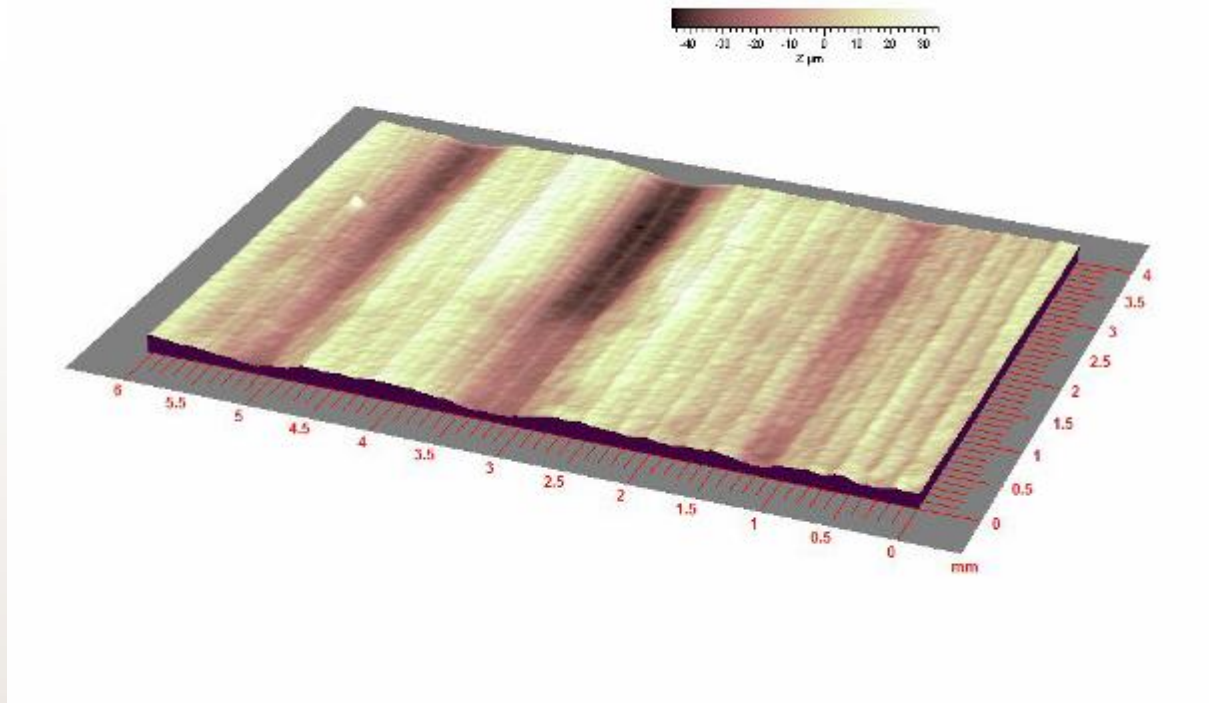
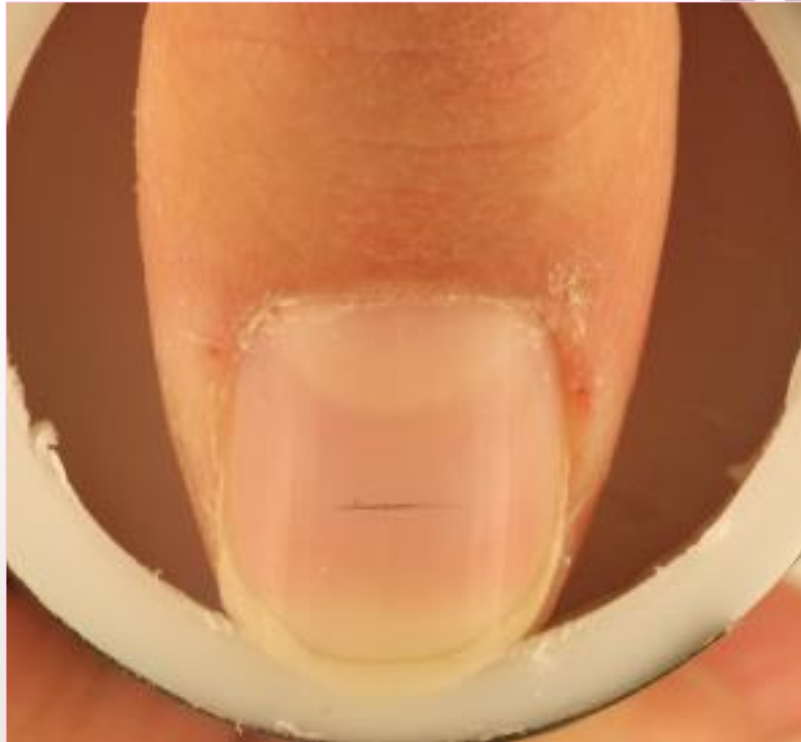
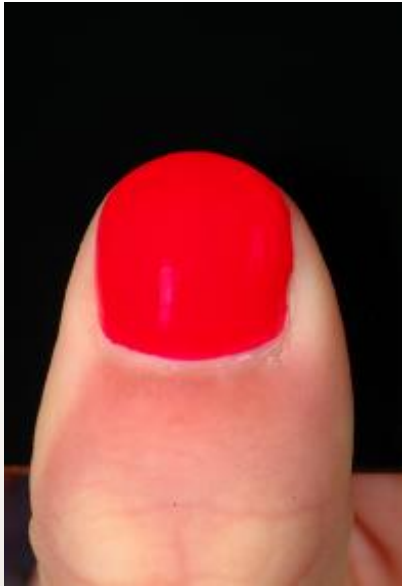


Image analysis : growth measurements

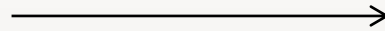


Clinical evaluation : wear & chipping measurements

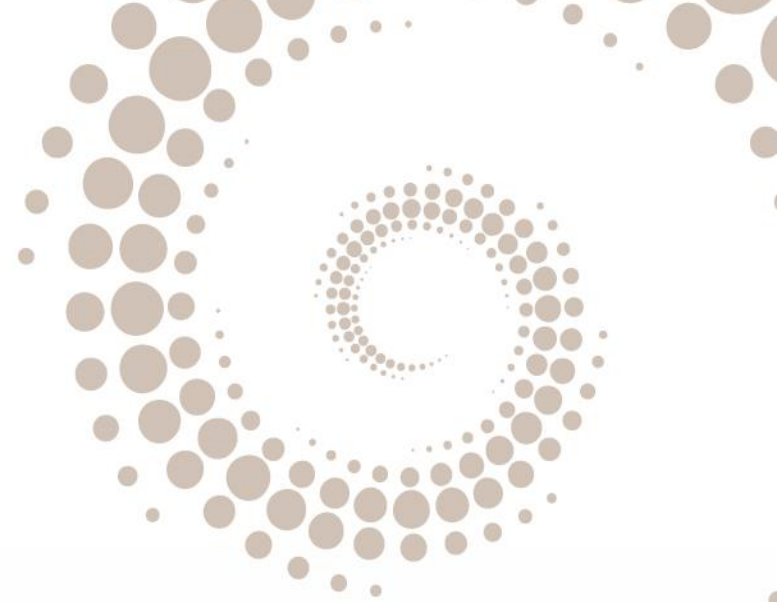


0

Scale 0 to 8



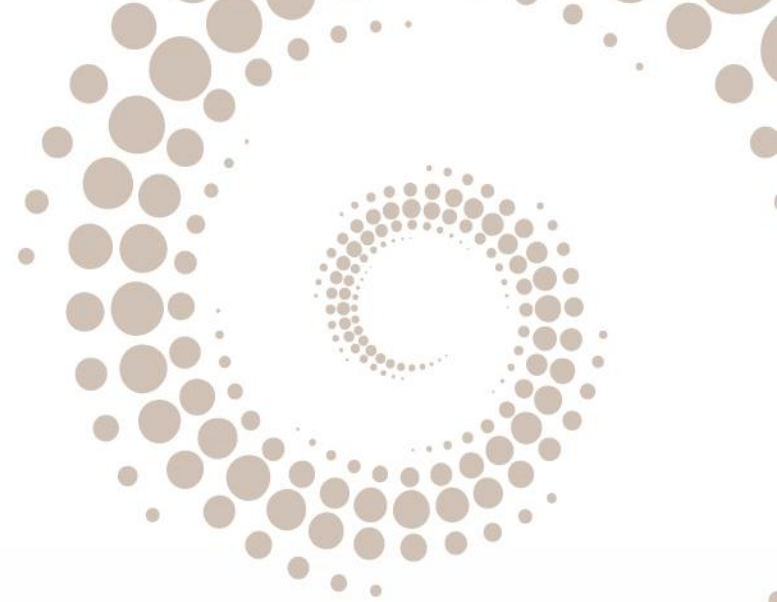
Ex: wear 6
Chipping 7



Make-up removal

Image analysis



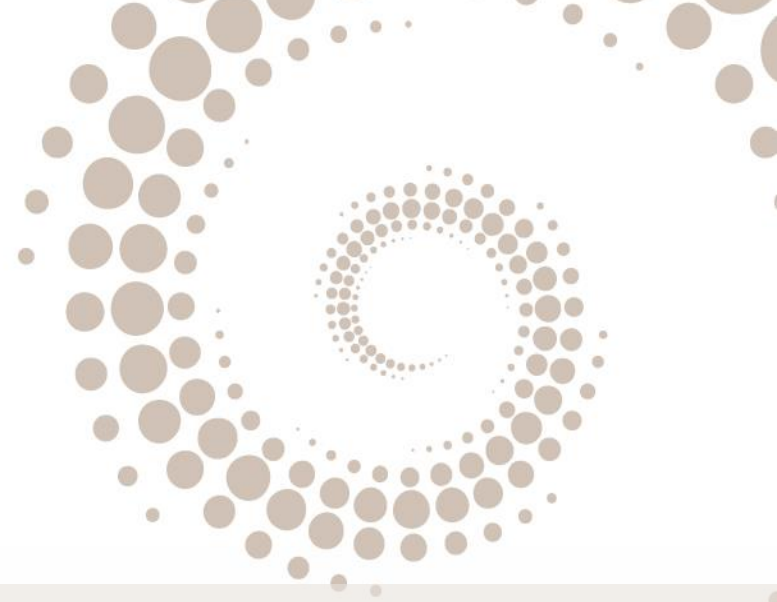


Biomedical studies

Biomedical studies

-ANSM (the French Health Products Safety Agency) authorized Spincontrol to carry out clinical and biomedical studies for:

- Cosmetic products
 - Nutritional supplements
 - Medical devices (Class 1 and 2A)
-
- Studies are conducted according to the GCP/ICH E6
 - Support in the writing of the « investigator's brochure »
 - Assistance in submitting to the Independent Ethic Committee (CEI) and the ANSM.

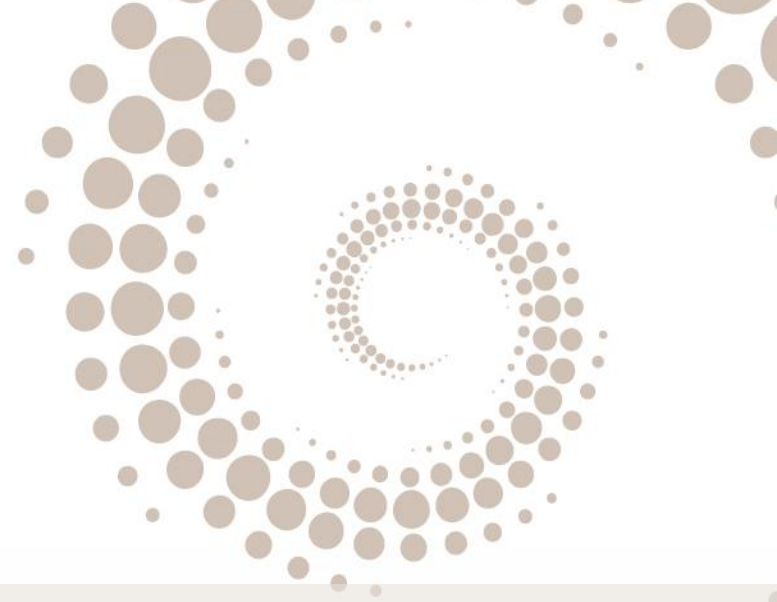


Food supplements

Food supplements' allegations



- Slimness
- Beauty of the skin (anti-ageing, anti dark-circles, moisturizing, firming...)
- Against heavy legs
- Study of the hair & nails
- Satiety
- Anti-sleeping troubles
- Anti-stress & dynamising
- Painkiller



Dermocosmetics' allegations

Dermocosmetics' allegations

- Anti-irritant effect (SLS patches)
- Each claimed cosmetic product on a specific panel (sensitive skin, atopic skin...)

“Our emotions often dictate our decisions”

*“we make emotional decisions and justify them
rationally”*

Emotion claims

In partnership with
Emospin



Expertise and services

- Product efficiency - Claim validity
 - E.g. Objectivation of emotional responses
- Product design and development
 - E.g. Characterization of emotional signature of a specific product and/or its interaction with specific consumers
- Consumer insight
 - E.g. Objectivation of non-conscious behavioral and emotional processes
 - E.g. Typologies of consumers (interindividual differences)
 - E.g. Transcultural comparisons (intercultural variations)



Studying emotions : what for ?



Examples of claims

Marketing efficiency: What is the contribution of packaging in the emotional experience associated with a product?

Consumers' behavior: Impulsive buying or reflexive thought ?

Pleasure and well-being: What is the form of hedonic response associated with the use of skincare products, make-up, perfumes : Relaxing, stimulating quality of life, self esteem

Does my product improve the sleepiness?

Etc....

How to access emotions ?

Cognition



Psychometric
measures

Physiological



Visceral
component

Behaviour



Behavioral /
ethological
analyses



Verbal methods

Subjective component:

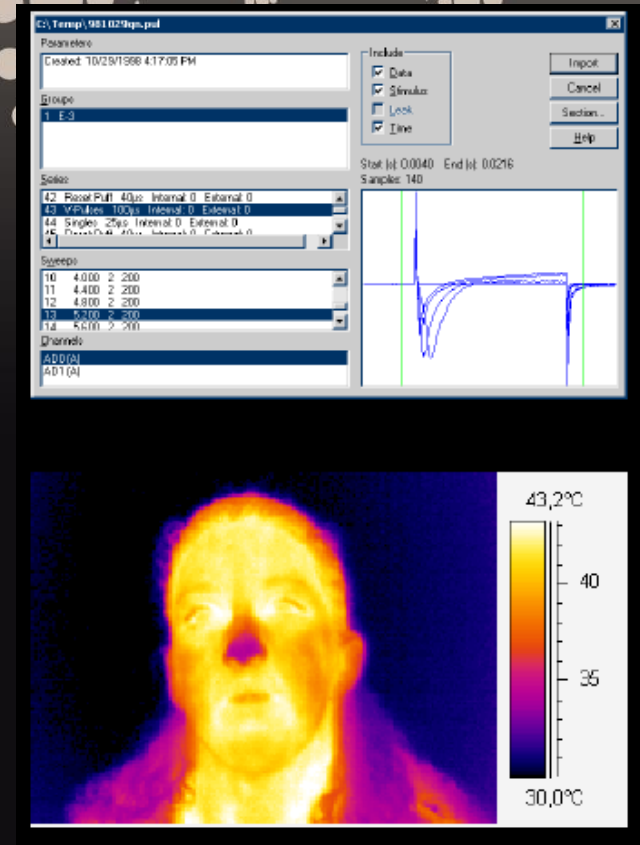
- Validated questionnaires
- Lickert-type scales
- Neurocognitive tests
- Implicit associations
- Structuration of free speech (text mining)



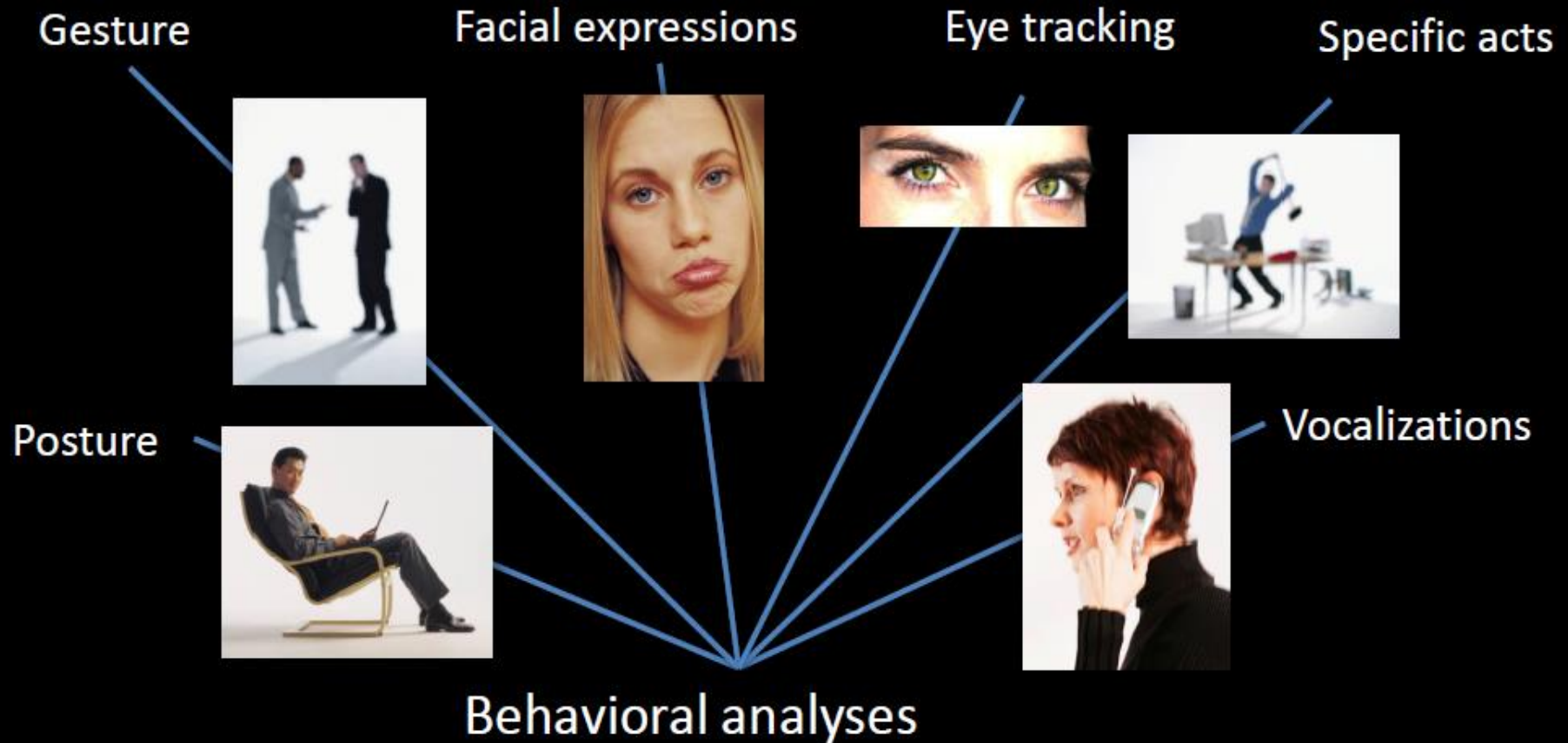
Psychophysiological methods

Visceral component:

- Electrodermal response (i.e. skin conductance)
- Skin temperature
- Cardiac activity (e.g. HR, HRV, BP,...)
- Respiratory rate
- Mydriasis
- Hormonal levels
- Electromyography
- Electroencephalography
- Brain imaging



Behavioral methods

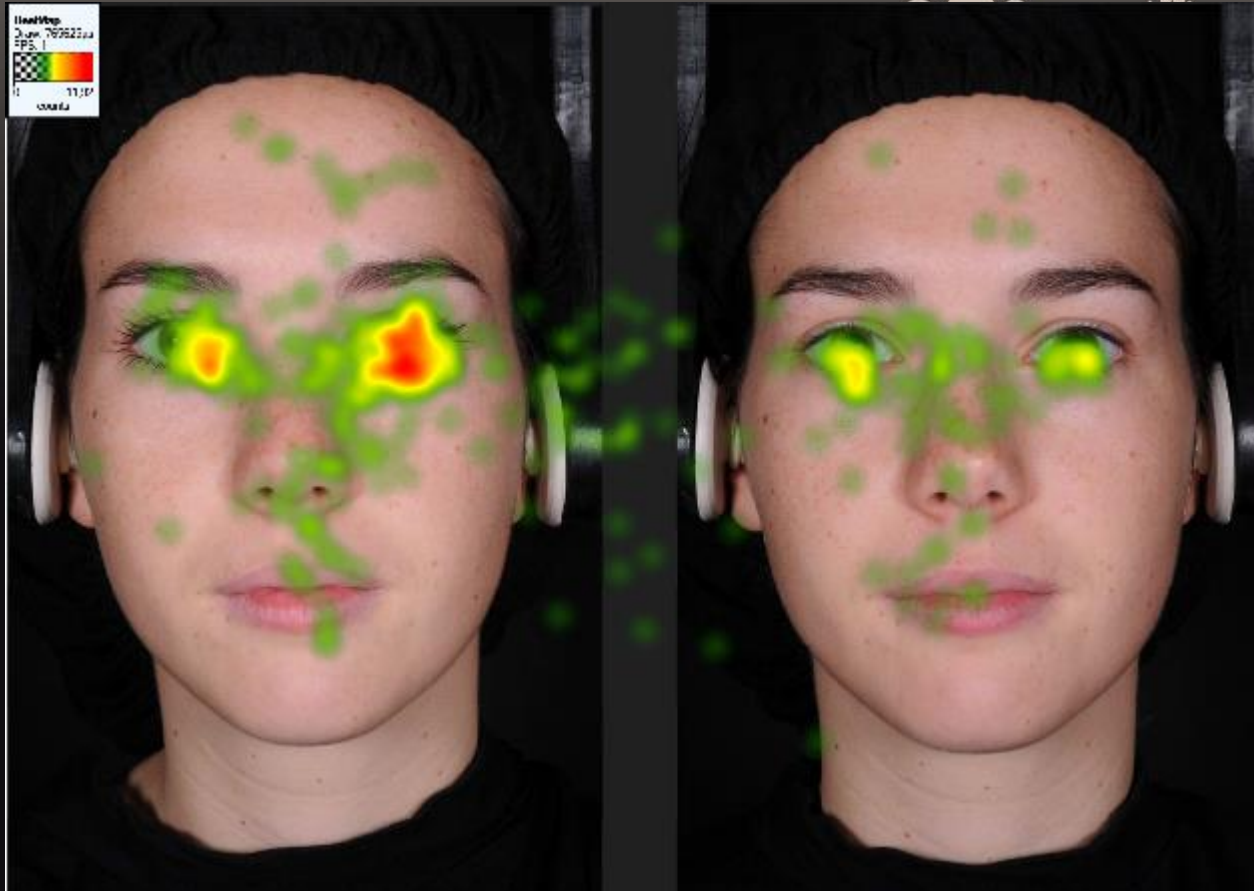


Exemple : Mydriasis

Mydriasis can be considered a physiological marker of emotional arousal (increase in pupil diameter)



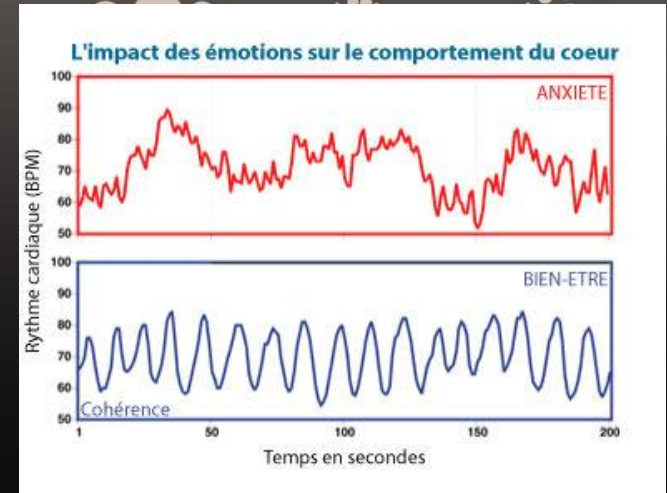
Example : Eye -tracking



With make-up

Without make-up

Example : Heart rate variation

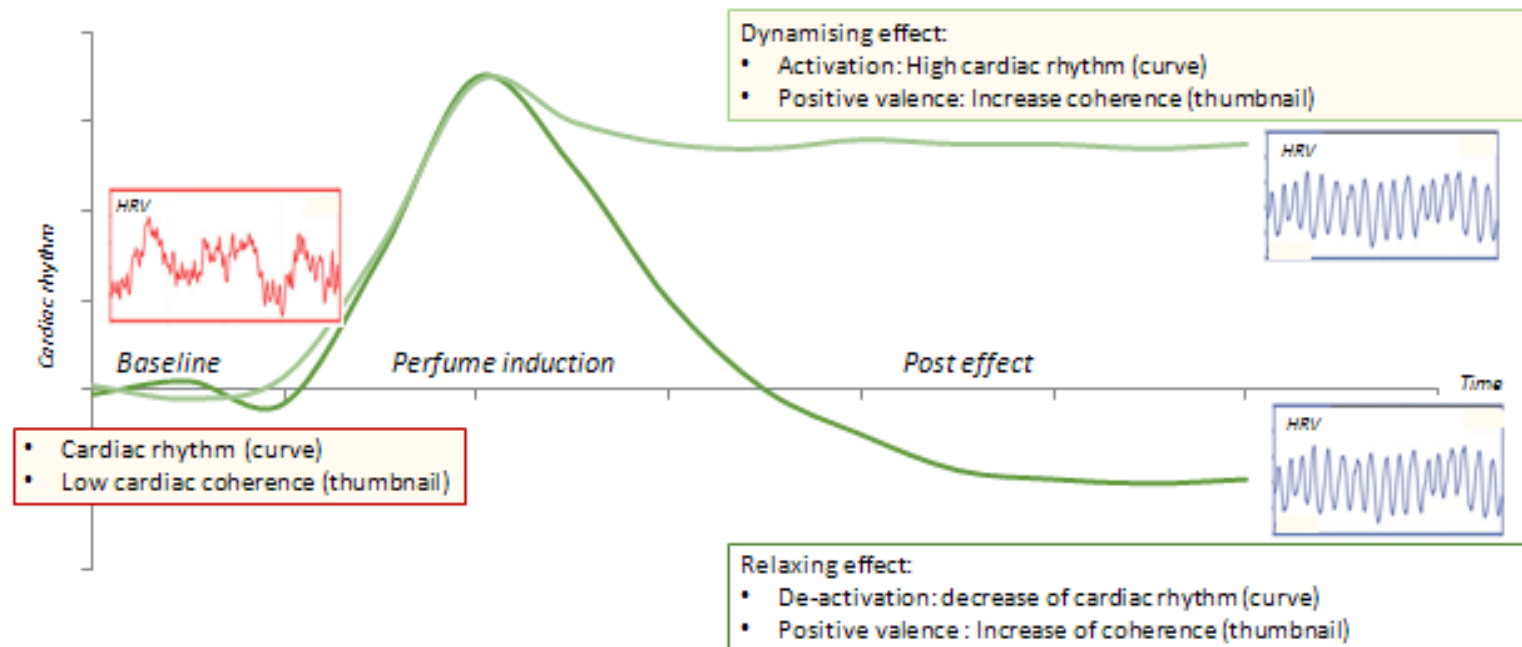


Cardiac rhythm / HRV













































- * Heart rate variability reflects the inner emotional states and stress. Negative emotions lead to increased disorder in the heart's rhythms
- * In contrast, positive emotions create increased harmony and coherence in heart rhythms

Example

Example of cardiac parameters evolution



Example : Facial expressions analysis

AU1 Inner Brow Raiser		AU41 Lid Droop	
AU2 Outer Brow Raiser		AU42 Slit	
AU4 Brow Lowerer		AU43 Eyes Closed	
AU5 Upper Lid Raiser		AU44 Squint	
AU6 Cheek Raiser		AU45 Blink	
AU7 Lid Tightener		AU46 Wink	
AU9 Nose Wrinkler		AU51 Head Turn Left	
AU10 Upper Lip Raiser		AU52 Head Turn Right	
AU11 Nasolabial Fold I		AU53 Head Up	
AU12 Lip Corner Puller		AU54 Head Down	
AU13 Cheek Puffer		AU55 Head Tilt Left	
AU14 Dimpler		AU56 Head Tilt Right	
AU15 Lip Corner		AU57 Head Forward	
AU16 Lower Lip Depressor		AU58 Head Back	
AU17 Chin Raiser		AU61 Eyes Turn Left	
AU18 Lip Pucker		AU62 Eyes Turn right	
AU19 Tongue out		AU63 Eyes Up	
AU20 Lip Stretcher		AU64 Eyes Down	
AU21 Neck Tightener		AU65 Walleye	
AU22 Lip Funneler		AU66 Crossed eyes	
AU23 Lip Tightener			
AU24 Lip Pressor			
AU25 Lips Part			
AU26 Jaw Drop			
AU27 Mouth Stretch			
AU28 Lip Suck			



Facial expressions analysis with the Facial Action Coding System FACS
(*Facial Action Coding System*, Ekman & Friesen, 1978; Ekman, Frisen & Hager, 2002).

Facial expressions analysis

Stress & relaxation evaluation



Before

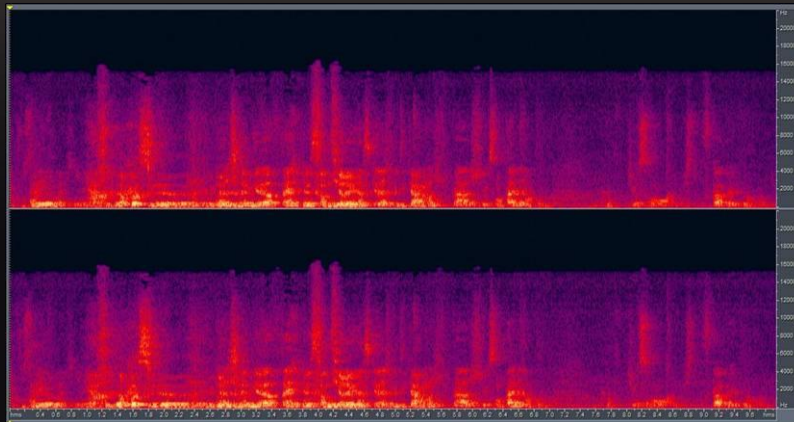
- Cheek / cheekbone upward movement
- Eyelid movement
- Mouth movement
- Aperture of mouth



After

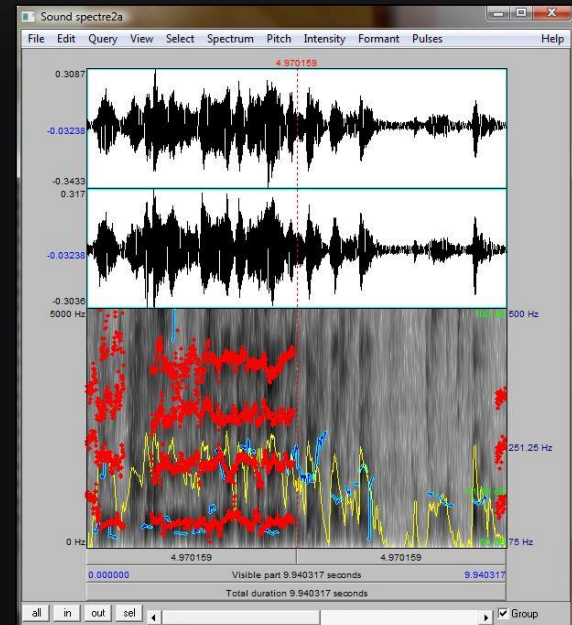
Example : Prosody

Analysis of the acoustic signal of subject's voice



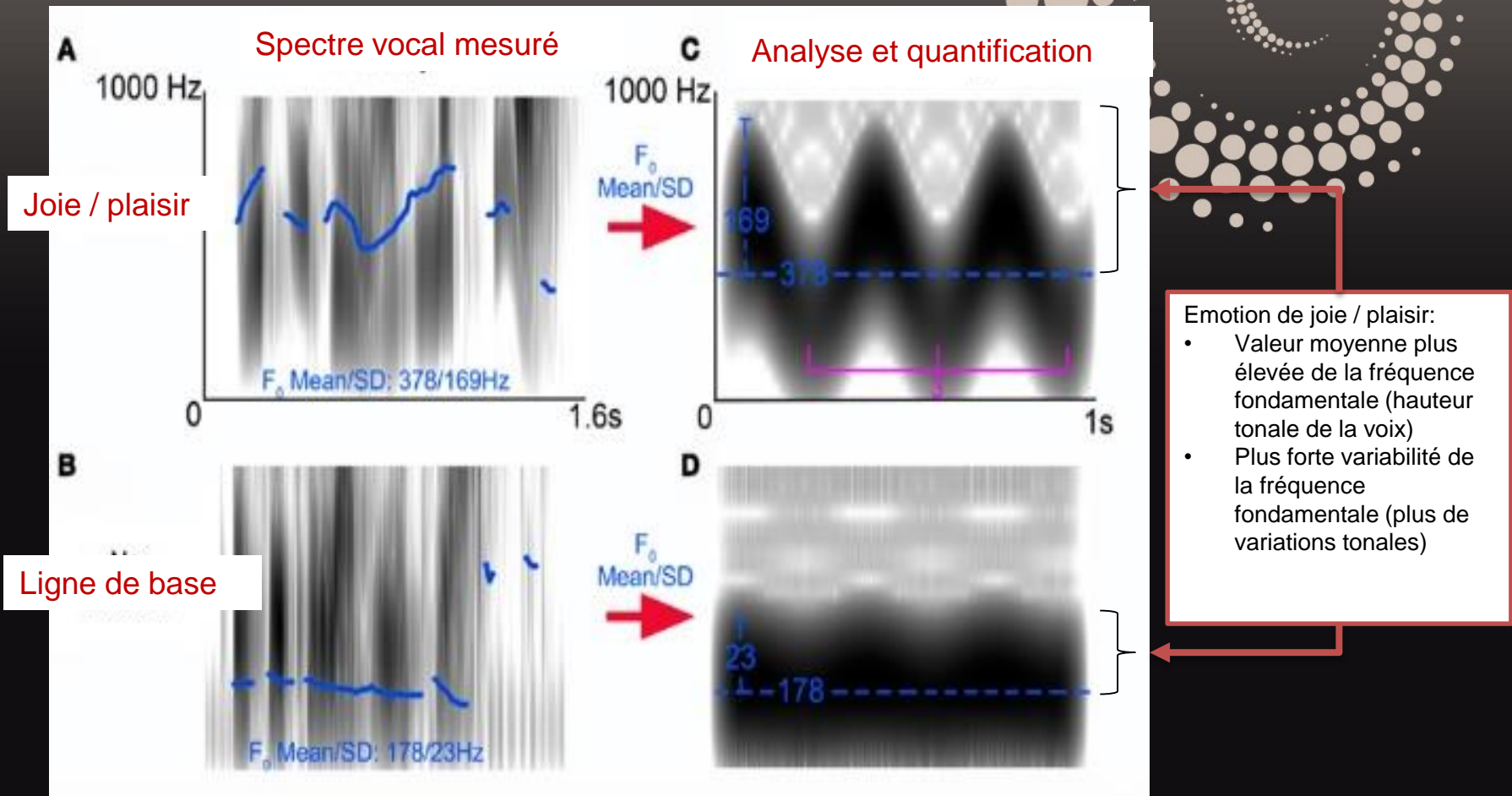
Spectral analysis of the voice

- fundamental frequency
- intensity



Example : Prosody

Analysis of the acoustic signal of subject's voice



Example : Postural analysis

Dynamising effect

Body posture in correlation with the vigilance level and the general arousal



Before

After

- Analysis according to the common ethological methodology (Lehner, 1998)
- Measurement of the angular variation between the vertebral and shoulder axes

Example : Vigilance & attentional processes

Mental effect

STROOP test (Stroop, 1935)

Stroop color word test ⁽¹⁾

1	2	3	4	1	2	3	4
Rouge	Jaune	Vert	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Vert	Rouge	Jaune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Rouge	Vert	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Bleu	Jaune	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Jaune	ouge	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	Vert	Bleu	Jaune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Bleu	Vert	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Jaune	Rouge	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Rouge	Jaune	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Jaune	Vert	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Bleu	Rouge	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	Vert	Jaune	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Jaune	Vert	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Rouge	Bleu	Jaune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	Vert	Jaune	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	Jaune	Bleu	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Vert	Rouge	Jaune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	Jaune	Bleu	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Bleu	Jaune	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Rouge	Vert	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bleu	Jaune	Rouge	Vert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Bleu	Jaune	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Vert	Rouge	Bleu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vert	Rouge	Bleu	Jaune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jaune	Bleu	Vert	Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

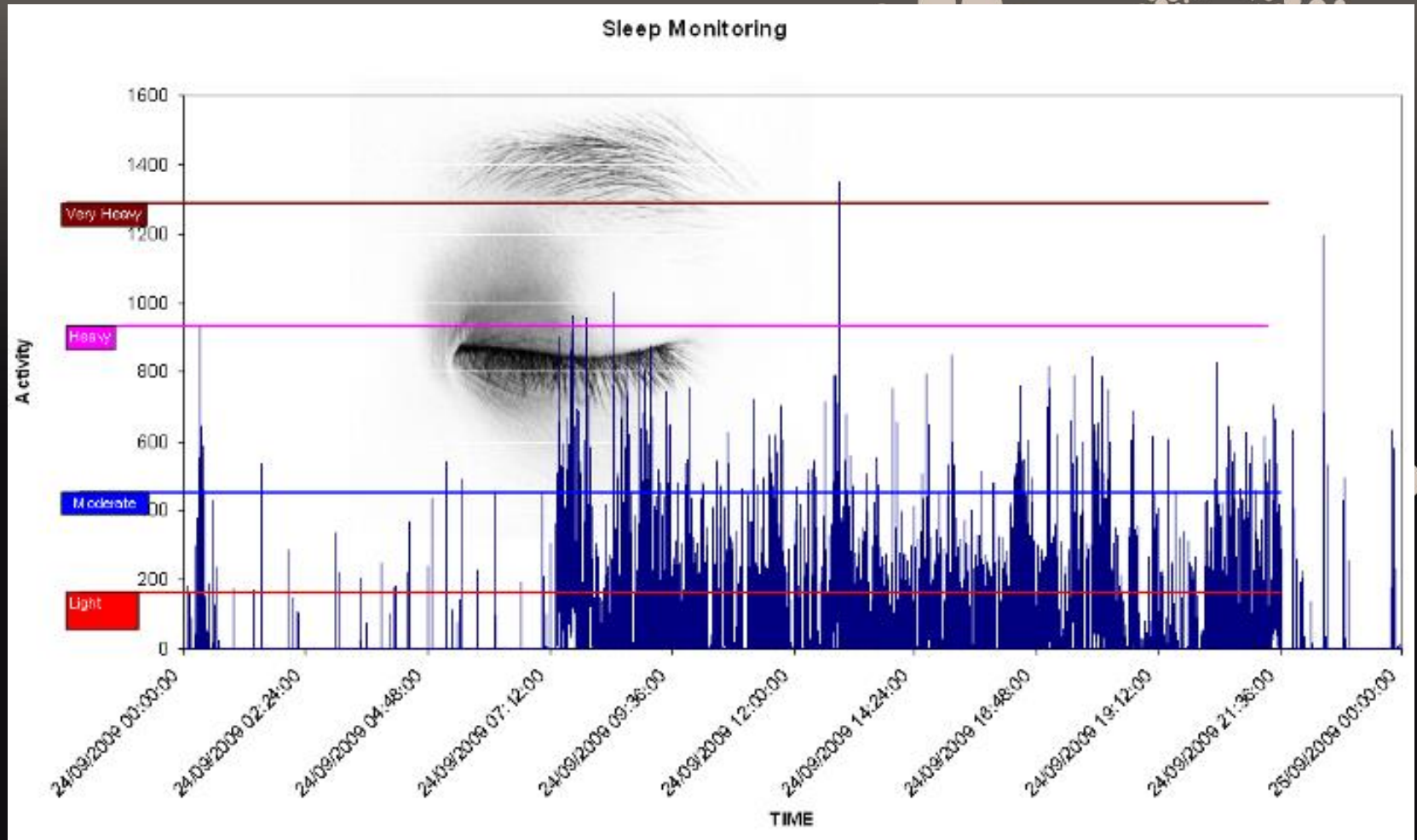
(1) STROOP J. R. Studies of interference on serial verbal reaction. J. Exp. Physiol. 1935, 18 : 643-662

Test of verbal fluence (Lezak, 2004)

To say as many words as possible
from a category (commonly semantic)
in a given time (usually 60 seconds).

Physical activity measurement

Sleep analysis



A woman with long dark hair is shown in profile, looking towards the left. On her right shoulder and upper arm, there is a tattoo of a world map. Several small, colored dots (green, purple, yellow, red, blue) are placed on the map, specifically over North America, Europe, and East Asia. In the upper right corner of the image, there is a large, stylized spiral graphic composed of many small white circles of varying sizes, creating a sense of depth and movement. The background is a dark, solid color.

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