

SPINCONTROL

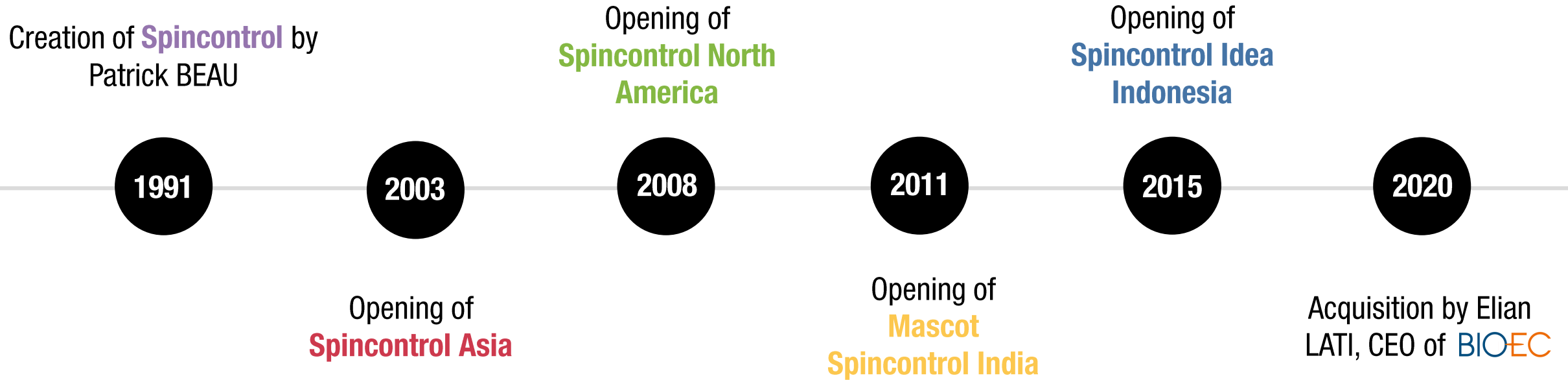
CLINICAL TRIAL CENTERS

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

www.spincontrol.fr



Spincontrol Group: CLINICAL TRIAL CENTERS



- **Tailor-made protocols**, from standard to innovative methods
- Top level Quality System, **ISO 9001 certified in France, Thailand and India**
- Studies conducted **in the spirit of the GCP**
- **Marketing & regulatory monitoring**

Behind Spincontrol France

Headquarters of Spincontrol Group

KEY FIGURES

140
studies per
year

10 000
volunteers

250
customers

27
employees



Francis VIAL



CEO



francis.vial@spincontrol.fr



+33 (0)2 47 37 62 79



Karelle CIZAIRE



Sales Manager

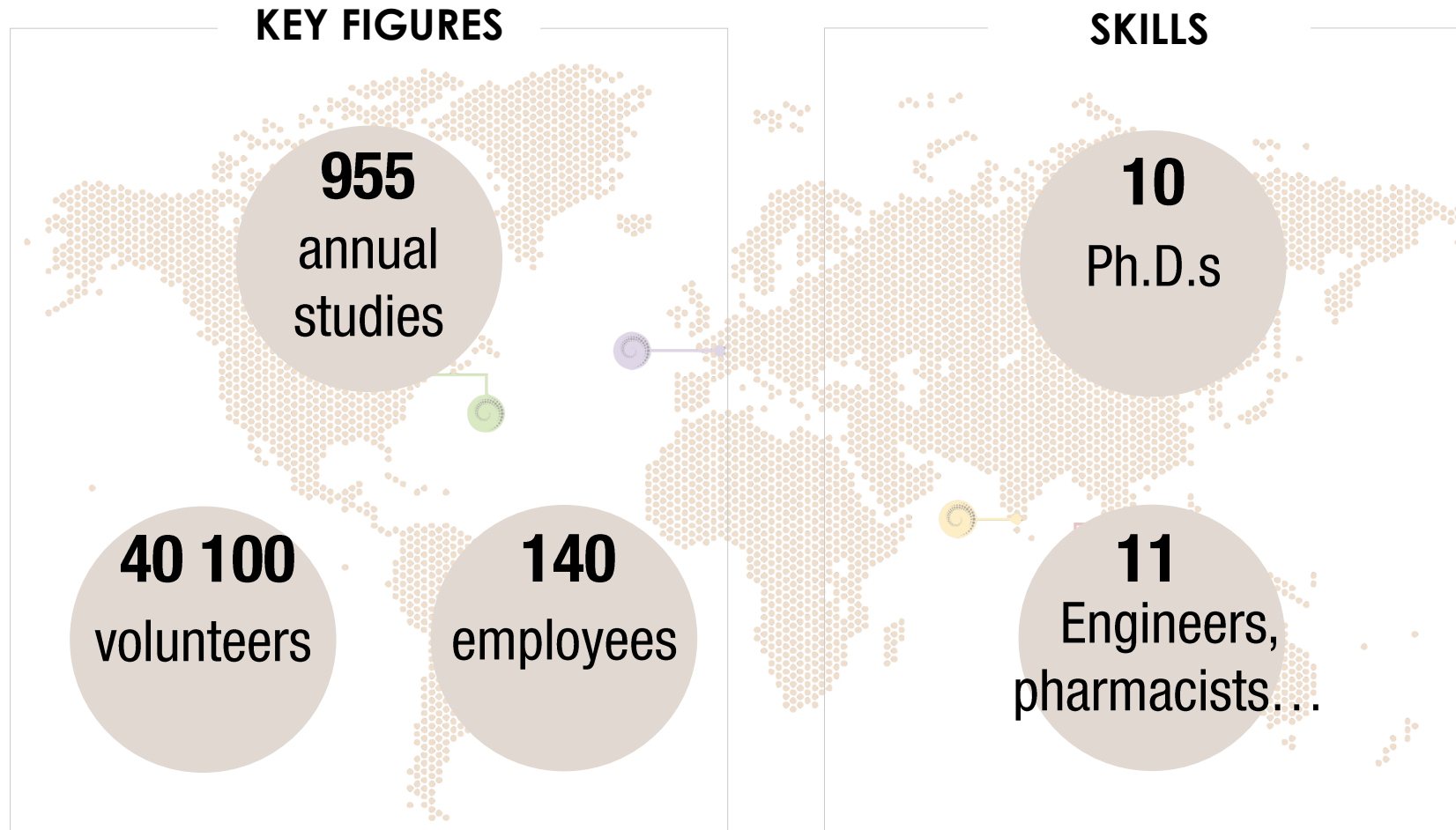


cizaire@spincontrol.fr



+33 (0)2 47 37 62 79

Behind Spincontrol Group



Elian LATI

 CEO
 lati@spincontrol.fr
 +33 (0)1 69 41 47 68

Behind Subsidiary & Joint-venture

Spincontrol Asia *Joint-venture between Spincontrol France & Chemico Inter Corporation*

155
studies per
year

10 000
volunteers

230
customers

38
employees



Fabrice PERIN

CEO

fabrice@spincontrolasia.com

(+662).274.1722

Spincontrol North America *Subsidiary of Spincontrol France*

40
studies per
year

3 200
volunteers

30
customers

6
employees



Azita KAZEROUNI

General Manager

azita.kazerouni@spincontrolgroup.com

514 371 8609

Mascot Spincontrol India *Joint-venture between Spincontrol France & Mascot Universal India Pvt. Ltd.*

205
studies per
year

10 000
volunteers

200
customers

36
employees



Varun RAWAL

Business Head – Clinical Studies

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+91 9999488018

Spincontrol Idea Indonesia *Joint-venture between Spincontrol France & Idea & Chemico Inter Corporation*

70
studies per
year

4 900
volunteers

41
customers

11
employees



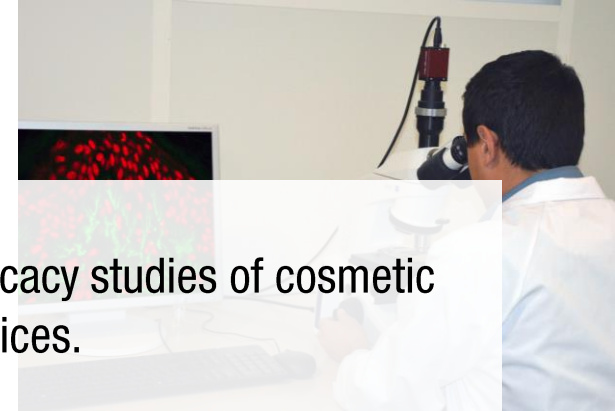
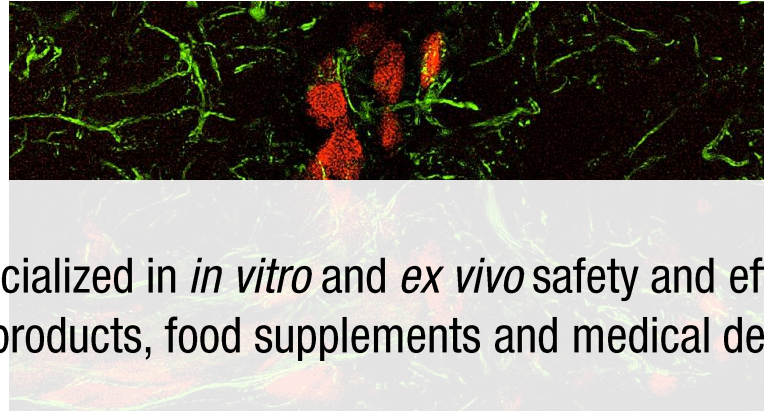
Gemma GRENNAN

CEO

gemma@spincontrolidea.com

(+62) 878-8346-6366

Behind BIO-EC



Research center specialized in *in vitro* and *ex vivo* safety and efficacy studies of cosmetic products, food supplements and medical devices.

**PRIVILEGED PARTNER OF
SPINCONTROL GROUP**



The synergy and know-how of our teams will bring you a 360° expertise as well as additional services with the guarantee of a sustained quality approach.

📍 1 chemin de Saulxier 91160 LONGJUMEAU
☎ +33 (0)1 69 41 47 63
✉ info@bio-ec.fr
🌐 www.bio-ec.fr

Key values

INNOVATION

- R&D unit always looking for new protocols
- Taylor-made protocols
- Development of new methods

FLEXIBILITY

- According to your schedule (*date results, launching of the product*)
- Adaptation of the protocols to your requirements

LEGAL & QUALITY SUPPORT

- State-of-the-art quality control system
- Assistance in your regulatory requirements and marketing speech
- An International documentary system: EDM allows Spincontrol Group to share more than 1 000 quality doc

ETHICS

- Studies can be done with ethics committee
- Rich experience in preparation of protocols, approved by ethic committees in different countries

KEY ADVANTAGES

- Ethnical panels (all skin types, all phototypes...)
- Studies under controlled conditions
- Instrumental measurements, histological / genomic / proteomic analyses, emotional approach in a single in vivo study
- Different climate conditions

TECHNICAL SUPPORT

- Assistance in the choice of the techniques, the number of volunteers, the selection criteria of the volunteers, treatment and exploitation of data



Scientific partners



Efficacy tests & Techniques

Our clinical studies can be performed according to different protocols



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.



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...



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.

with or without a tolerance test

Search directly for what you want!

Presentation information

This presentation is interactive.

You can search directly for the information you are interested in, by clicking on some terms.

The presentation consists of three main slides, each with a navigation bar at the top containing 'EFFICACY TESTS', 'Consumer tests', 'Technical & Clinical tests', 'Biomedical studies', and 'Emotional tests'.

Slide 1: BODY CLAIMS

- Antiperspirant
- Anti-dark spots
- Anti-dimples
- Anti-heavy legs
- Elasticity & Firmness
- Exfoliating
- Cell renewal
- Tensing & lifting effect of the bust
- Hair removal effect
- Heating effect
- Moisturizing
- Slimming
- Soothing effect
- Ultra-red protection
- Anti-sticky sand
- Anti-sun cream / tanning
- Anti-salt tanning

Slide 2: FACE CLAIMS

- Anti dark circles
- Anti dark spot
- Anti pollution
- Anti under-eye bags
- Astringent effect
- Cell renewal
- Elasticity / Firmness
- Healthy skin
- Moisturizing
- Refreshing
- Self tanning
- Sun care product
- Anti sagging effect
- Anti wrinkle
- Volume of the hollow cheeks
- Anti redness / rosacea
- Complexion homogeneity
- Complexion radiance
- Healthy glow effect
- Skin texture
- Anti sebum effect
- Mattifying
- Men - beard

Slide 3: Anti dark circles

IMAGE ANALYSIS

CLINICAL EVALUATION on photos

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

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

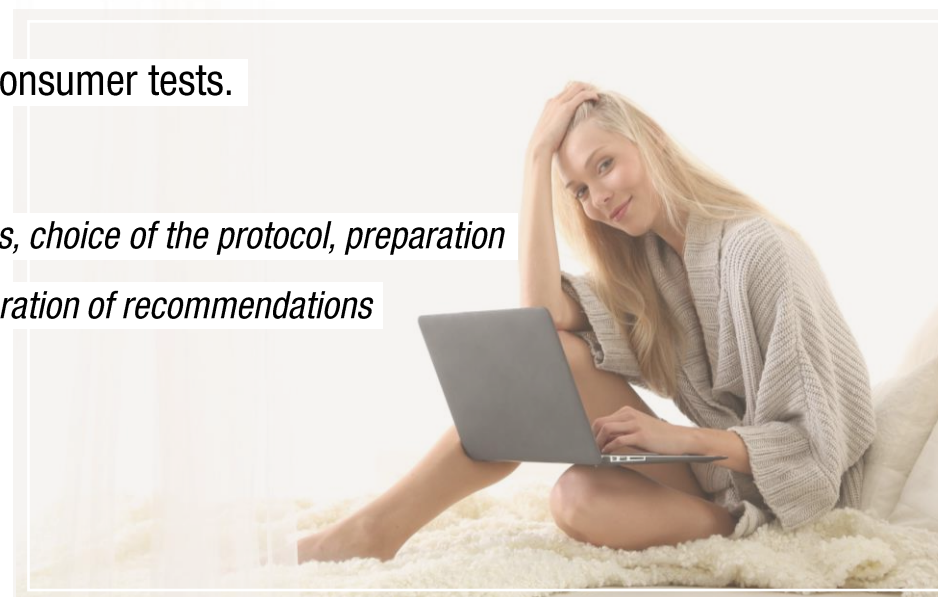
Scale of dark-circles (violet-red) on a Caucasian skin



| Consumer tests

The consumer test provides essential information on the perception of your product.

- Spinconso: department of Spincontrol, dedicated to consumer tests.
- 30 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
- Fast setting-up of studies and delivery of results





Consumer tests

BENCHMARK, BLIND OR BRAND STUDIES *according to 2 options:*



- Questionnaires filling process at home
- Questionnaires filling process at Spincontrol' under supervision

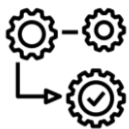
Little extra:
Emotional approach

PANEL CHARACTERISTICS



- People from **all over France**: 8,000 panelists with over 300 details (including cosmetic habits, purchasing sectors, purchased brands etc...)
- People from **Tours** and its suburbs: 10,000 panelists with more than 300 details

BENEFITS OF CONSUMER TEST



Practicality



Adaptability



Profitability



SPIN'ANALYSIS

A department dedicated to image processing and analysis!

In the world of cosmetics, digital image analysis mainly consists in **proving the product efficacy, thanks to essential information assimilated in the smallest details of an image**. It also allows to :



**OBTAIN IMAGES UNDER
STANDARDIZED CONDITIONS**



**IDENTIFY AND QUANTIFY
VARIATIONS IN SKIN AND HAIR
PARAMETERS**



**ILLUSTRATE
COSMETIC BENEFITS**



**CREATE
MARKETING SUPPORT**



SPIN'ANALYSIS

The interest is to work on standardized photos, generally taken in a laboratory with high-performance tools, which can be taken:

- **In cross-polarization**, i.e. with suppression of the light on the skin surface;
- **In parallel polarization**, i.e. with all the specular light;
- **In diffuse light**, i.e. with a homogenization of the light on the skin surface.



OBJECTIVE: TO ASSIST YOU IN PROCESSING YOUR IMAGES ON ANY TYPE OF CLAIMS.



*Anti dark circles - Anti dark spot -
Anti rosacea - Anti sebum effect -
Anti wrinkle - Complexion homogeneity -
Complexion radiance - Lifting -
Matifying effect - Skin texture -
Tanning effect - Whitening effect - etc*



FACE CLAIMS



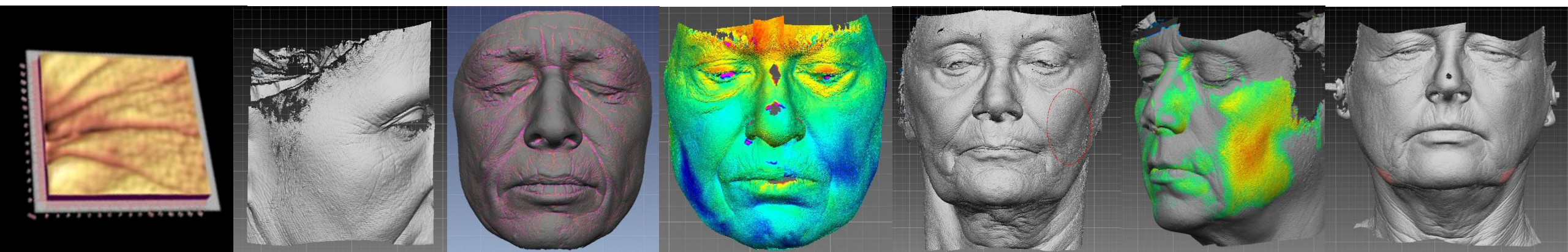
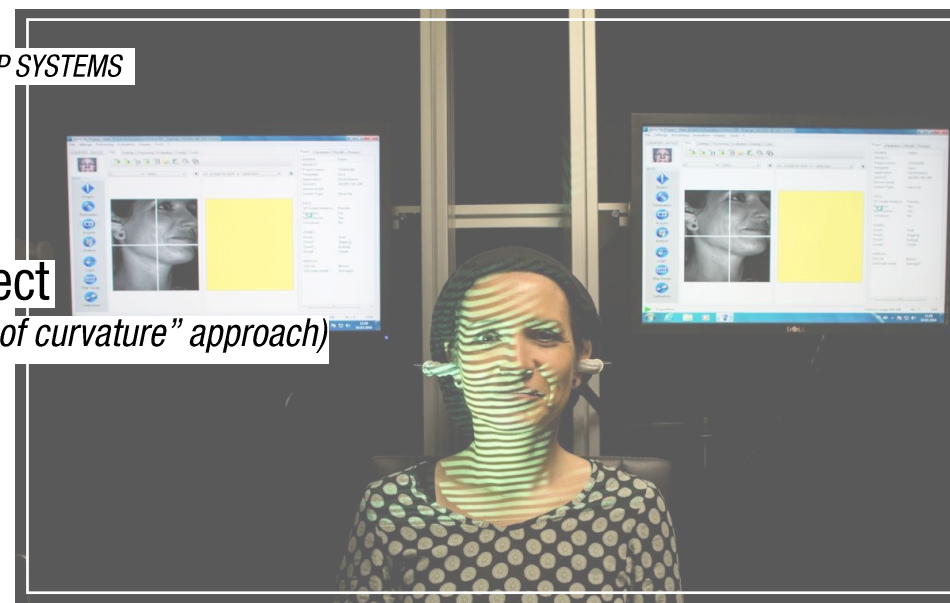
- Anti dark circle
- Anti dark spot
- Anti pollution
- Anti under-eye bags
- Astringent effect
- Cell renewal
- Elasticity / Firmness
- Healthy skin
- Moisturizing
- Refreshing
- Self tanning
- Sun care product
- Anti sagging effect
- Anti wrinkle
- Volume of the hollow cheeks
- Anti redness / rosacea
- Complexion homogeneity
- Complexion radiance
- Healthy glow effect
- Skin texture
- Anti sebum effect
- Mattifying
- Men - beard

Face claims

Anti aging

FRINGE PROJECTION: AEVA & DERMATOP SYSTEMS

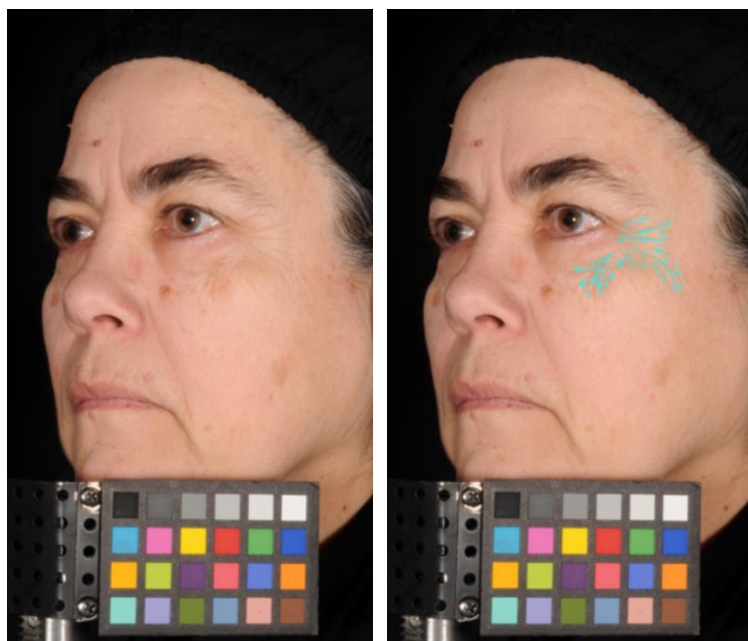
- Anti wrinkles
3D topography: *in vivo* or on replicas
- Retexturizing & plumping effect
(overall roughness of the face by “radius of curvature” approach)
- Volume of the hollow cheeks
- Anti sagging effect



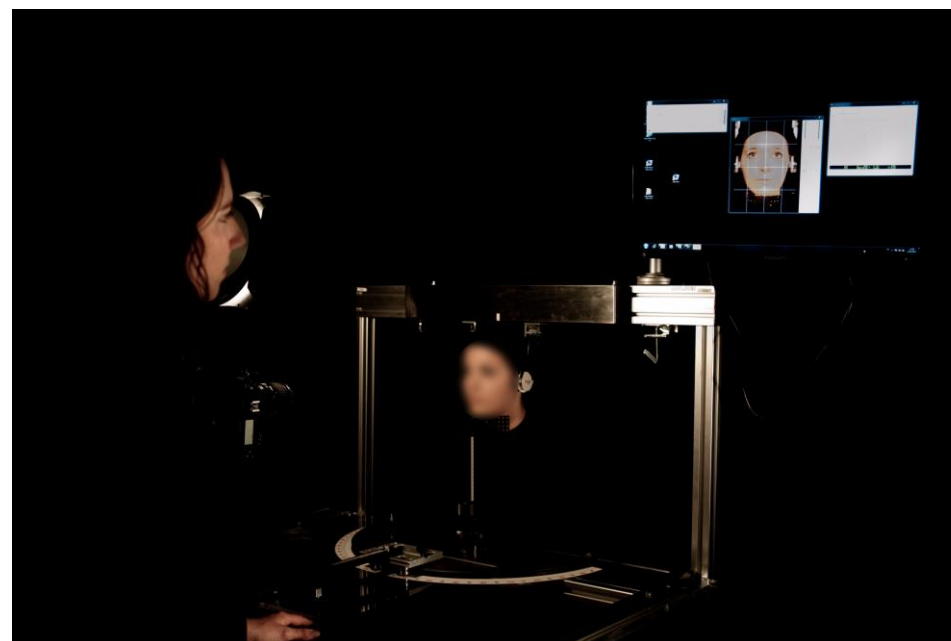
Face claims

Anti aging

- Global 2D topography : IMAGE ANALYSIS
- CLINICAL ASSESSMENT grading by trained experts *in vivo or on photos*



Analysis of skin topography

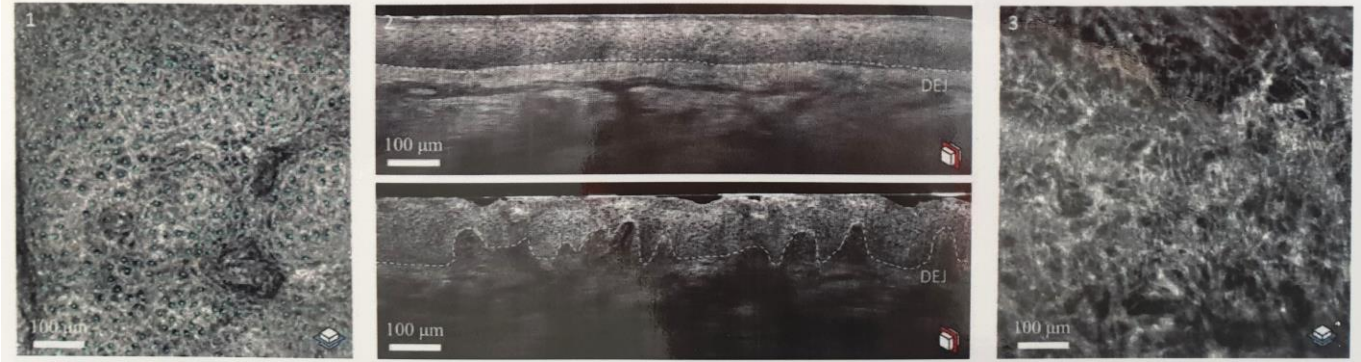


Face claims

Anti aging

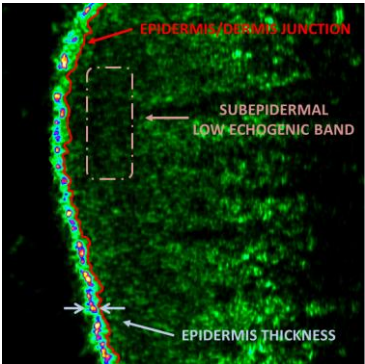
LC-OCT

Epidermis thickness



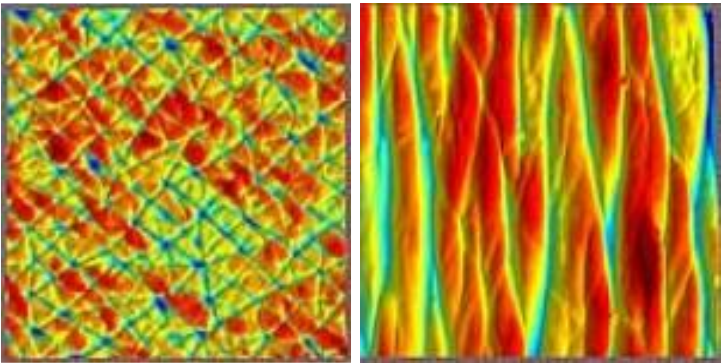
Collagen network

ULTRASOUND IMAGING: skin thickness & homogeneity measurement



75 MHz

SKIN MICRO RELIEF: 3D Microscopy



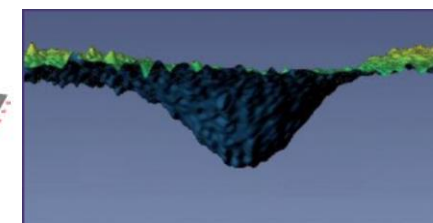
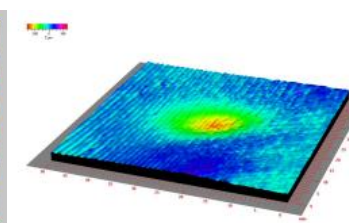
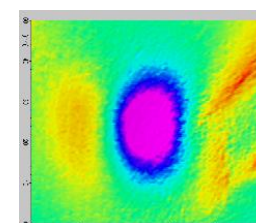
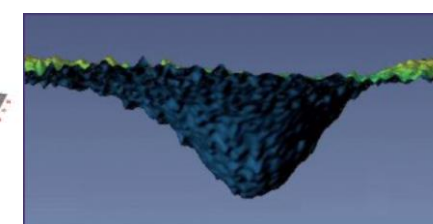
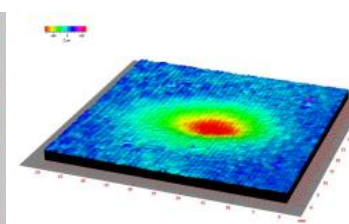
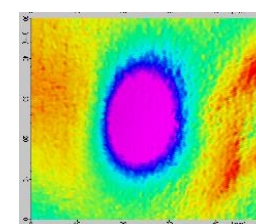
<30 years old

>70 years old

Face claims

Firmness - Elasticity

DYNASKIN

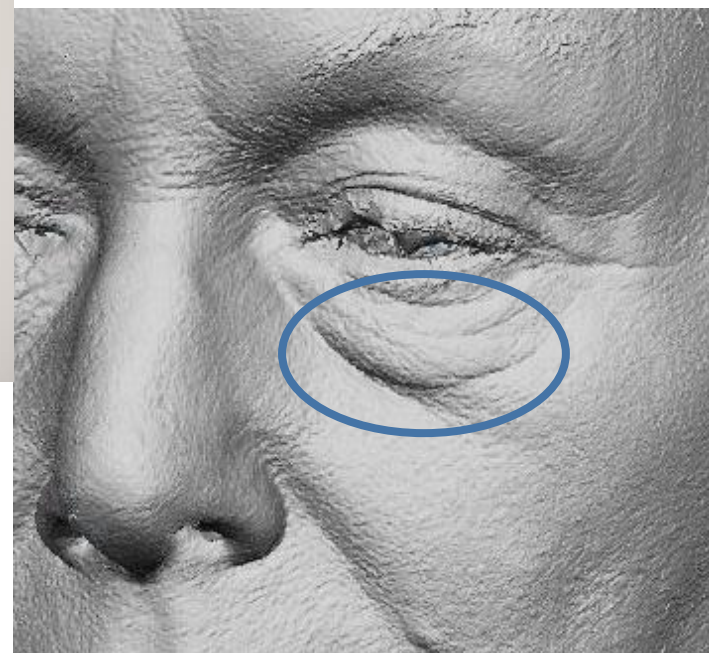
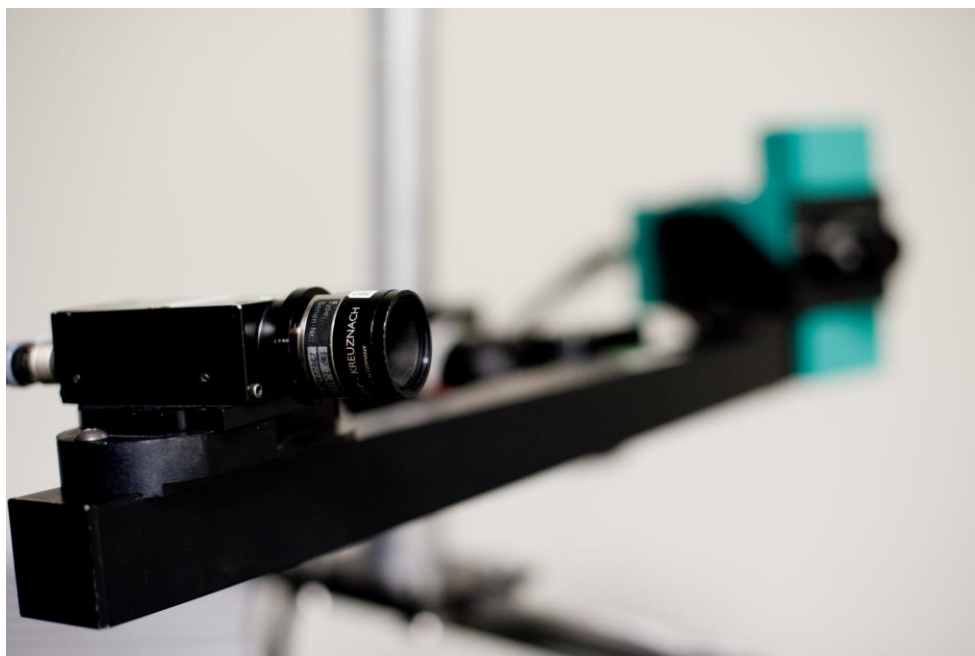


... and also CUTOMETER and CLINICAL EVALUATION

Face claims

Under-eye puffiness

FRINGE PROJECTION

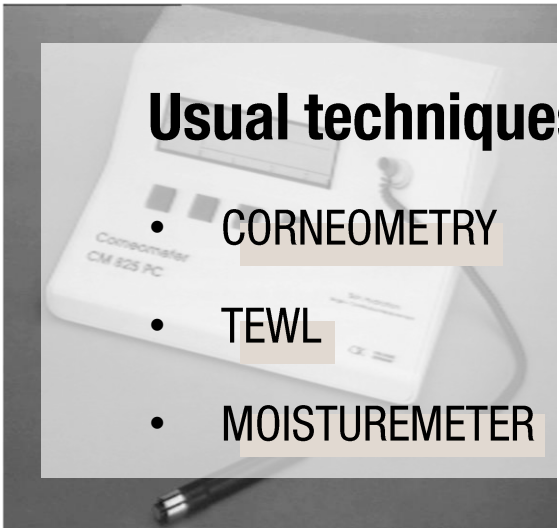


Face claims

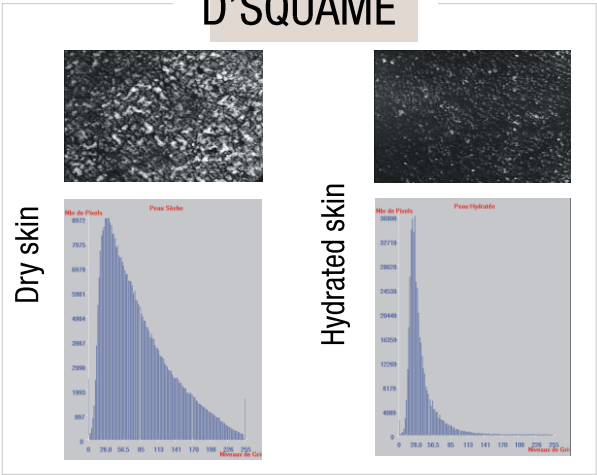
Moisturizing

Usual techniques

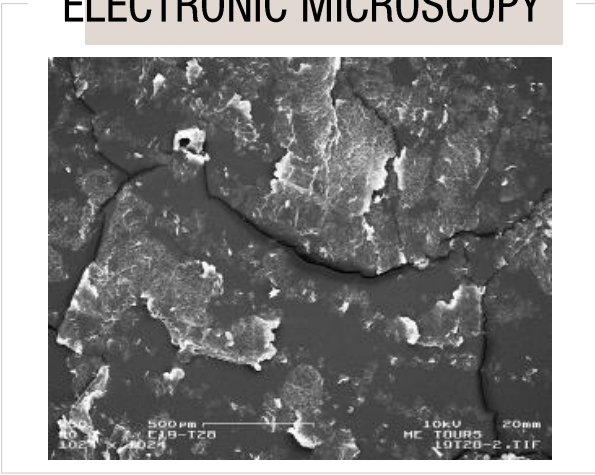
- CORNEOMETRY
- TEWL
- MOISTUREMETER



D'SQUAME



ELECTRONIC MICROSCOPY



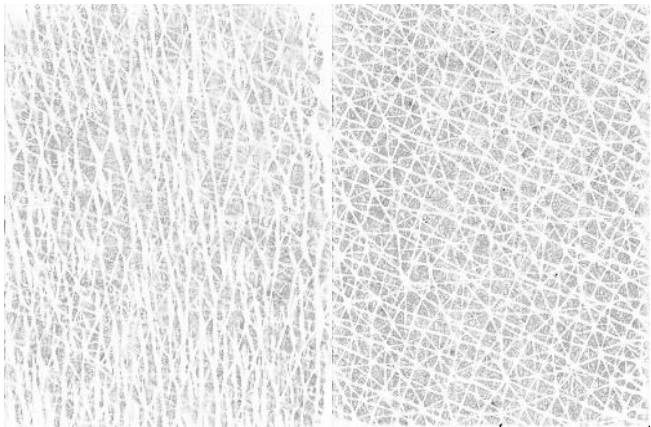
C-CUBE



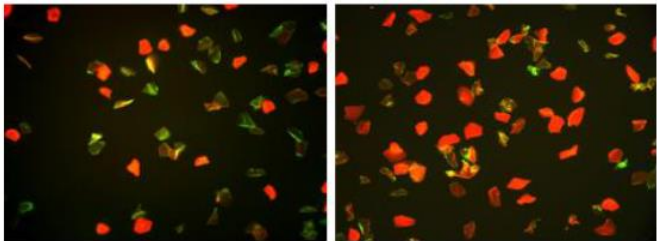
Face claims

Moisturizing

MOISTUREMAP®



CORNEOCYTE MATURITY IDENTIFICATION



Dry

Normal

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

Partnership: EMOSPIN



Soothing – Sensitive skin

BIOCHEMICAL DOSAGES

Skin surface samples : Interleukins



Partnership: QIMA

GALVANIC SKIN RESPONSE



Partnership: EMOSPIN

Face claims

« Healthy skin »

MICROBIAL IDENTIFICATION

Microbiome-friendly

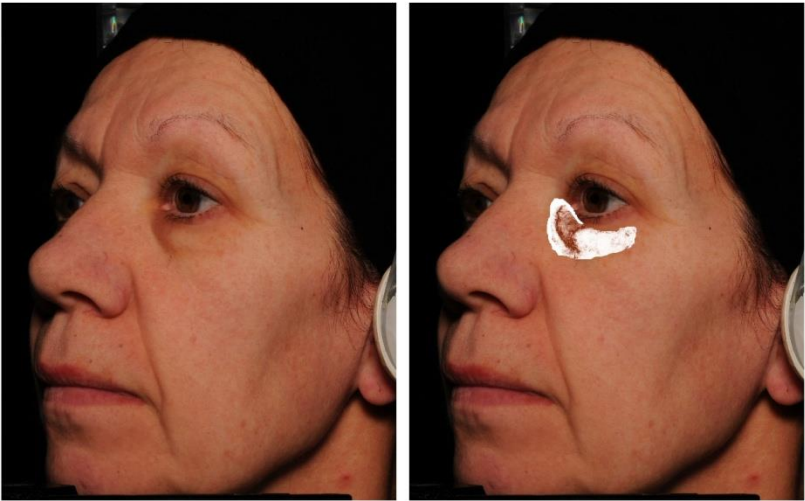
- qPCR analysis
- Metagenomic analysis



Face claims

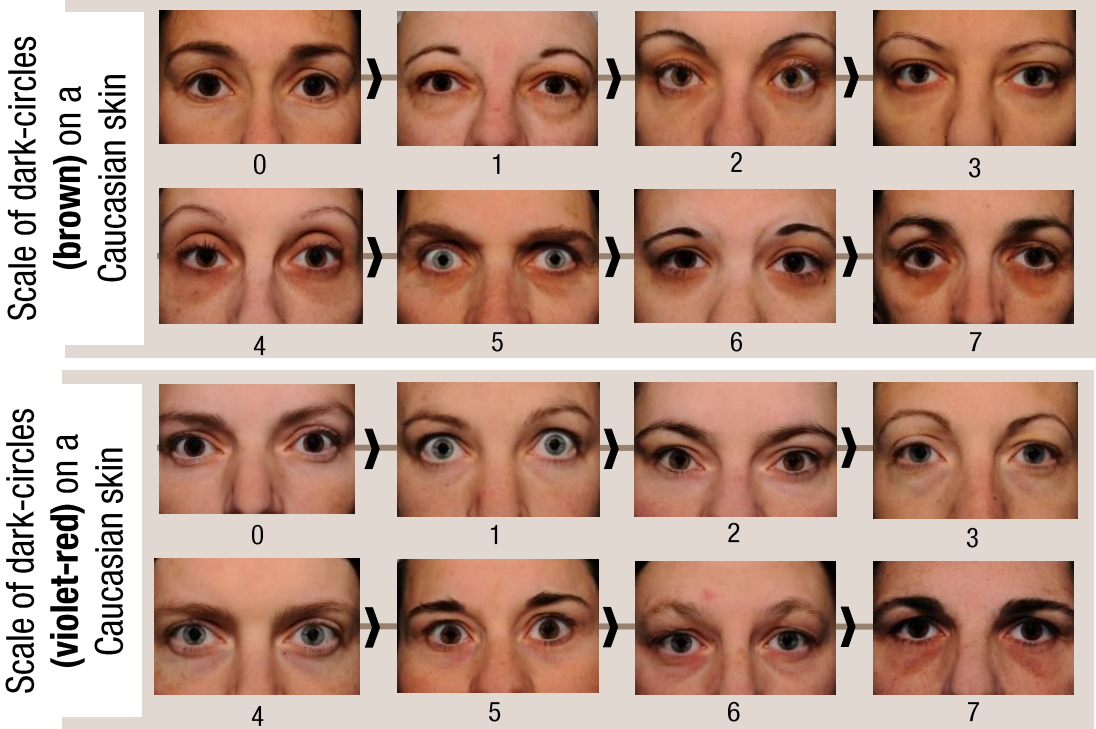
Anti dark circles

IMAGE ANALYSIS



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

CLINICAL EVALUATION *on photos*



Face claims

Whitening & Tanning effect

IMAGE ANALYSIS ...

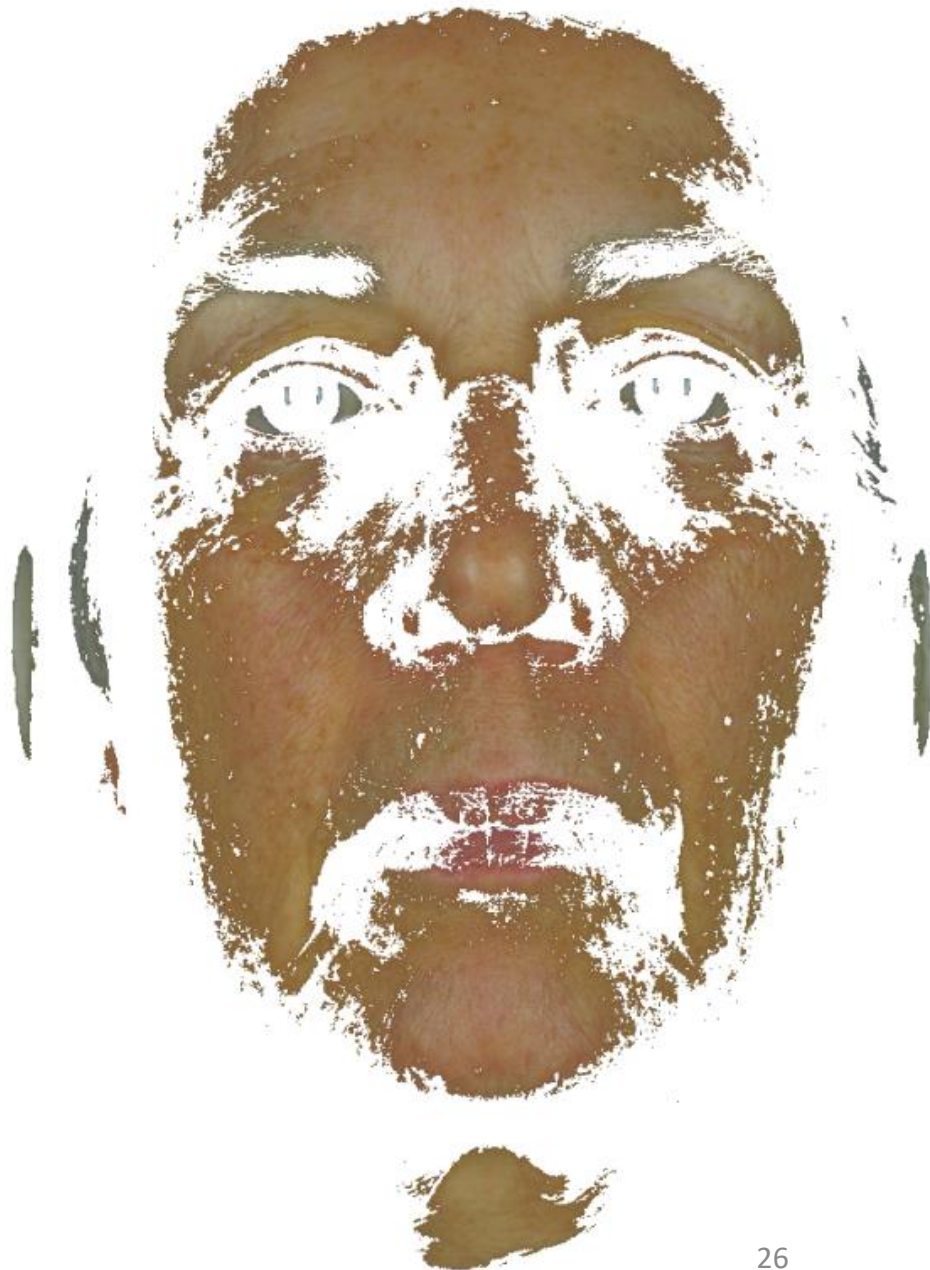
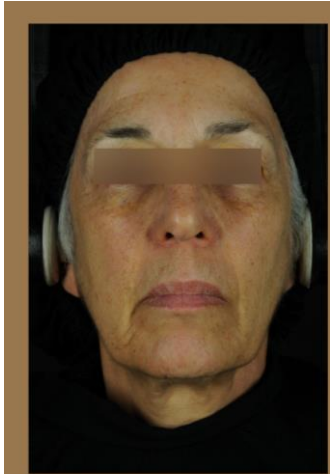
*Caucasian skins
for a **tanning** effect*



*Asian skins
for a **whitening** effect*



Charasteristic color of skin tone

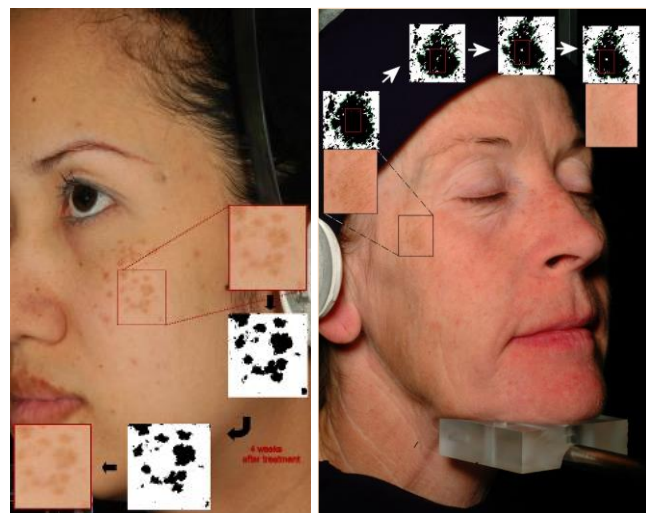


... & CHROMAMETER & MEXAMETER & C-CUBE

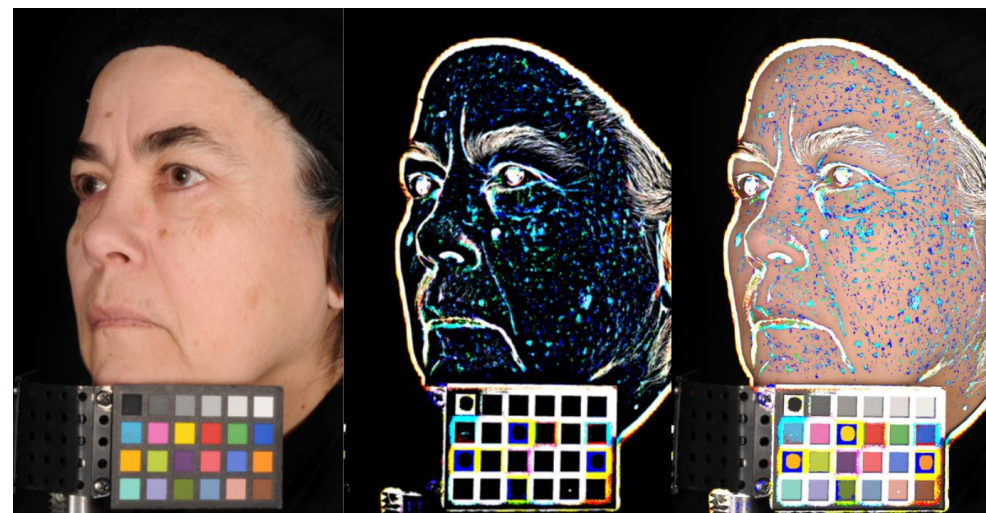
Face claims

Anti dark spots

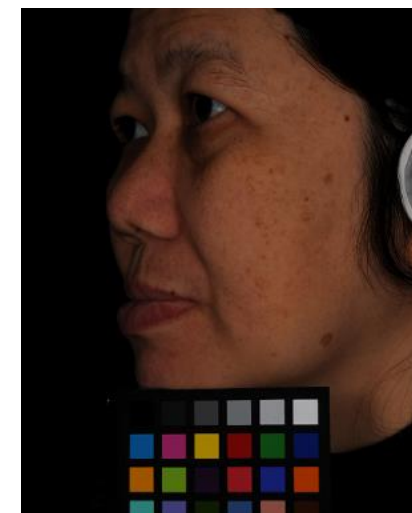
IMAGE ANALYSIS



Colorimetric and morphological analyses of selected dark spots



Analysis of skin pigmentation homogeneity



Intensity of melanin component



Face claims

Focus on complexion

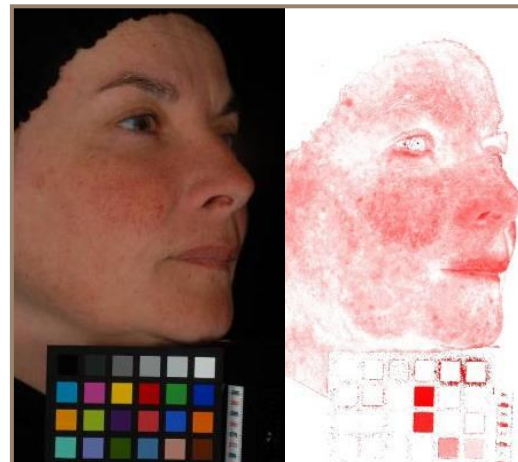
IMAGE ANALYSIS

- Complexion radiance
- Anti rosacea
By Visioface® or Visia-CR® and also SIAscope & mexameter
- Skin Texture
By Visioface® or Visia-CR®

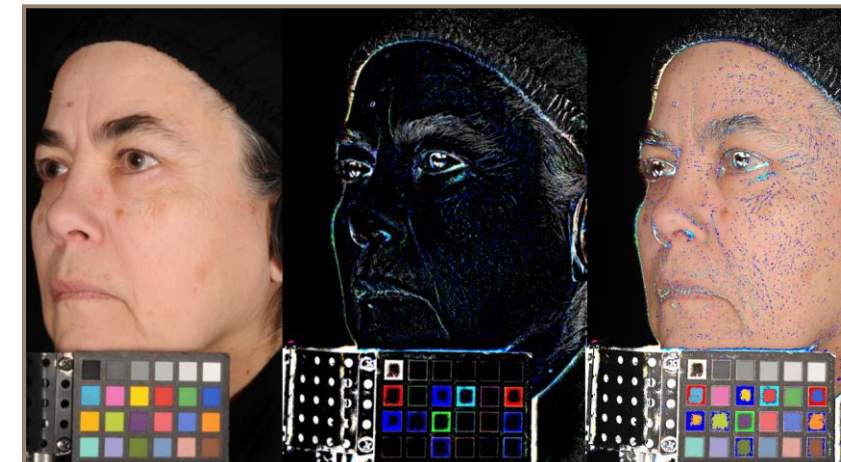
Radiance mapping



Analysis of the red component



Analysis of skin texture roughness



Face claims

Focus on complexion

CLBT METHOD: Complexion radiance

Calculation of a **C.L.B.T index** based on

- Colours,
- Luminosity,
- Brightness,
- Tranparency of the skin.



Similar method adapted to asian skin

Face claims

Focus on complexion

SENSORIAL METROLOGY: Healthy glow effect



Setting of the sensory metrology room



Structured scale of the Good complexion colours – Spincontrol



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

MEASURED PARAMETERS

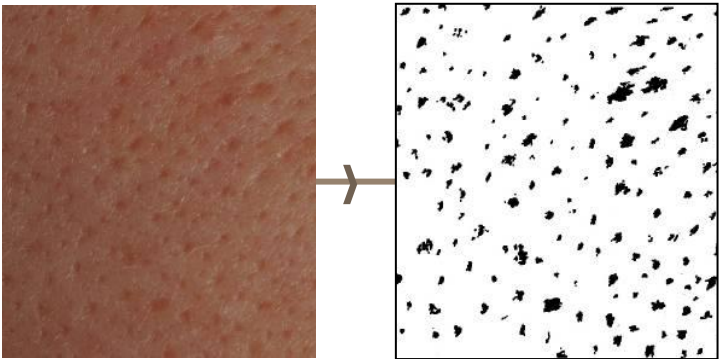
Colours of the skin: Pink-red, olive, tan (beige, apricot-coloured, blond colour and brown colour)

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

Face claims

Anti-oily skin effect

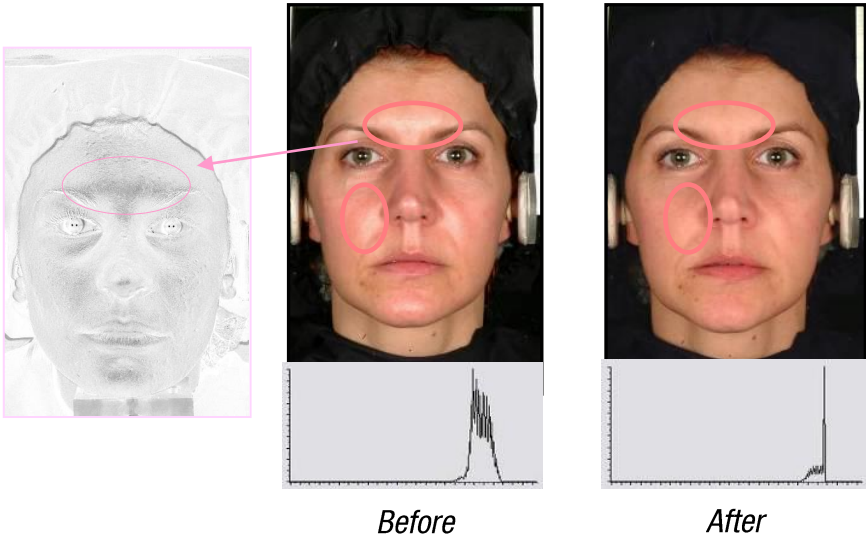
IMAGE ANALYSIS



Measured parameters from C-Cube images:

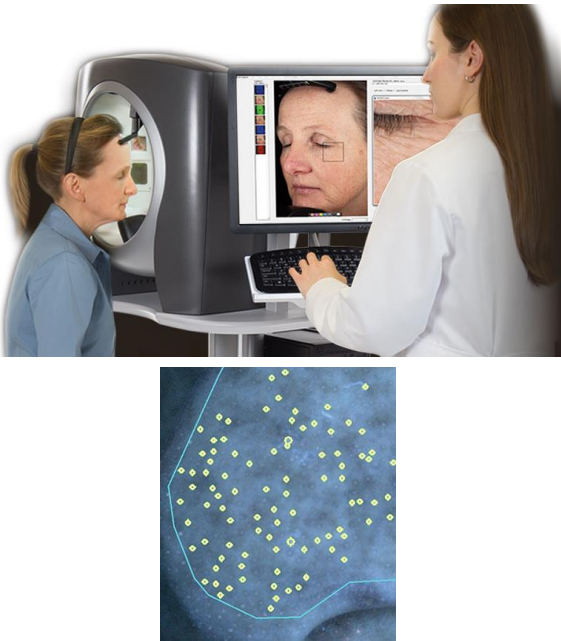
- Number of visible pores
- Total area of the pores
- Average diameter of the pores

Matifying effect



Anti-sebum effect

Focused on porphyrins by Visia-CR®



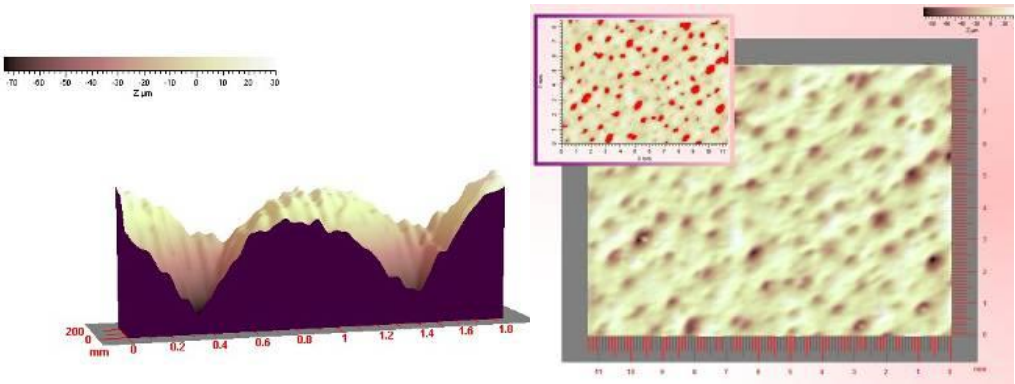
Images: Canfield copyrights

Face claims

Anti-oily skin effect

FRINGE PROJECTION

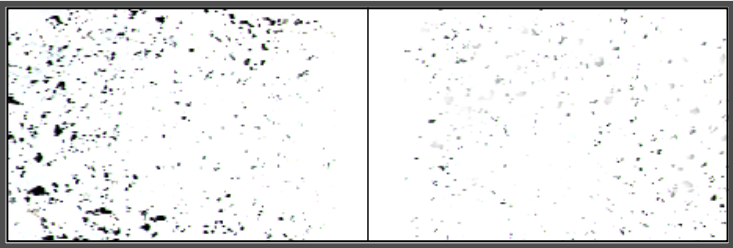
Diameter of the pores on replicas



SEBUTAPE / SEBUMETER

Anti-sebum effect

Before treatment



After treatment

➔ Intensity of sebum in grey level



Immediate rate of grease measurement

Face claims

Anti-pollution

BIOCHEMICAL DOSAGES

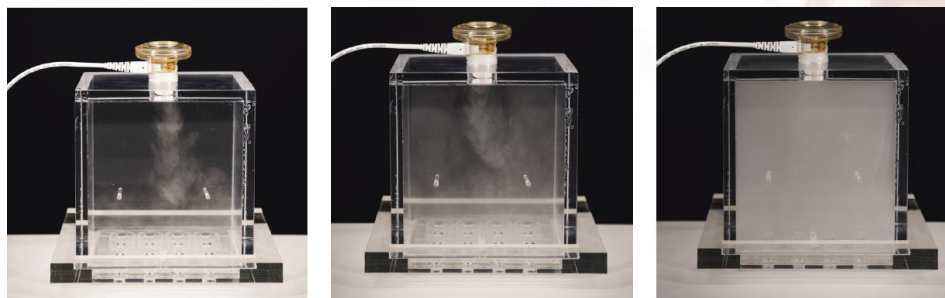
QIMA
Life Sciences

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

POLLUBOX®

BIOEC

Face claims

Cell renewal

CHROMAMETER after applying DHA patch

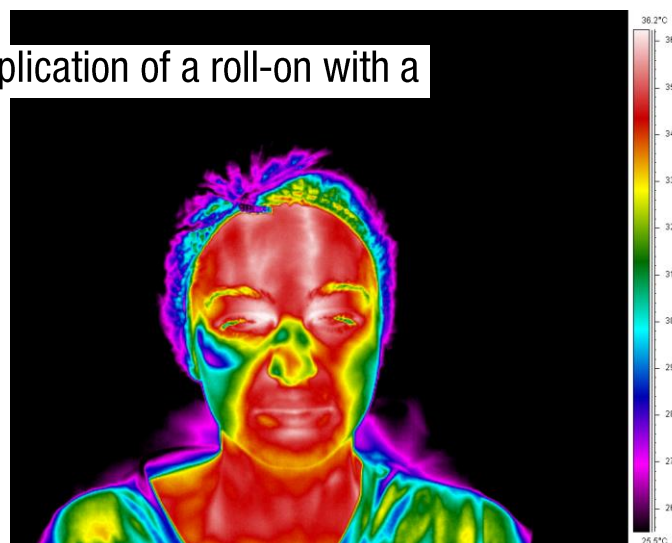


Face claims

Refreshing effect

INFRARED THERMAL CAMERA

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



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



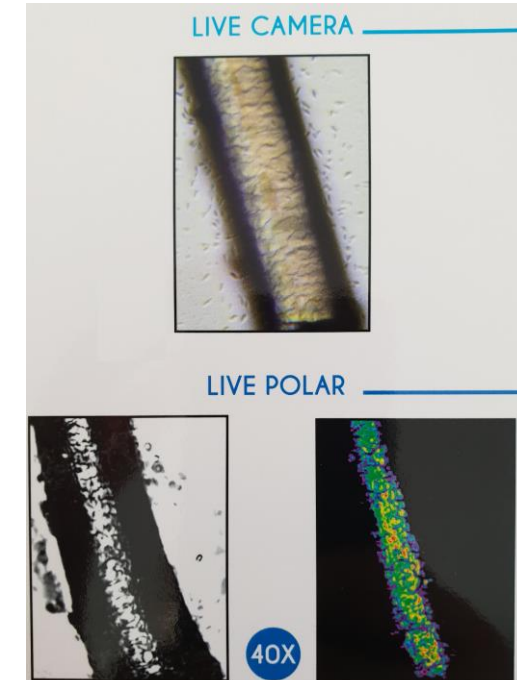
Face claims

Focus on beard

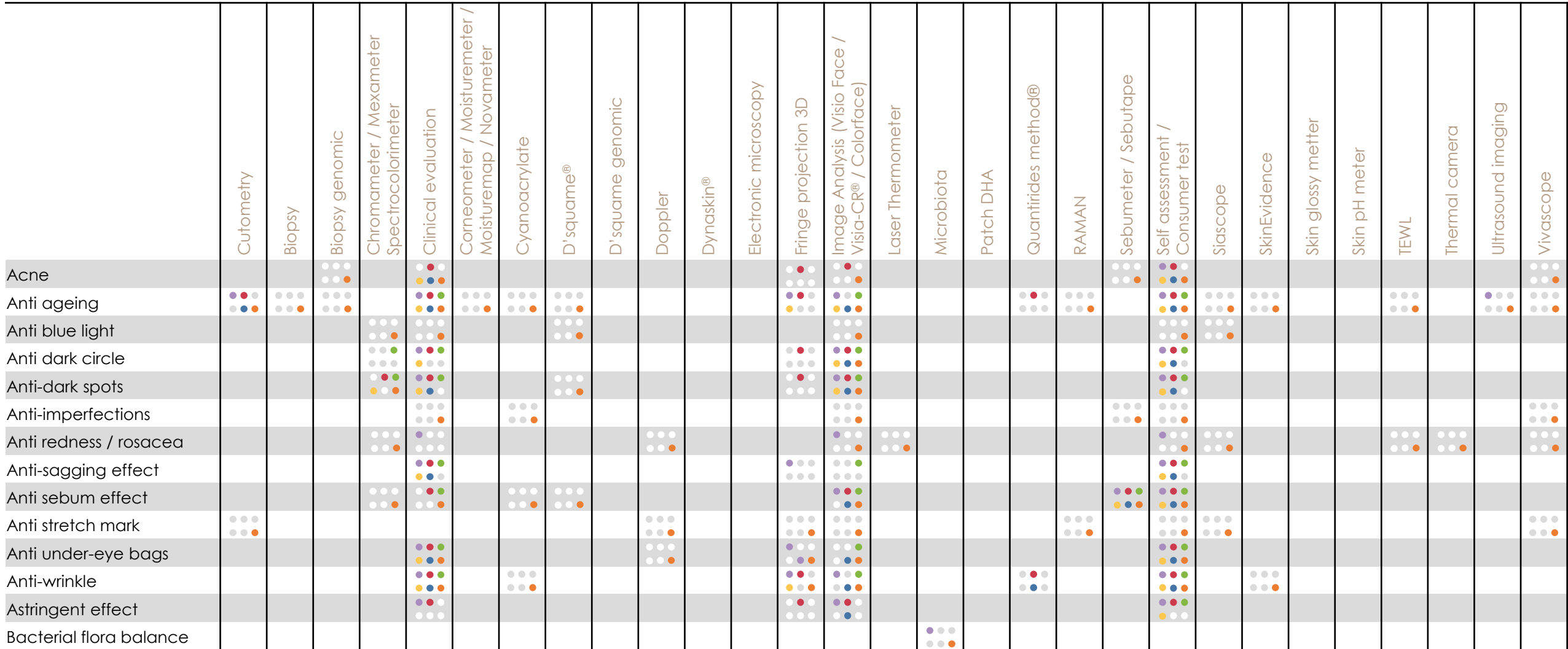


Softness by HAIR TUNE (sound analysis)

Structural analysis (Keratin) by polarimetric scanner : XPOLAR®



⋮



SPINCONTROL - CLINICAL TRIAL CENTERS - 2022

FACE CLAIMS - **BODY CLAIMS** - HAIR CLAIMS - MAKE UP



BODY CLAIMS

- Antiperspirant
- Anti-dark spots
- Anti-dimples
- Anti-heavy legs
- Elasticity & Firmness
- Exfoliating
- Cell renewal
- Tensing & Uplifting effect of the bust
- Hair removal effect
- Heating effect
- Moisturizing
- Slimming
- Soothing effect
- Infra-red protection
- Anti-sticky sand
- Anti-sun cream traces
- Anti-salt traces

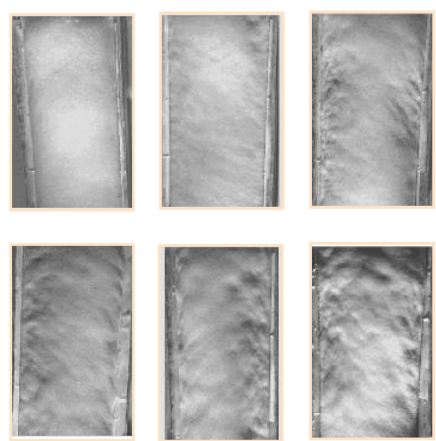
SUN CLAIMS



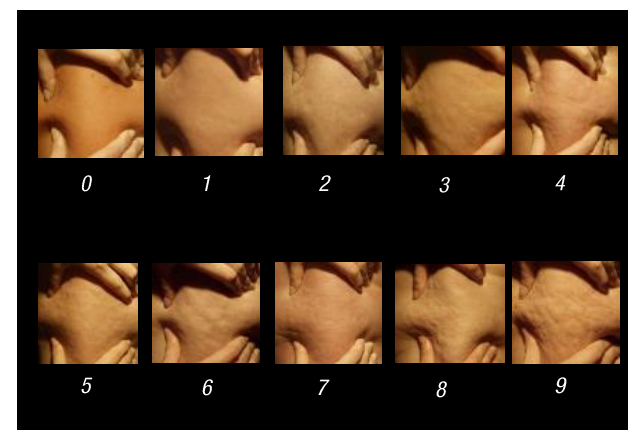
Body claims

Anti-dimples

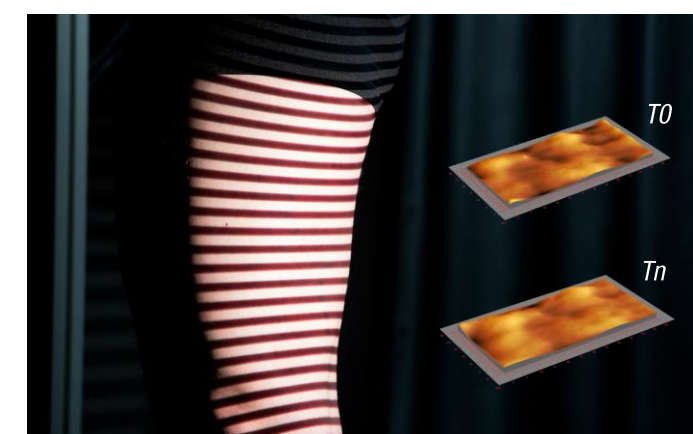
- PROFILOMETRY 2D: roughness of the dimples
- CLINICAL ASSESSMENT: grading of the dimples
- FRINGE PROJECTION: roughness of the dimples
- THERMAL CAMERA



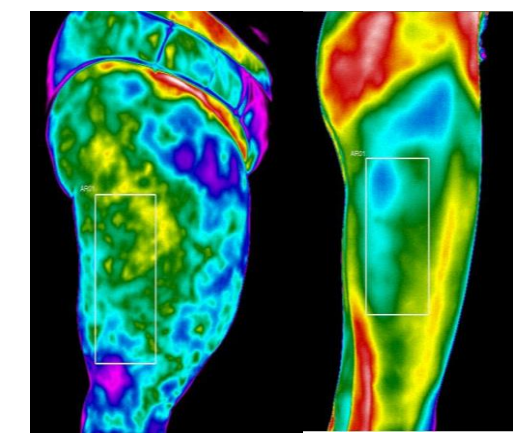
Roughness parameters or clinical evaluation



With pinching



3D topography



Heterogeneity of temperature

Uniformity of temperature

Body claims

Slimming

LASER CENTIMETRY

without contact

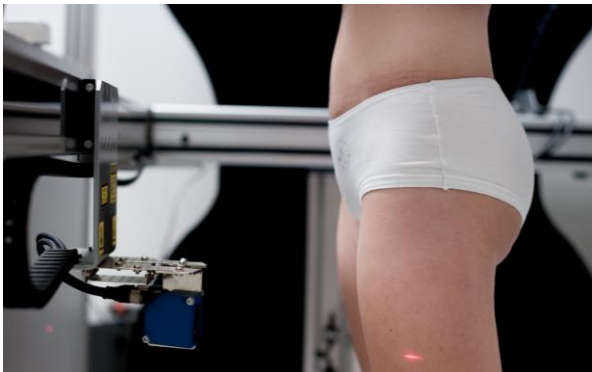


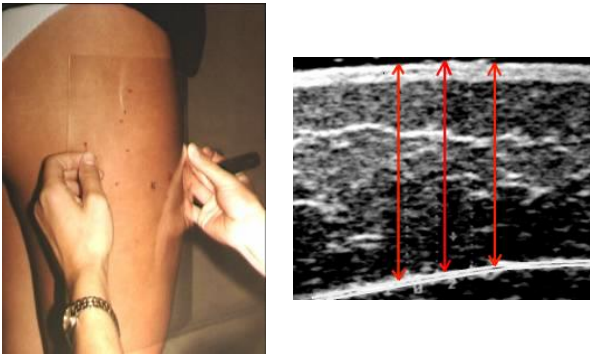
IMAGE ANALYSIS

Silhouette: area of thighs, arms & lower abdomen



ULTRASOUND IMAGING

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

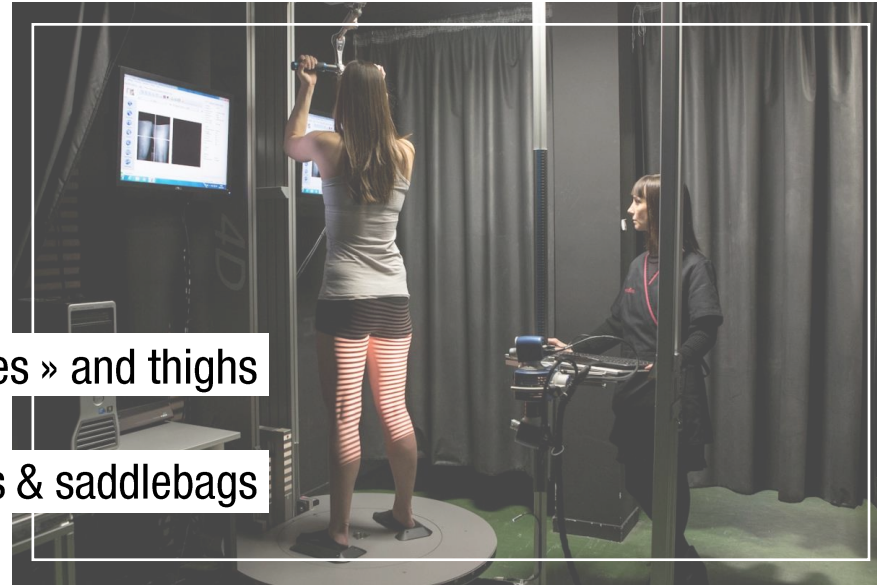


Reference: PERIN et al. Methodological aspects of the ultrasonic measurement of subcutaneous adipose-tissue thickness for the evaluation of the efficacy of slimming treatments. Journal d'Echographie et de Médecine par Ultrasons, vol 20, n° 5(6) : 318-325, 1999.

Body claims

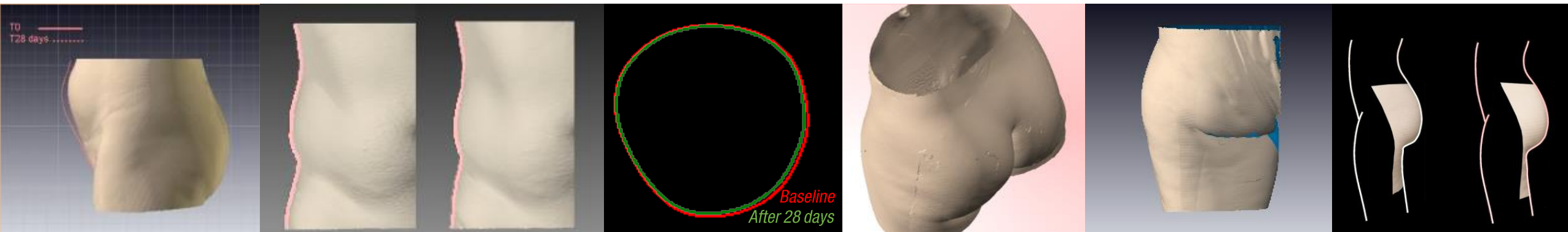
| Slimming

FRINGE PROJECTION



Abdominal slimming , « love handles » and thighs

Volume of buttocks & saddlebags

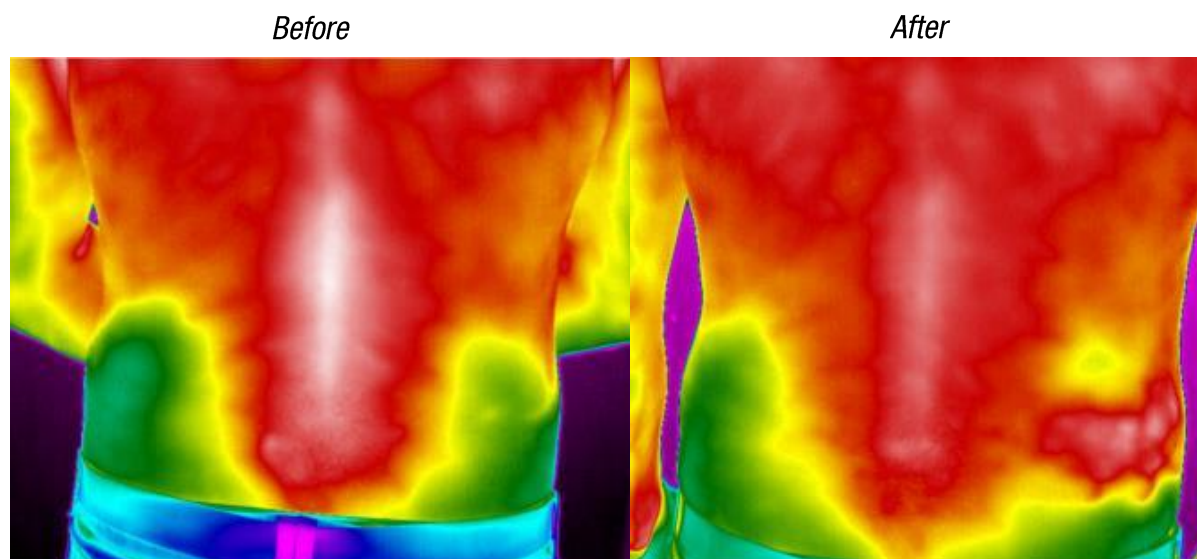


Body claims

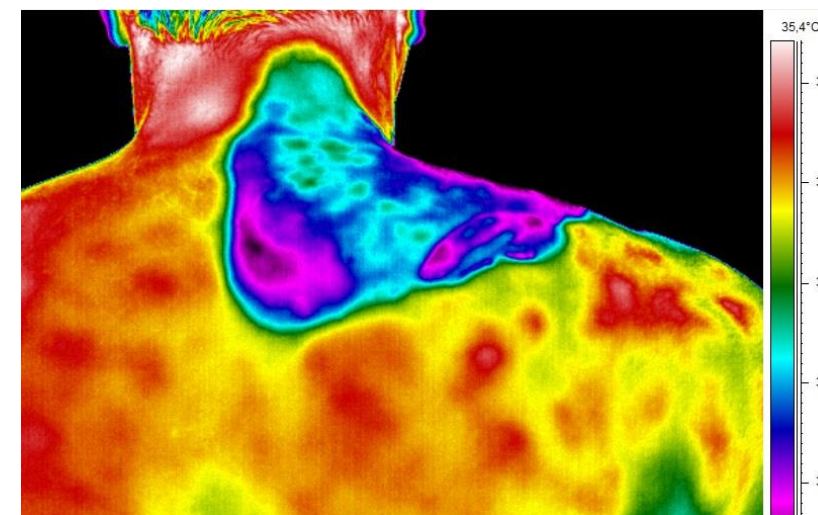
Heating & refreshing effects

THERMAL CAMERA

HEATING EFFECT



REFRESHING EFFECT



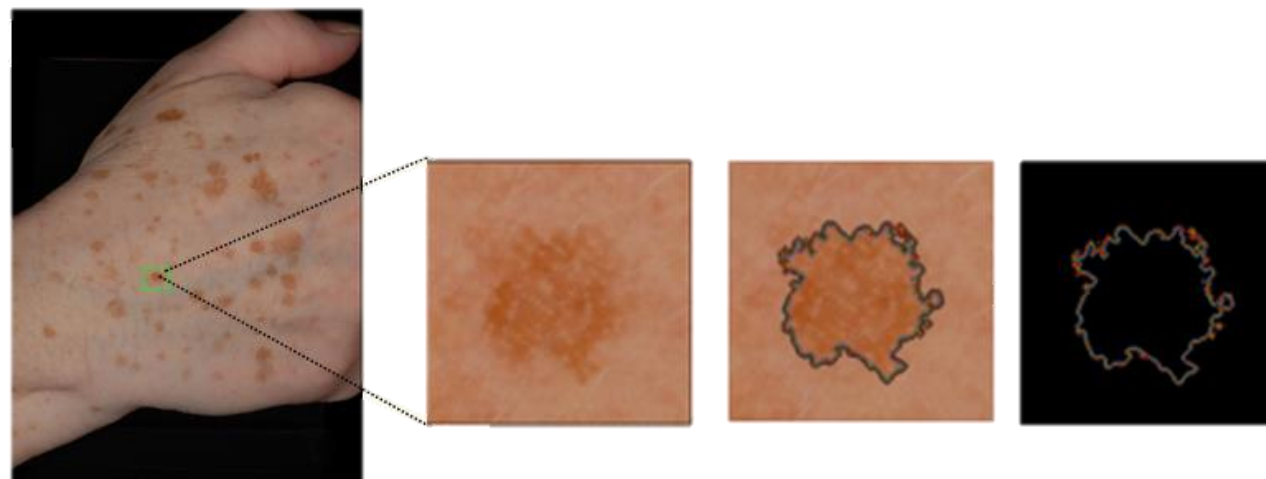
Body claims

Anti-dark spots

IMAGE ANALYSIS: by Visioface®, Visioscan or C-Cube

Calculated parameters :

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



Body claims

Firmness & elasticity

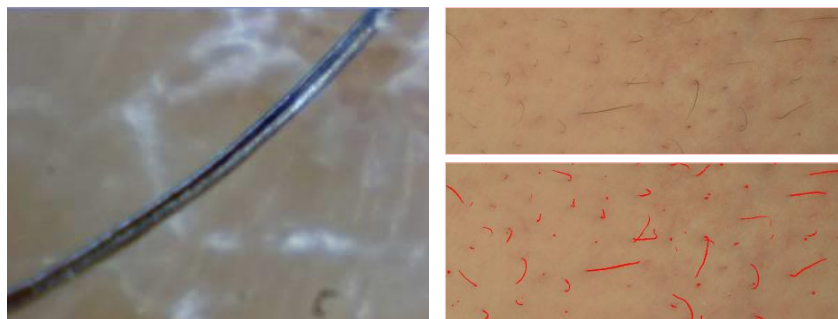
- TORQUEMETER
- CUTOMETER
- DYNASKIN
- CLINICAL ASSESSMENT



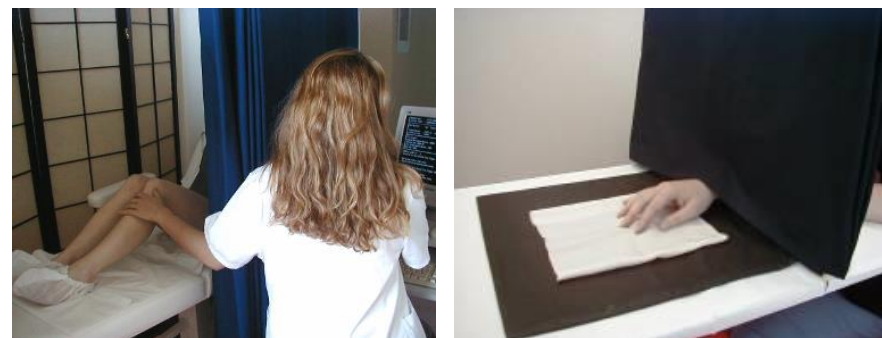
Body claims

Hairs removal effect

IMAGE ANALYSIS:

length & density measurements

SENSORIAL METROLOGY:

softness of the skin

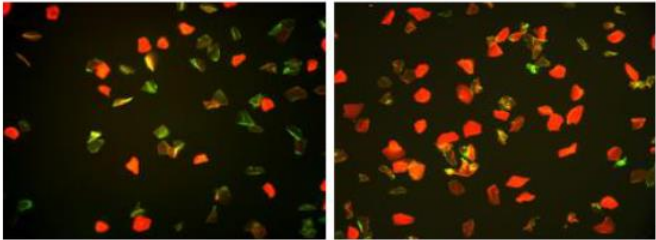
Body claims

Moisturizing

Usual techniques

- CORNEOMETER
- TEWL
- MOISTUREMETER

CORNEOCYTE MATURITY IDENTIFICATION

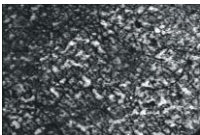


Dry

Normal

D'SQUAME

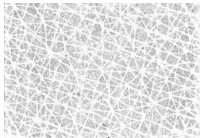
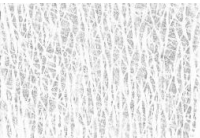
Dry skin



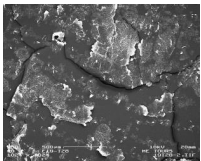
Hydrated skin



MOISTUREMAP®



ELECTRONIC MICROSCOPY



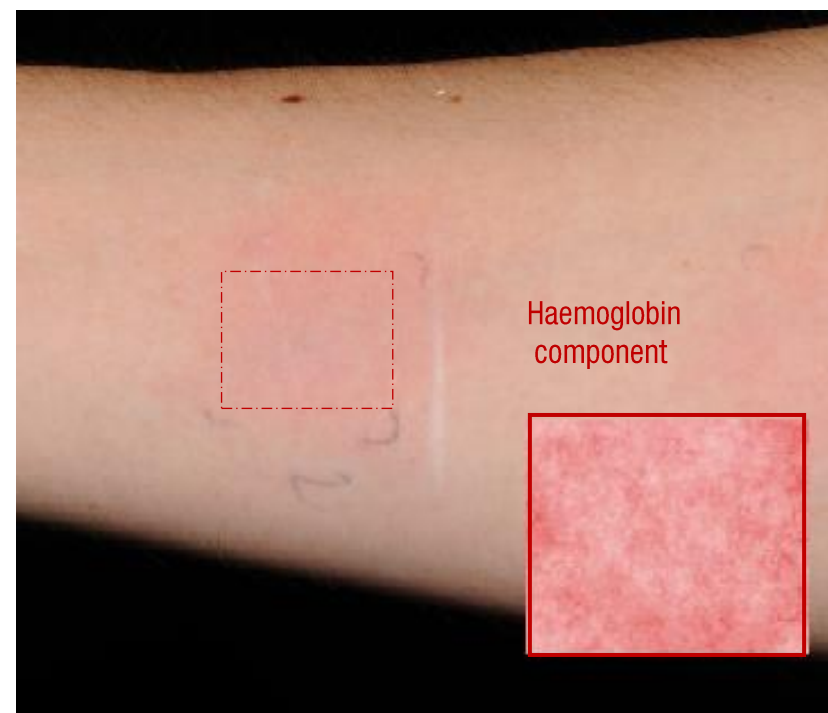
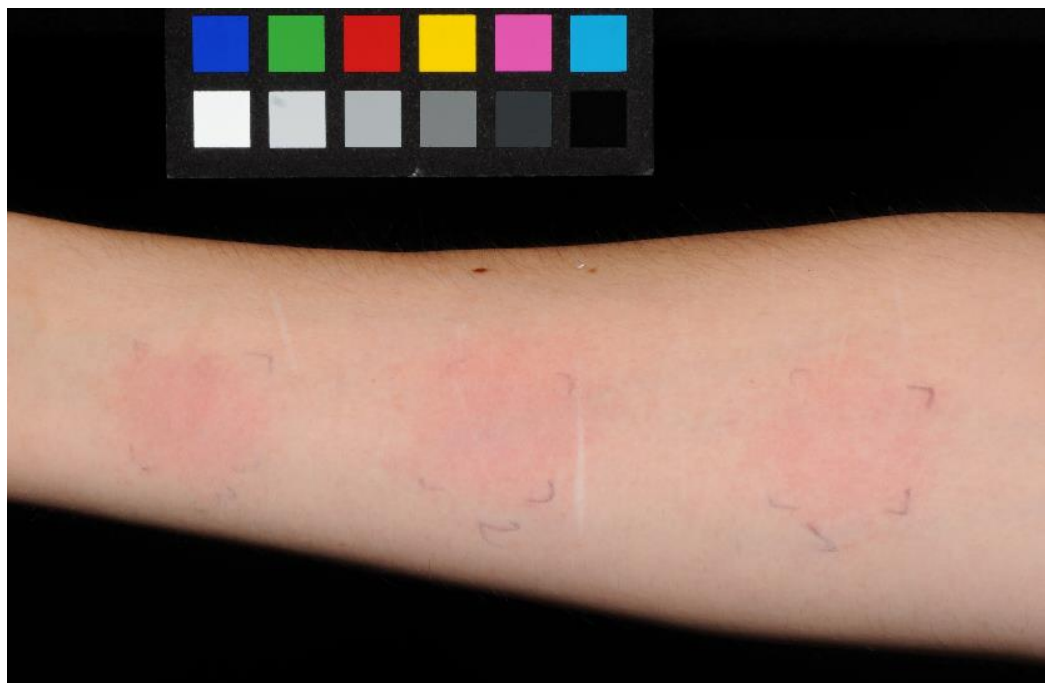
C-CUBE



Body claims

Soothing effect

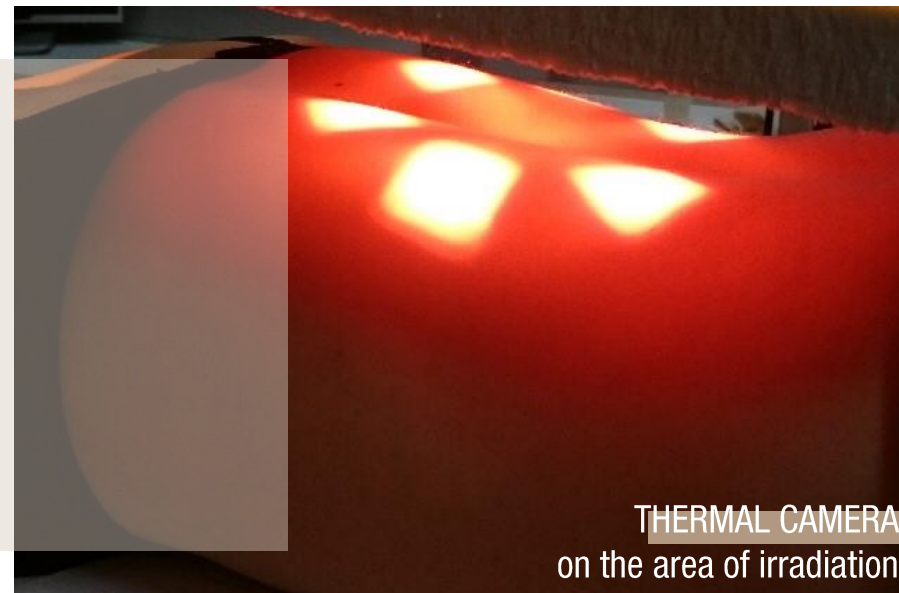
IMAGE ANALYSIS: haemoglobin component analysis



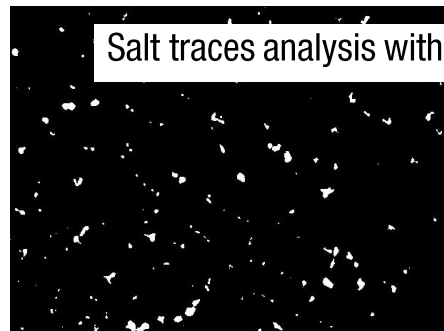
Body claims

Sun claims

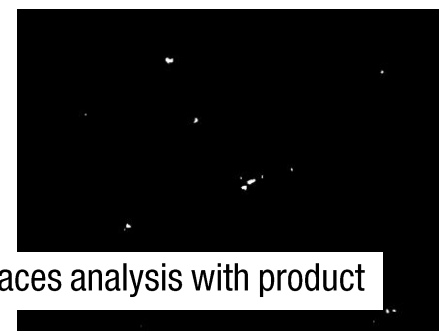
- SPF (partnership )
- Infra-red protection
- Anti-sticky sand
- Anti-sun cream traces
- Anti-salt traces



Salt traces analysis without product



Salt traces analysis with product

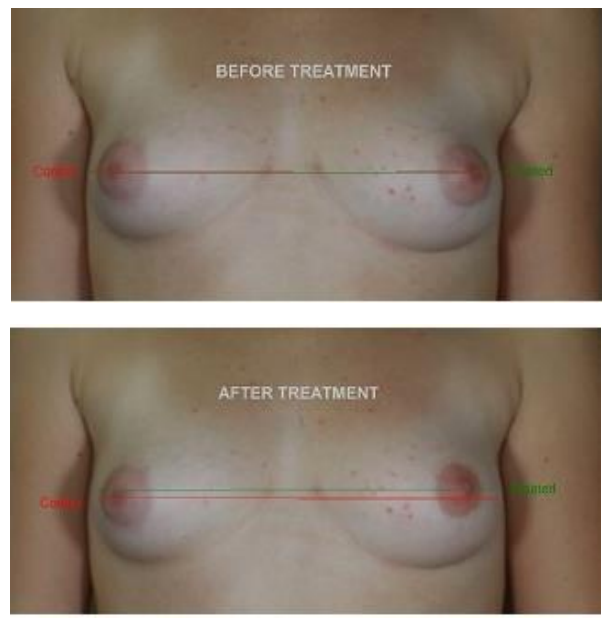


Body claims

Tensing & Uplifting effect of the bust

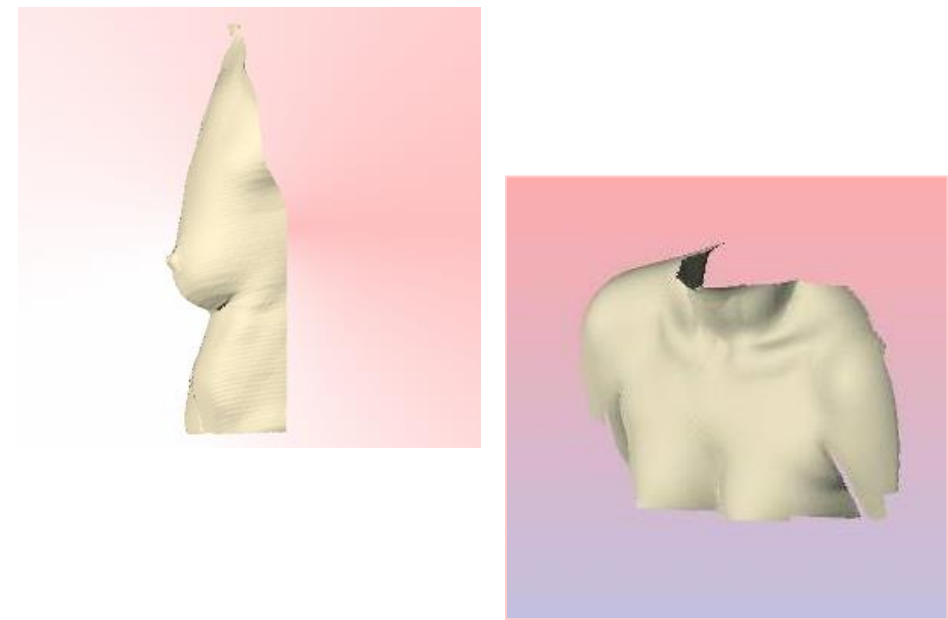
IMAGE ANALYSIS:

uplifting effect



FRINGE PROJECTION:

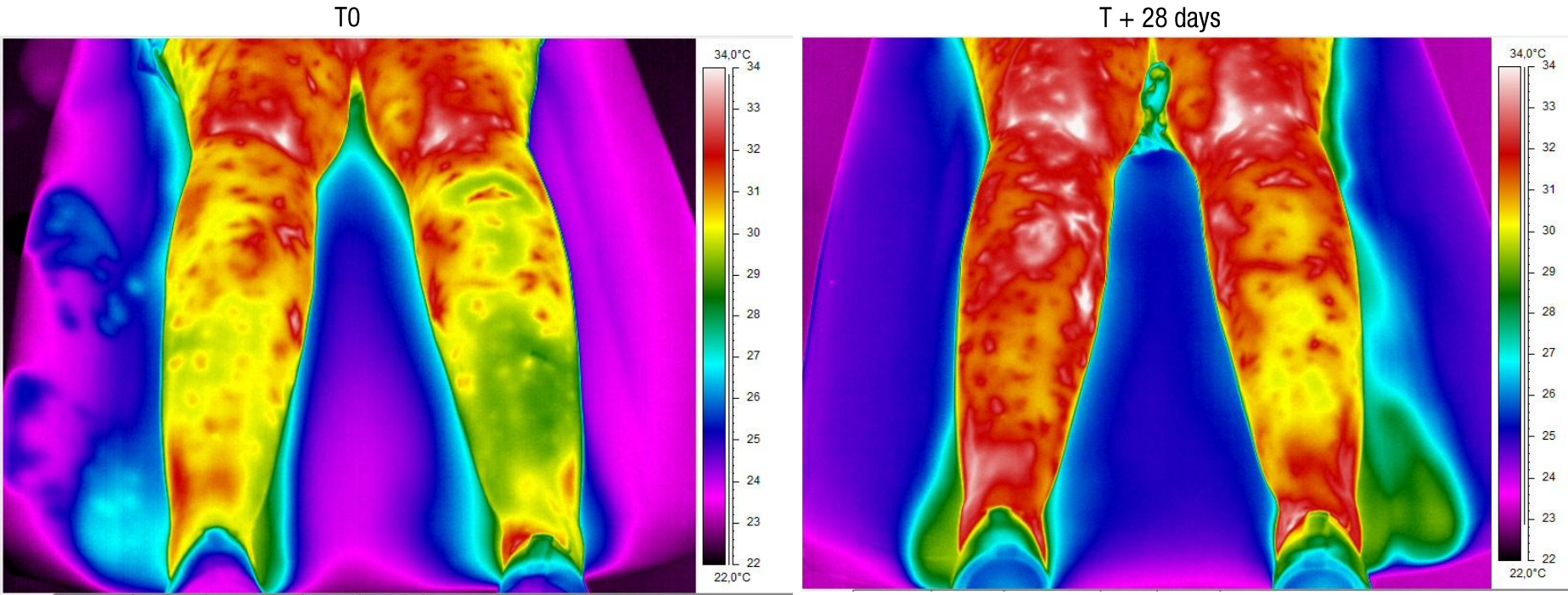
volumizing & uplifting effect



Body claims

Tired legs

THERMAL CAMERA

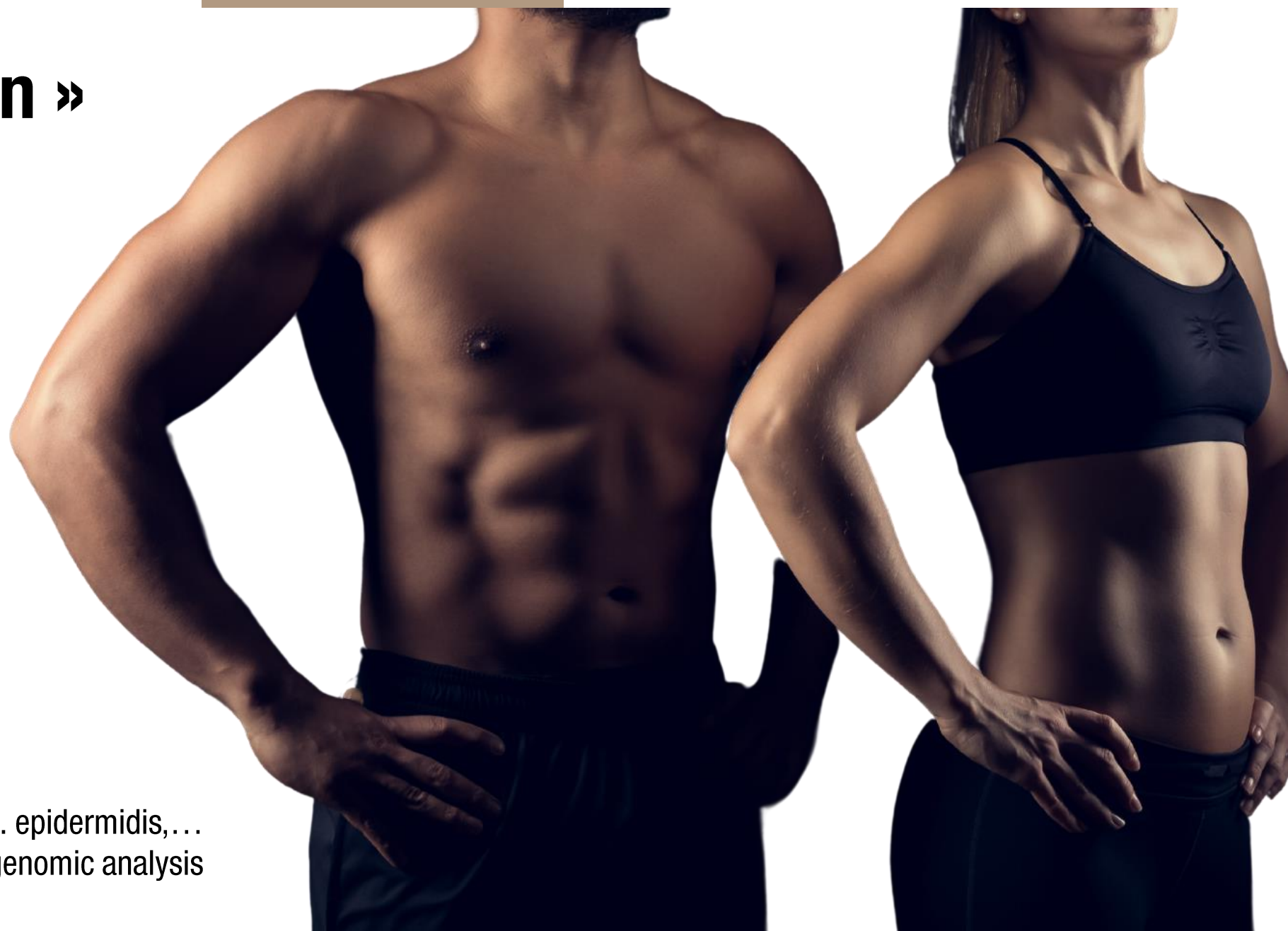


Body claims

« Healthy skin »

MICROBIAL IDENTIFICATION

C. acnes, Staph. aureus, Staph. epidermidis, ...
Metagenomic analysis



Body claims

« Antiperspirant »

DOSAGES OF ODORANT SUBSTANCES

- Standard sweating
- Emotional sweating / Social stress



Evaluating the efficacy
of your products
BODY

SPINCONTROL France SPINCONTROL Indonesia SPINCONTROL Asia SPINCONTROL North America SPINCONTROL India BIOEC

	Ballistometry / Cutometry / DTM	Biochemicals assays	Biopsy	Biopsy Genomic	Centimeter measurements	Chromameter / Mexameter / Spectrocolorimeter	Clinical evaluation	Corneometer / Moisturemeter / Moisturmap / Novameter	Cyanoacrylate	D'squame®	D-squame Genomic	Doppler	Dynaskin®	Electronic microscopy	Expert sniffer	Fringe projection 3D	Illustrative photography	Image analysis	Impecanemetry	Laser thermometer	RAMAN	Self assessment / Consumer test	Siascope	SkinEvidence	Skin pH meter	Thermal camera	TEWL	Ultrasound imaging	Vivascope																
Anti stretch marks							<div><div></div><div></div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div><div></div><div></div></div>				
Anti dimples	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>										
Anti heavy legs												<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>							
Anti-inflammatory		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>																	
Anti-itching							<div><div></div><div></div><div></div><div></div></div>																<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>																					
Anti-oxydant		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>											<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Anti-pollution		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>											<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Deodorant long lasting		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>												<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Exfoliating		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Firmness / Elasticity	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>						<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Hair removing efficacy						<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>											<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>											
Hand whitening						<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>											
Heating effect												<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>									
Moisturising			<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>							
Slimming					<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>					<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>													
Under arm whitening						<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>											<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>												
Under arm skin pH							<div><div></div><div></div><div></div><div></div></div>											<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>												
Uplifting & volume of the bust							<div><div></div><div></div><div></div><div></div></div>										<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>												
Cooling																		<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div><div></div></div>												



HAIR CLAIMS

- Anti-dandruff effect
- Anti frizzy
- Anti grey hair
- Anti hair loss
- Anti-sebum effect
- Color protection
- Combing effect
- Dryness / Moisturizing
- Eco-responsible cosmetics
- Growth
- Hair sheen
- Heat protective effect
- Keratin quantification
- Permeability
- Pollution
- Salt-Chlorine-Sand Protection
- Smoothing effect
- Split ends
- Straightening effect
- Styling / Fixation effect
- Thickening
- UV protection
- Volumizing / Thinning effect

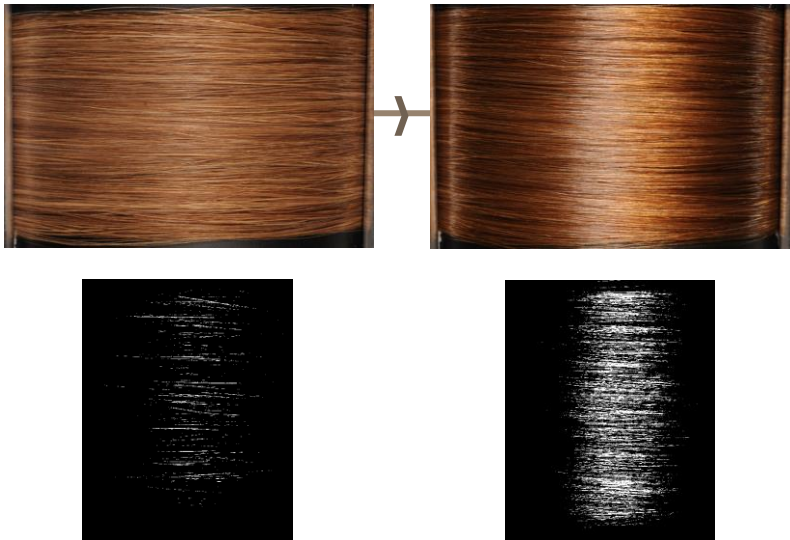


Hair claims

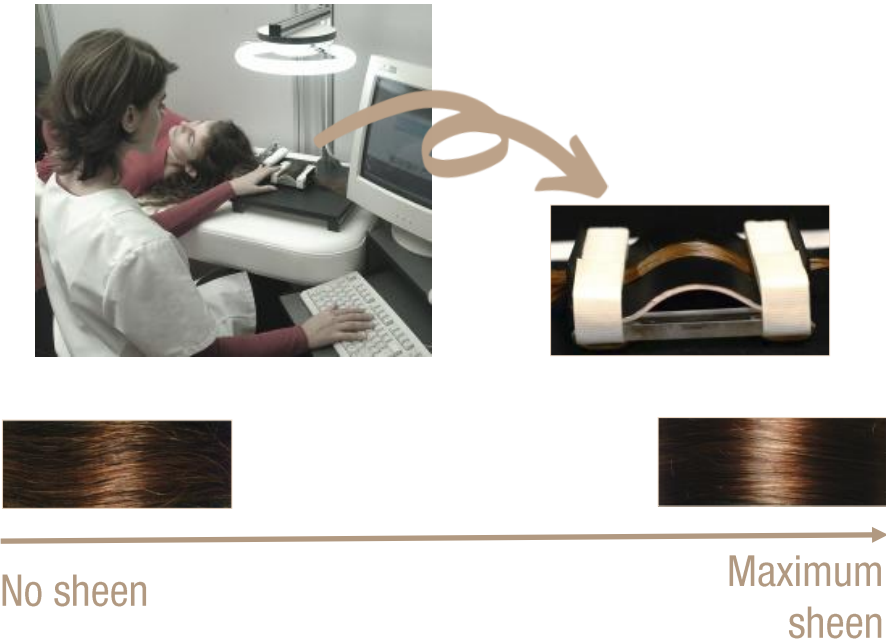
Hair sheen

IMAGE ANALYSIS

Specific protocol of damage/dull hair



EXPERTS GRADING



Hair claims

Growth speed

CENTIMETER MEASUREMENT



T0



Tn

Hair claims

Anti hair loss

PHOTOTRICHOGRAM



Tn



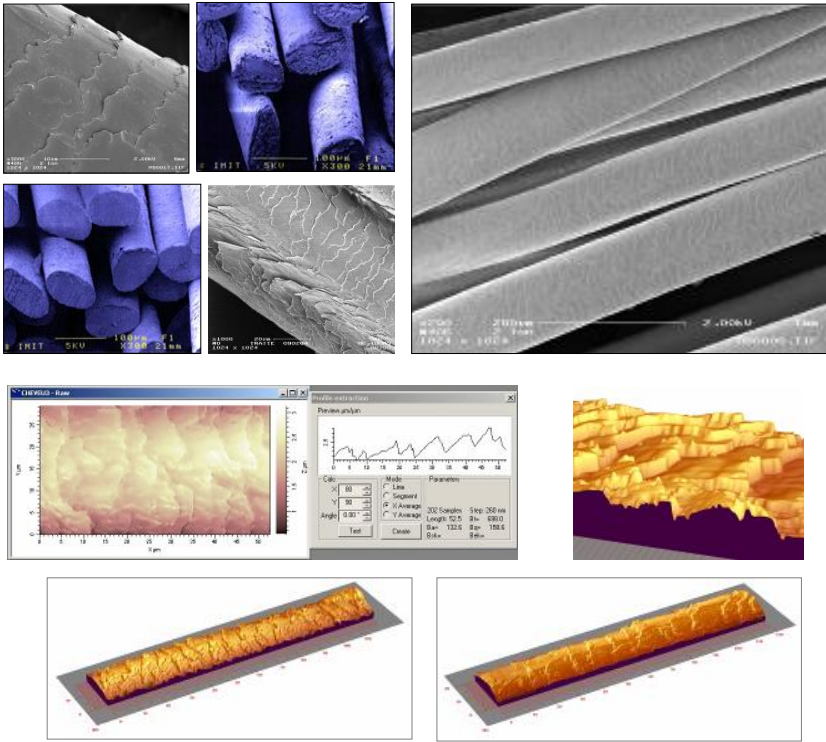
Tn + 48h



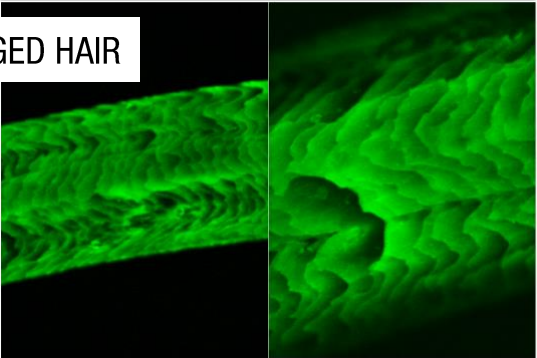
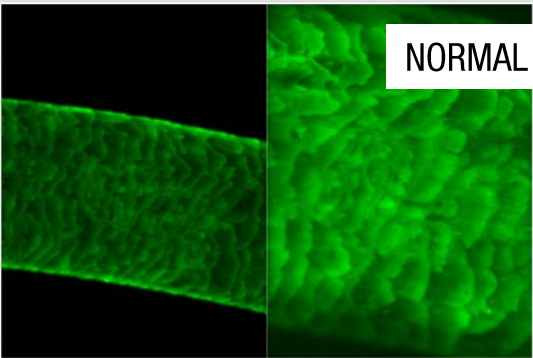
Hair claims

Smoothing effect

ELECTRONIC & INTERFEROMETRIC MICROSCOPY



X-FLUO



Partnership **kamax**
innovative system

Hair claims

Anti-breakage and split ends



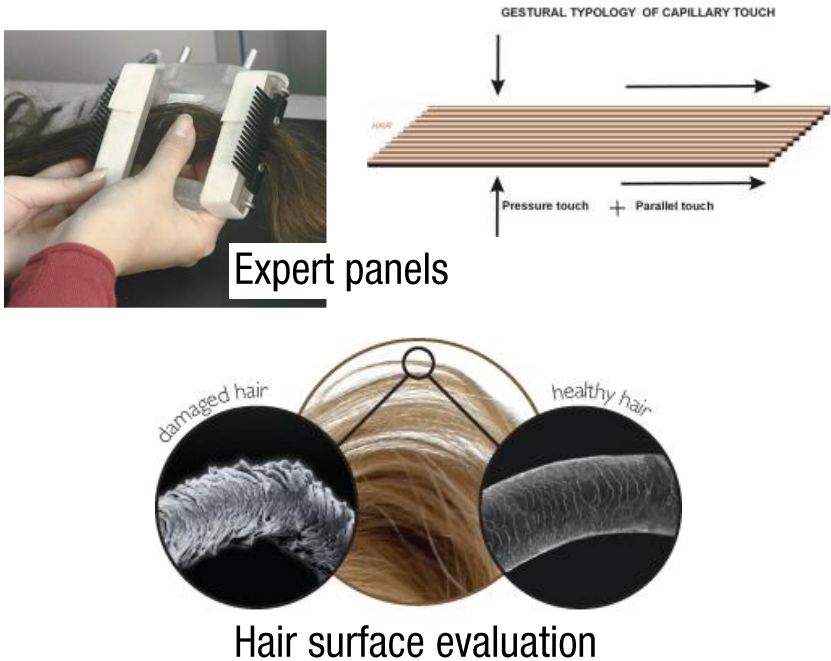
on natural hair tresses (Caucasian or Asian)



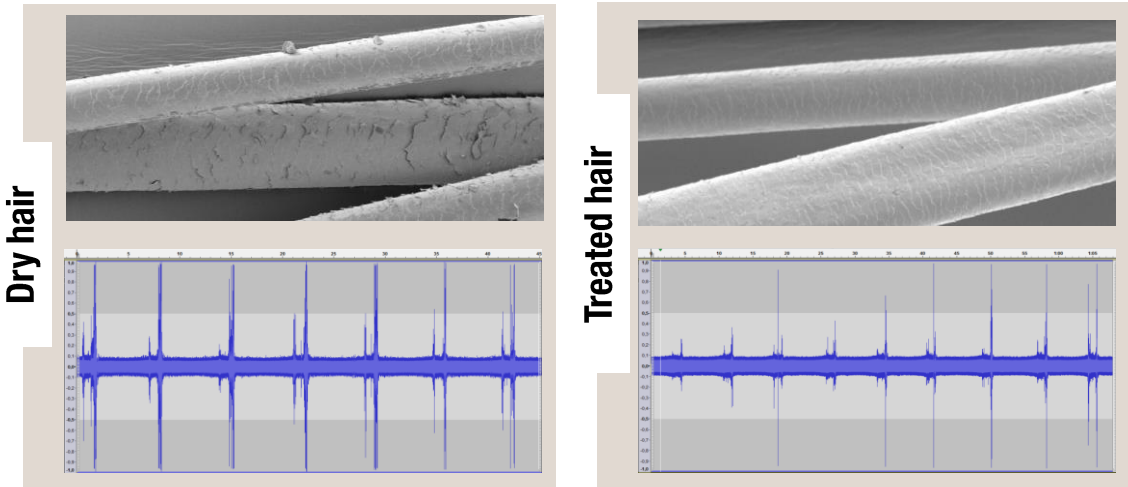
Hair claims

Dryness

SENSORIAL METROLOGY



« HAIR TUNE » protocol: *the sound of hair*

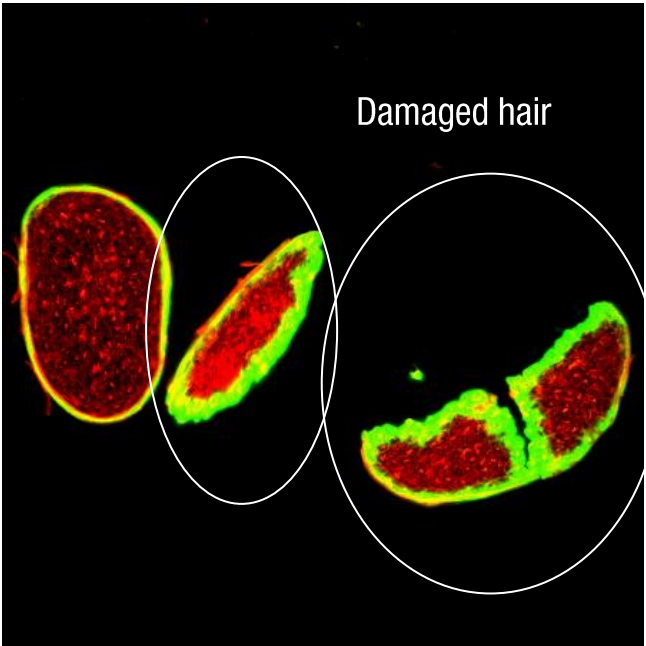
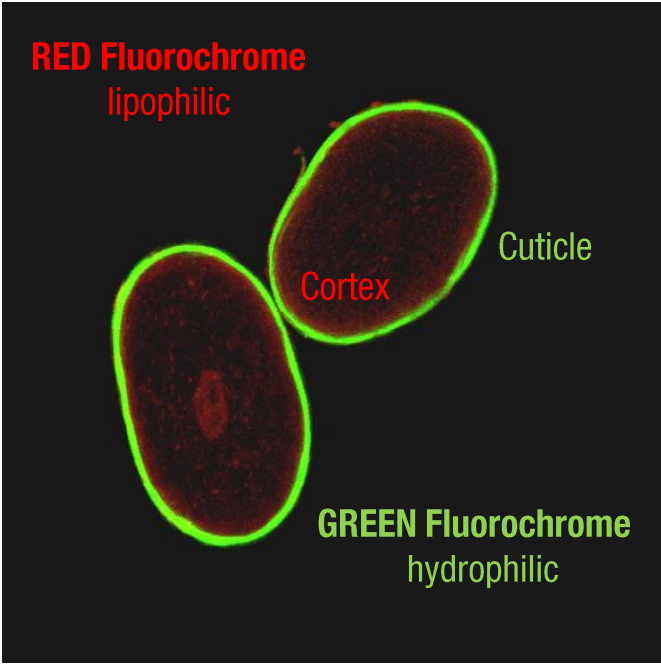




Hair claims

Permeability

CONFOCAL MICROSCOPY





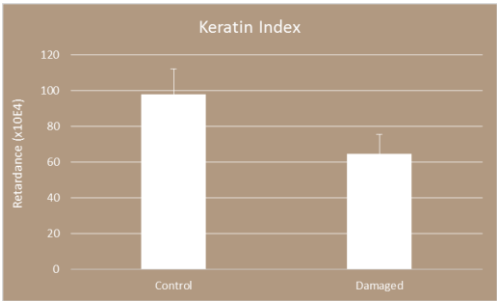
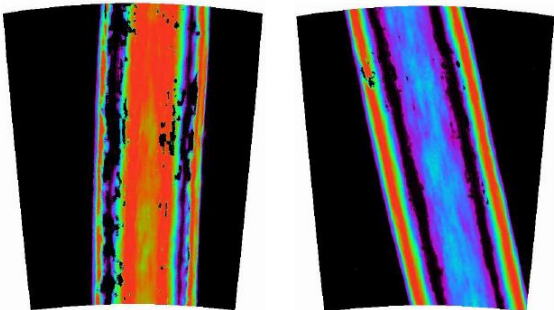
Hair claims

Keratin quantification

CONFOCAL MICROSCOPY

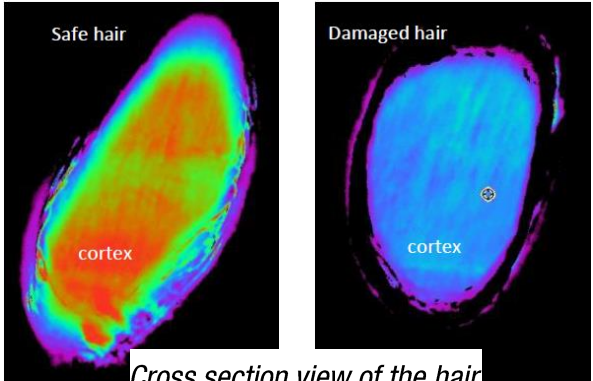
POLARIMETRIC SCANNER:

XPolar®



Partnership: KAMAX

K-INDEX



Images obtained using the k-index analysis of the hair structure



Partnership: Transderma Systems & KAMAX

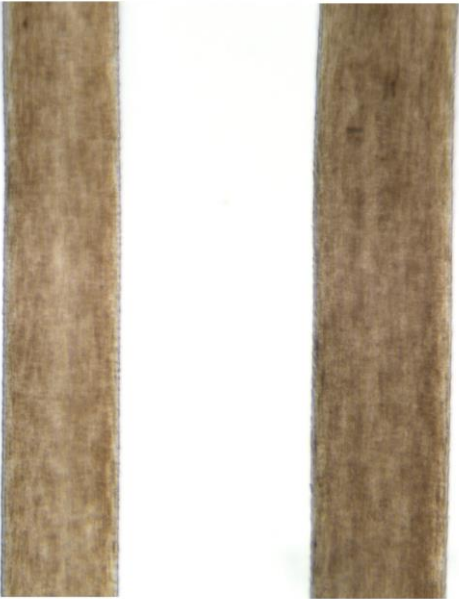
kamax
innovative system

Hair claims

Thickening

LED IMAGE ANALYSIS...

Caucasian hair



Before Treatment

After Treatment



... Available on Caucasian, Asian & African hair

Hair claims

Pollution

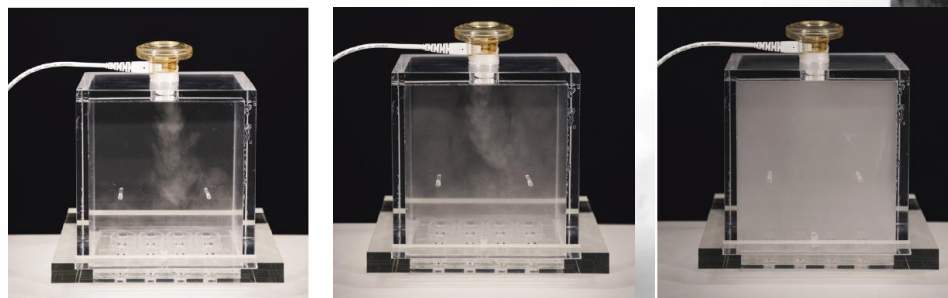
BIOCHEMICAL DOSAGES

QIMA
Life Sciences

- 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

POLLUBOX®

BIOEC



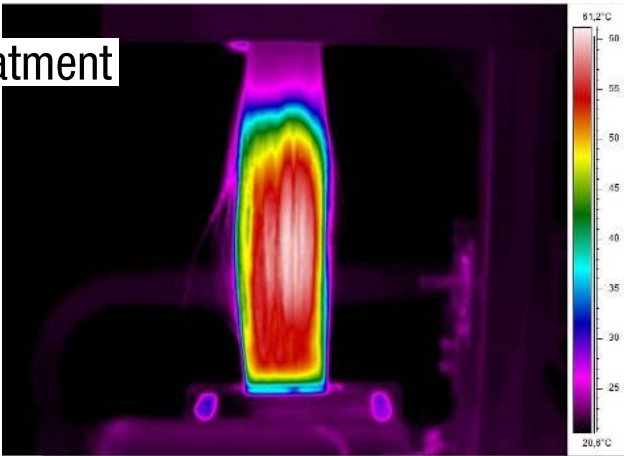
Hair claims

Heat protection effect

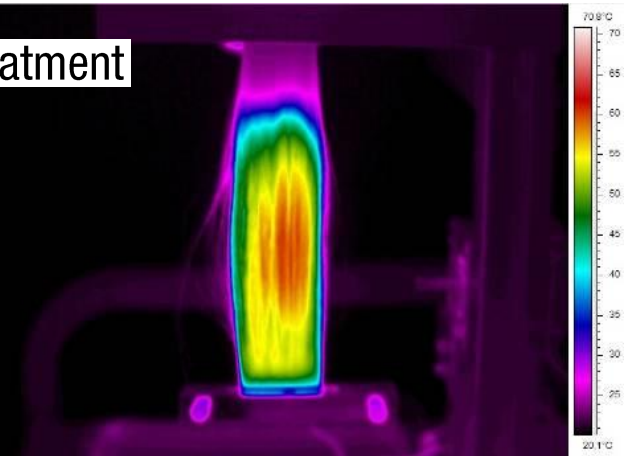
THERMAL CAMERA



Before treatment



After treatment



Hair claims

UV protection

BIOCHEMICAL DOSAGES

- Hair samples inside UV BOX : simulates the effects of sunlight with ultraviolet rays
- Dosage :
 - Total protein / Keratin

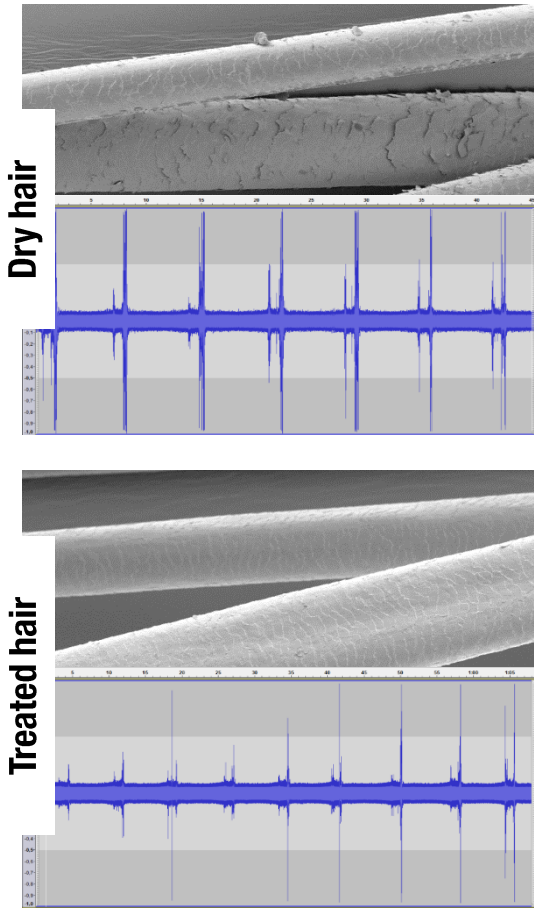




Hair claims

Salt-Chlorine-Sand Protection

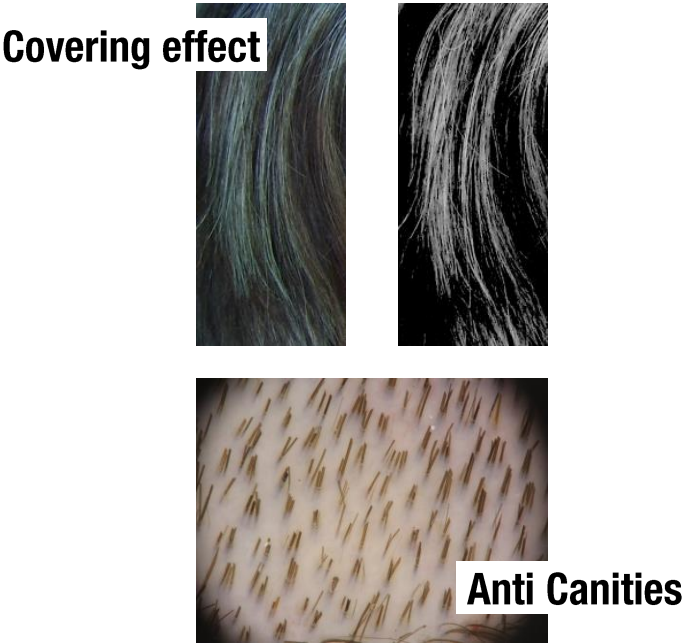
“HAIR TUNE”: *the sound of hair*



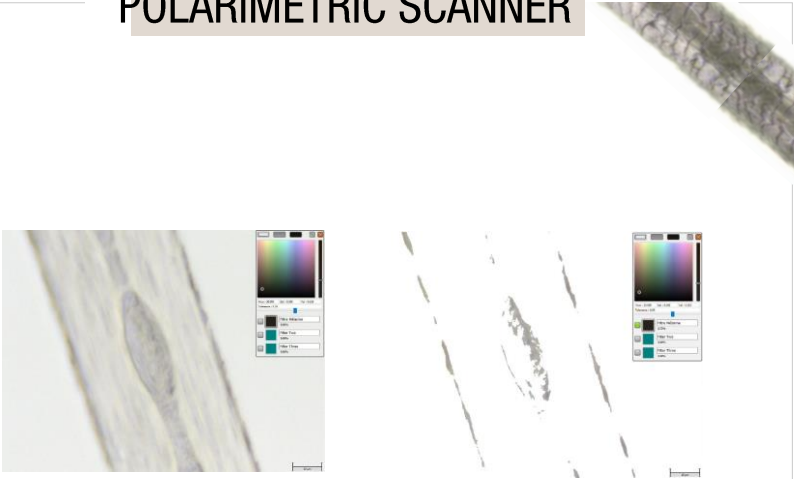
Hair claims

Anti grey hair

IMAGE ANALYSIS



POLARIMETRIC SCANNER



Melanin quantification

Partnership: **kamax**
innovative system



Hair claims

Anti Frizzy

IMAGE ANALYSIS



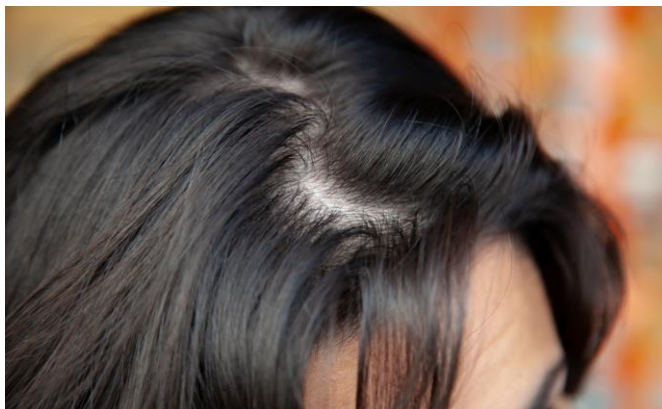
Controlled environment box (humidity & heat)

Hair claims

Scalp integrity

SEBUMETER

Anti-sebum effect



EXPERT / DERMATOLOGICAL EVALUATION



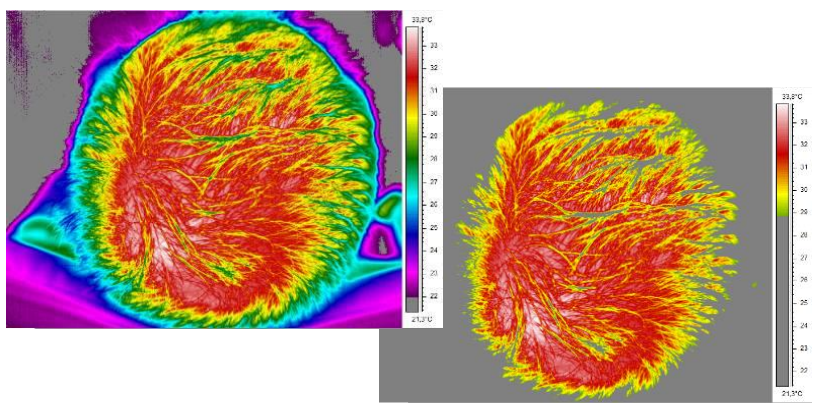
Anti-dandruff effect

Hair claims

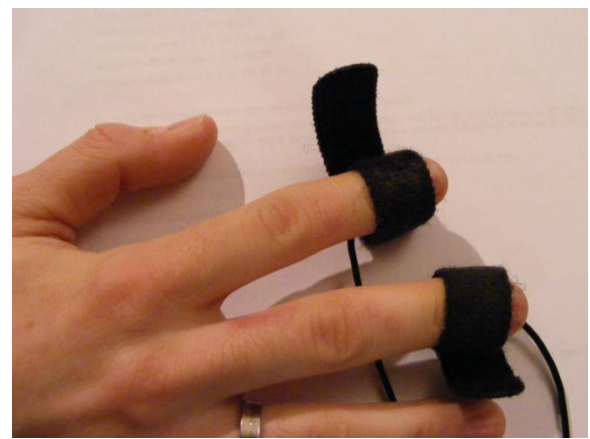
Scalp integrity

Soothing effect

THERMAL CAMERA



GALVANIC SKIN RESPONSE



IMPLICIT TEST



... & SELF PERCEPTION QUESTIONNAIRE & PSYCHOMETRIC QUESTIONNAIRES

Hair claims

Combing effect

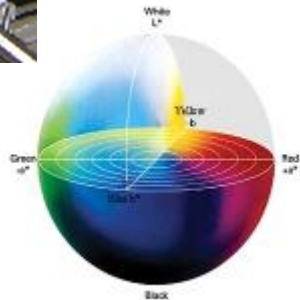
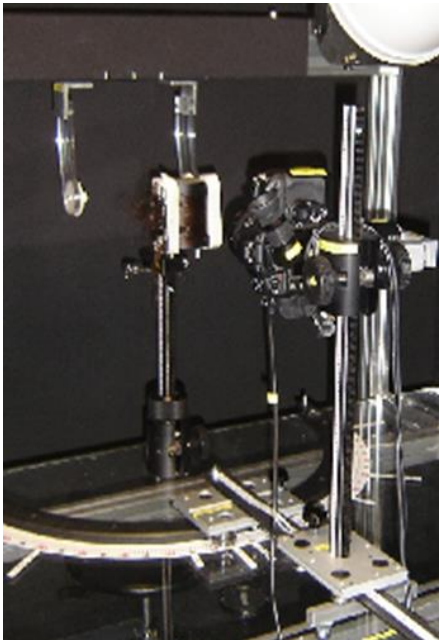
HAIR TUNE



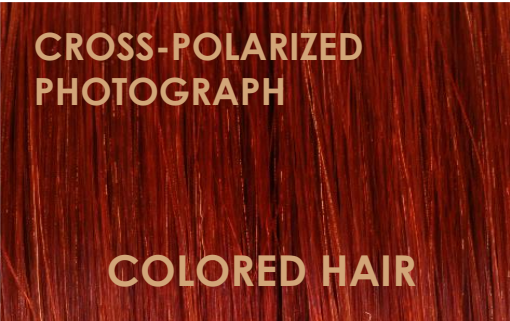
Hair claims

Color protection

IMAGE ANALYSIS



$E\Delta$



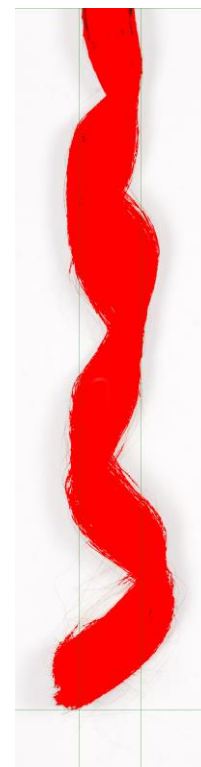
Hair claims

Styling / Fixation effect

IMAGE ANALYSIS



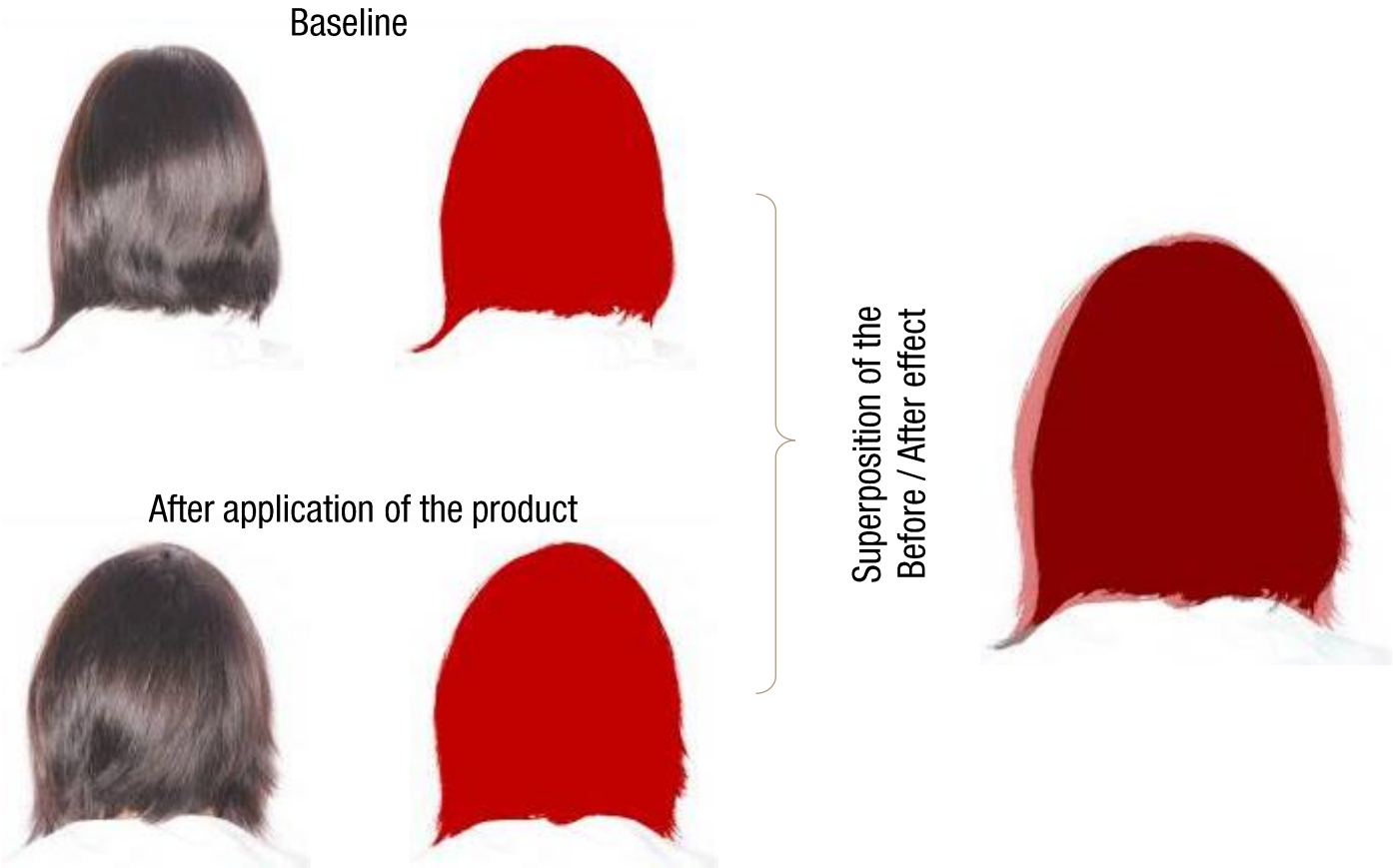
Standardized
curling



Hair claims

Volumizing effect

IMAGE ANALYSIS



Hair claims

Eco-responsible cosmetics

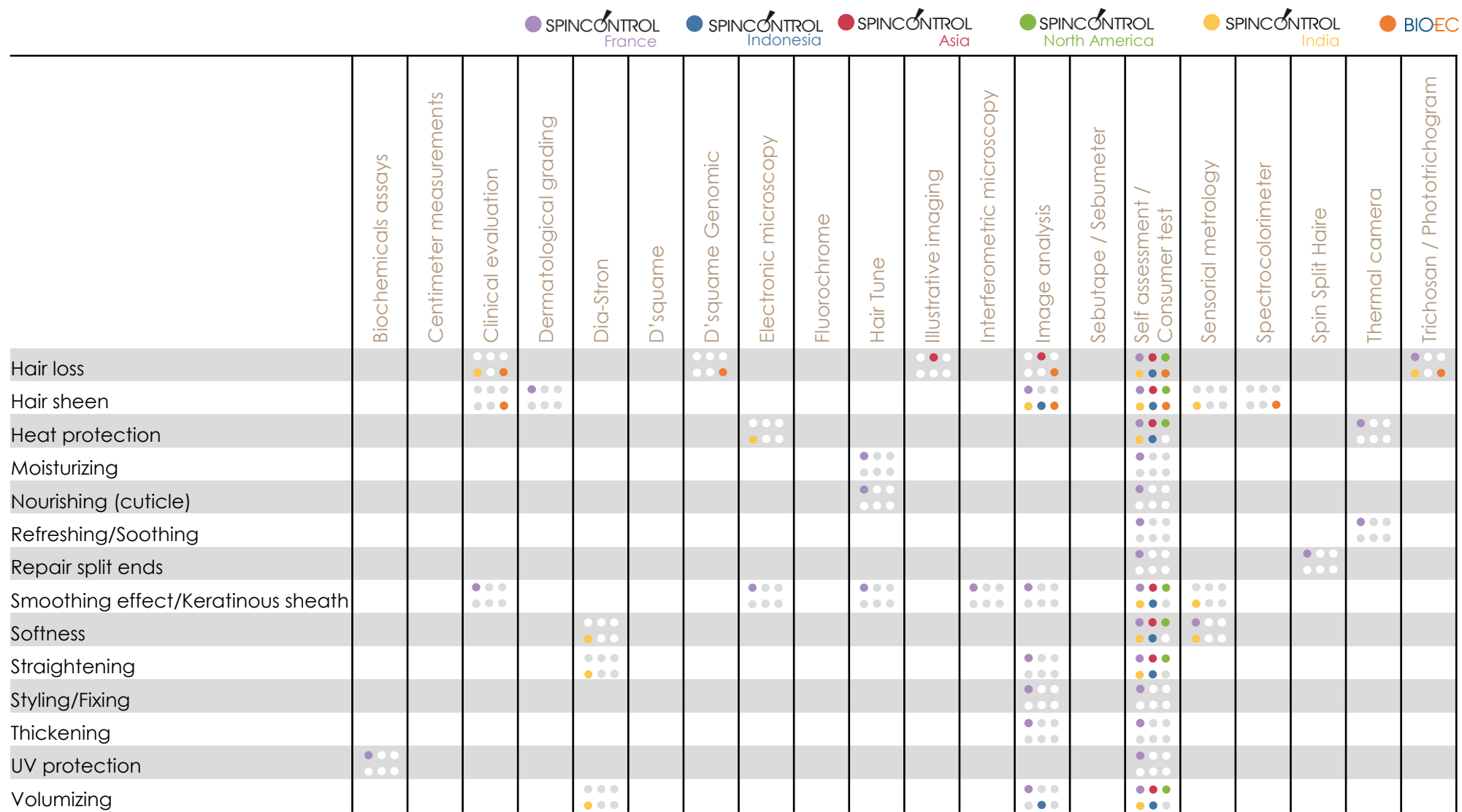
RINSABILITY

- Rinse water collection
- Rinse speed



Evaluating the efficacy of your products HAIR CARE

	Biochemicals assays	Centimeter measurements	Clinical evaluation	Dermatological grading	Dia-Stron	D'squame	D'squame Genomic	Electronic microscopy	Fluorochrome	Hair Tune	Illustrative imaging	Interferometric microscopy	Image analysis	sebutape / Sebumeter	Self assessment / Consumer test	Sensorial metrology	Spectrocolorimeter	Spin Split Haire	Thermal camera	Trichosan / Phototrichogram
Anti breakage / Strengthening effect																				
Anti canitie																				
Anti frizz																				
Anti hair damage																				
Anti pollution																				
Anti salt/sand/chlore																				
Anti sebum																				
Color protection																				
Combing effect																				
Covering effect (grey hair)																				
Curling																				
Dandruff																				
Deep nourishing																				
Growth speed																				



FACE CLAIMS - BODY CLAIMS - HAIR CLAIMS - **MAKE UP**



MAKE UP



MAKE-UP REMOVAL

MASCARA
Curling - Lengthening – Separation - Volume - Waterproof

FOUNDATION
Complexion homogeneity - Covering effect - Matifying effect

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

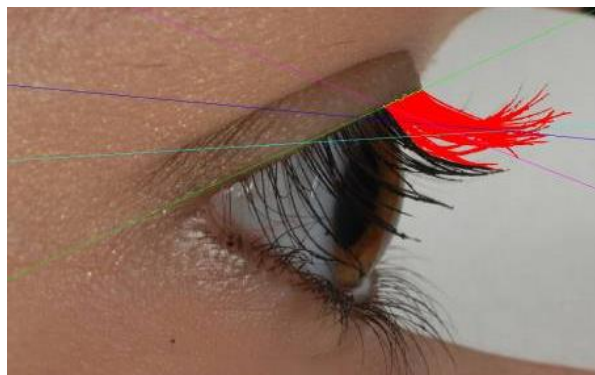
NAILPOLISH
“Streakfree” effect - Lasting duration

Make up claims

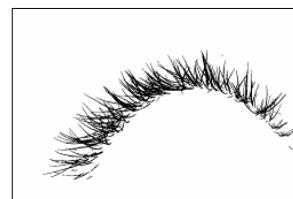
Mascara

IMAGE ANALYSIS

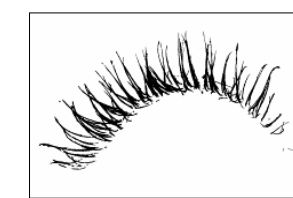
- Curling
- Lengthening
- Volumizing
- Separation
- Lash density



BEFORE



AFTER

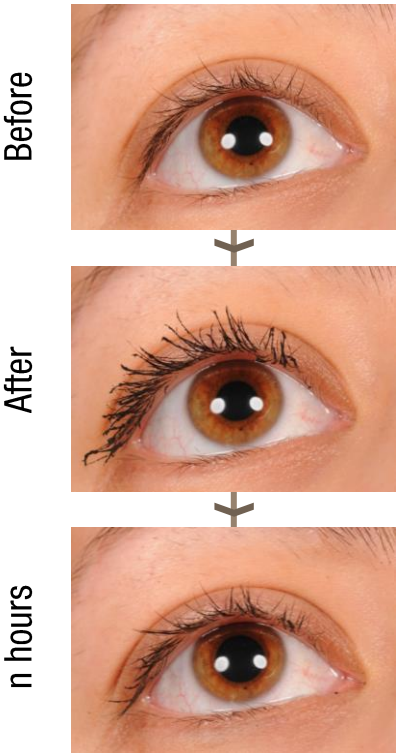


Make up claims

Mascara

CLINICAL EVALUATION

Long lasting effect



Waterproof/water resistant effect



Mascara flakes

Mascara smudges



Make up claims

Foundation

IMAGE ANALYSIS

Covering effect

Complexion homogeneity



Before

After

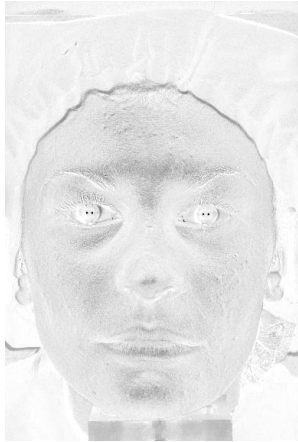
Matifying effect



Parallel polarized
photograph



Cross-polarized
photograph



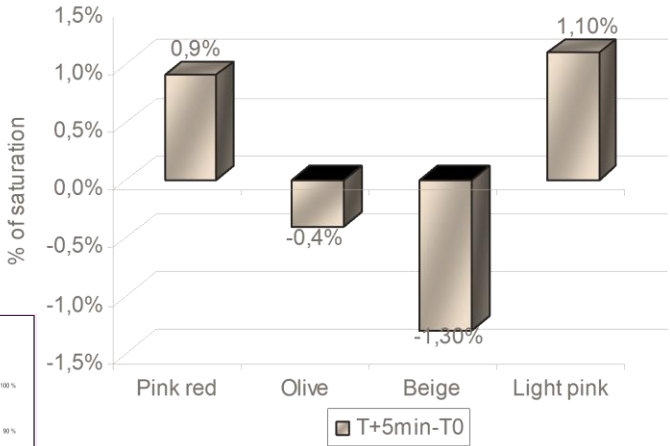
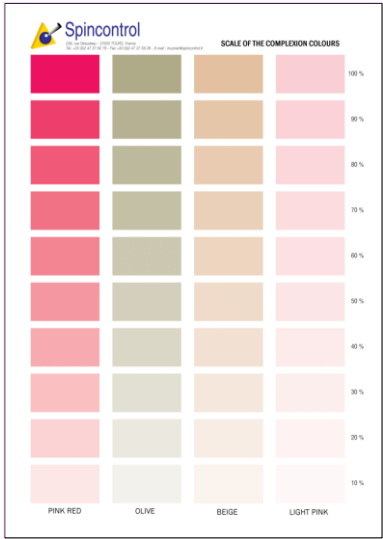
Difference between grey level
photographs = only the skin
shininess (negative image)

Make up claims

Foundation

CLBT METHOD

Radiance



Make up claims

Foundation

CLINICAL EVALUATION on photos

Long lasting effect



Before



After



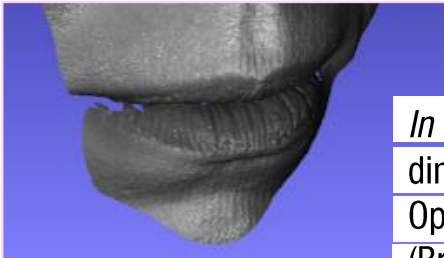
n hours

Make up claims

Lipstick

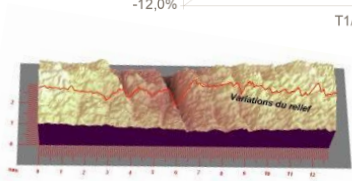
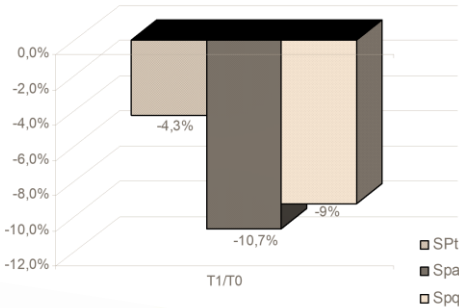
FRINGE PROJECTION

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.



CORNEOMETER & IMAGE ANALYSIS

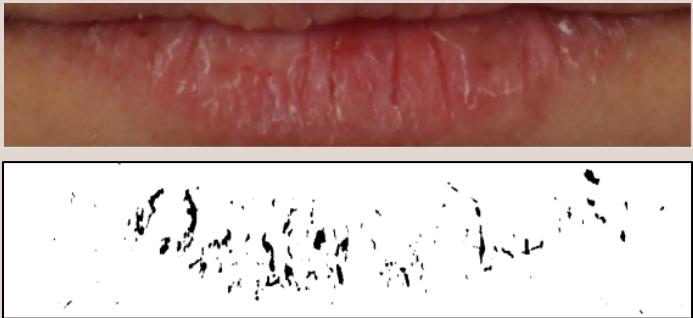
Moisturizing effect

CORNEOMETER



Acquisition on lips





IMAGE ANALYSIS



Make up claims

Lipstick

CLINICAL EVALUATION on photos

Long lasting effect	Shininess <i>mirror or wet effect notation</i>		
	Shininess <i>gloss rating</i>		
	Color homogeneity		
	Migration		
	Color intensity		

Make up claims

Nailpolish

FRINGE PROJECTION

roughness evaluation (on replicas)

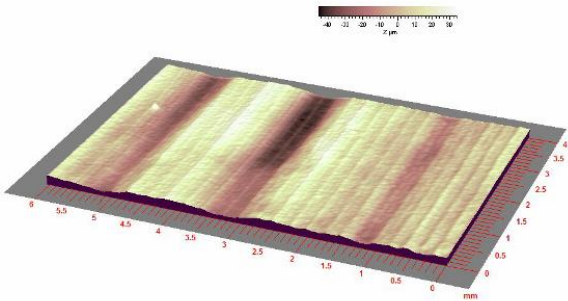


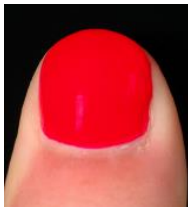
IMAGE ANALYSIS

growth measurements

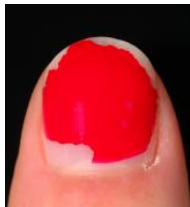


CLINICAL EVALUATION

wear & chipping measurements



Scale 0 to 8

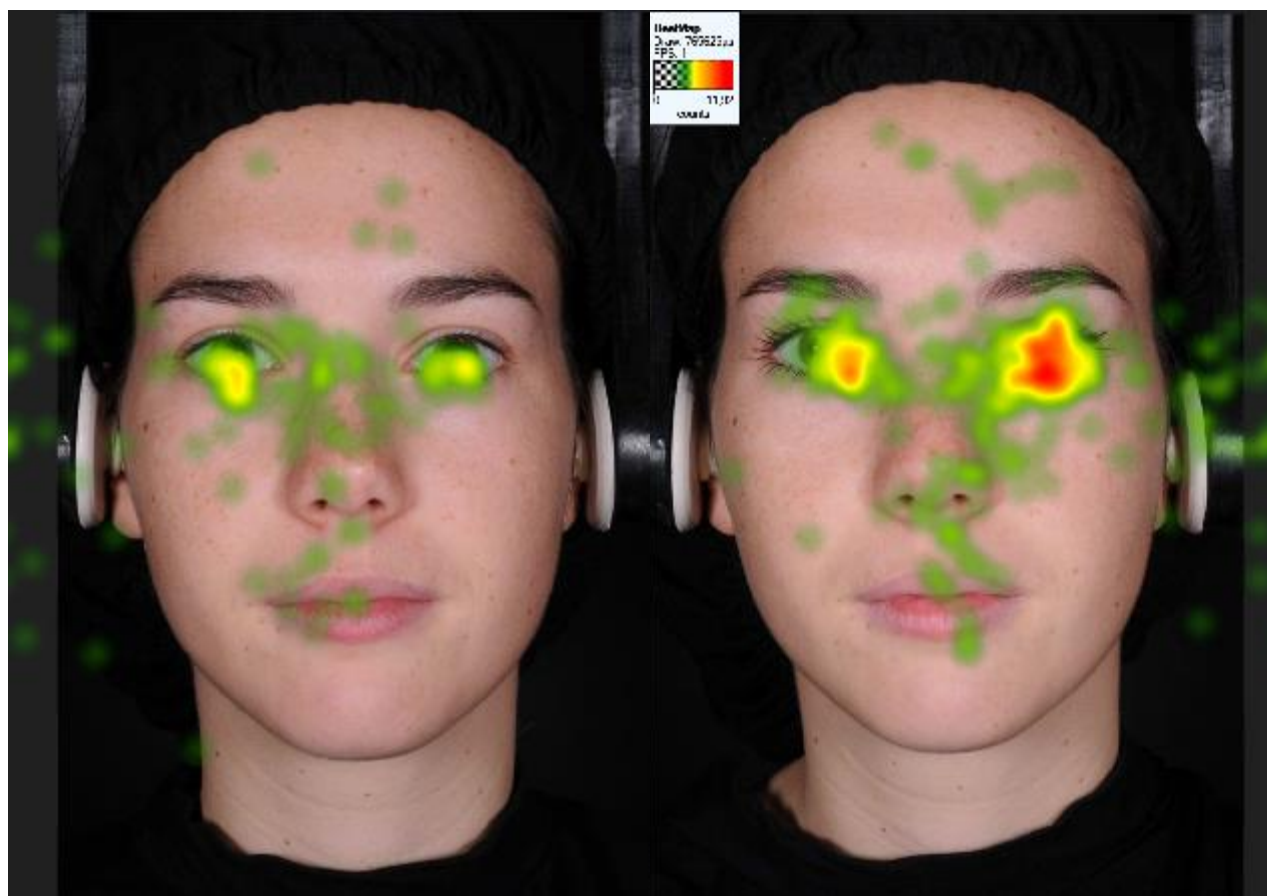


Make up claims

Make-up perception

EYE-TRACKING

Make-up Impact



Without make-up

With make-up

Make up claims

Make-up removal

IMAGE ANALYSIS



Mascara – Lipstick – Foundation ...

	Clinical evaluation	Corneometry	Cutometer	Fringe projection	Image analysis	Sebumeter / Sebutape	Self assessment / Consumer test	Siascope	Spectrocolorimeter
Eyeliner/Khôl/Kajal "Lasting duration"	●●●●●						●●●●●		
Eyeliner/Khôl/Kajal "Smudge proof effect"	●●●●●						●●●●●		
Eyeliner/Khôl/Kajal "Transferproof effect"	●●●●●						●●●●●		
Eyeliner/Khôl/Kajal "Waterproof effect"	●●●●●						●●●●●		
Foundation & powder "Complexion homogeneity"	●●●●●				●●●●●		●●●●●		
Foundation & powder "Covering effect"	●●●●●				●●●●●		●●●●●	●●●●●	●●●●●
Foundation & powder "Mattifying effect"	●●●●●				●●●●●	●●●●●	●●●●●		
Foundation "Lasting duration"	●●●●●				●●●●●		●●●●●		
Lipstick "Streak effect"	●●●●●						●●●●●		
Lipstick "Sheen"	●●●●●				●●●●●		●●●●●		
Lipstick "Relief" nourishing and plumping	●●●●●		●●●●●	●●●●●	●●●●●		●●●●●		●●●●●
Lipstick "Lasting duration"	●●●●●				●●●●●		●●●●●		
Lipstick "Moisturizing"	●●●●●	●●●●●			●●●●●		●●●●●		
Make-up removal	●●●●●				●●●●●		●●●●●		●●●●●
Mascara "Curling effect"	●●●●●				●●●●●		●●●●●		
Mascara "Eye opening"	●●●●●				●●●●●		●●●●●		
Mascara "Lasting duration"	●●●●●				●●●●●		●●●●●		
Mascara "Lengthening effect"	●●●●●				●●●●●		●●●●●		
Mascara "Separation effect"	●●●●●				●●●●●		●●●●●		
Mascara "Volume effect"	●●●●●				●●●●●		●●●●●		
Mascara "Waterproof effect"	●●●●●				●●●●●		●●●●●		
Nail polish "Lasting duration"	●●●●●			●●●●●	●●●●●		●●●●●		●●●●●
Nail polish "Streakfree effect"	●●●●●			●●●●●	●●●●●		●●●●●		●●●●●

| 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 I and IIA)
- Assistance in submitting to the Independent Ethic Committee (CEI) and the ANSM



Biomedical studies

Food supplements allegations



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



EMOTIONAL CLAIMS

In partnership with Emospin



- **Consumer behaviour**

- **Sleep analysis**

- **Well-being/Emotions**

(ex : relaxation, dynamising effect)

*“Our emotions often dictate
our decisions”*

Emotional claims



Expertise and services

**WHY EMOTION?**

- Efficacy tests
- Emotional design
- Consumer behavior / Decision making
- Research

**FOR WHO?**

- Cosmetics
- Food industry
- Transport industry
- ...

■ 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)



Emotional claims

How to access emotions?



COGNITION

Psychometric measures



BEHAVIOUR

Behavioral / ethological analysis



PHYSIOLOGICAL

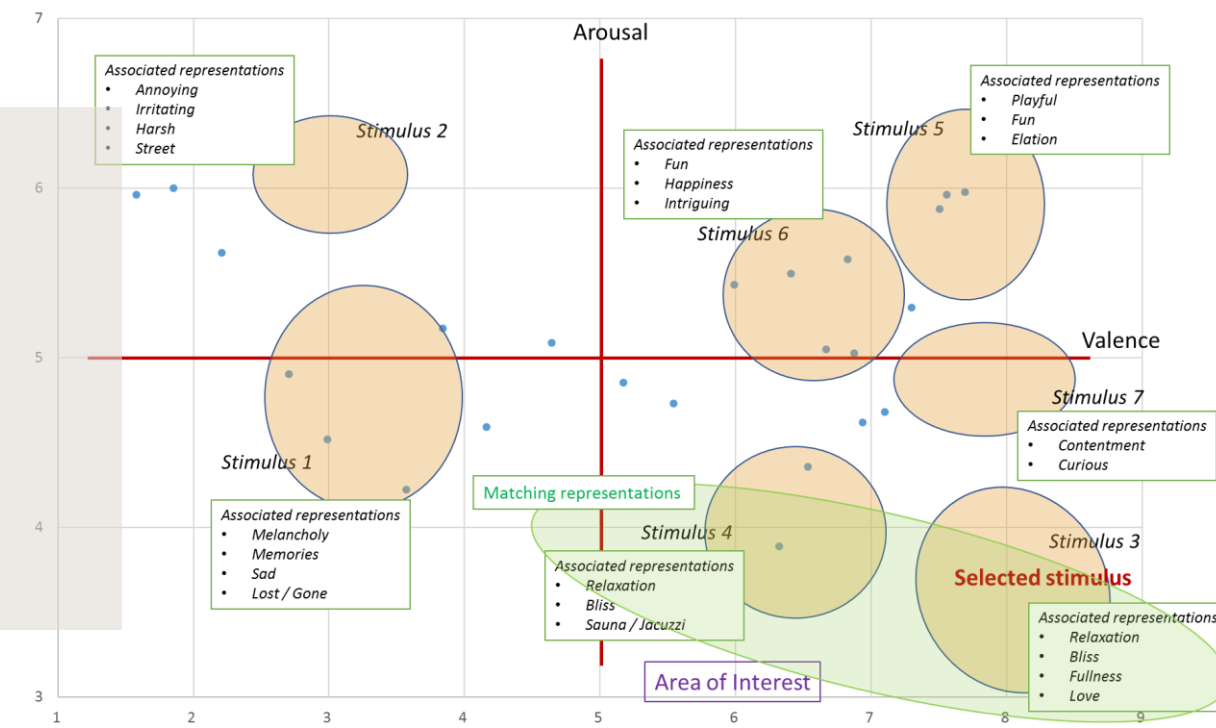
Visceral component



Emotional claims

Verbal methods

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



Factorial correspondence analysis after hierarchical classification – specifif terms / class

Emotional claims

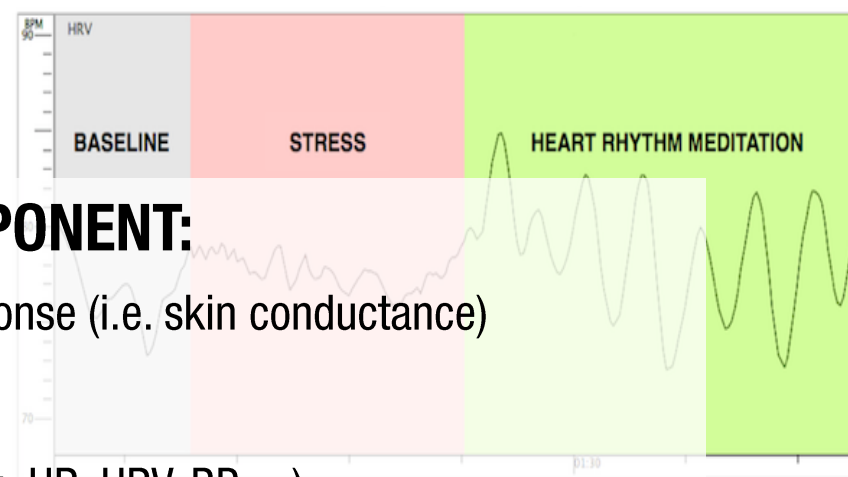


Psychophysiological methods



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





Emotional claims

Behavioral methods



Posture



Gesture



Facial expression



Eye Tracking

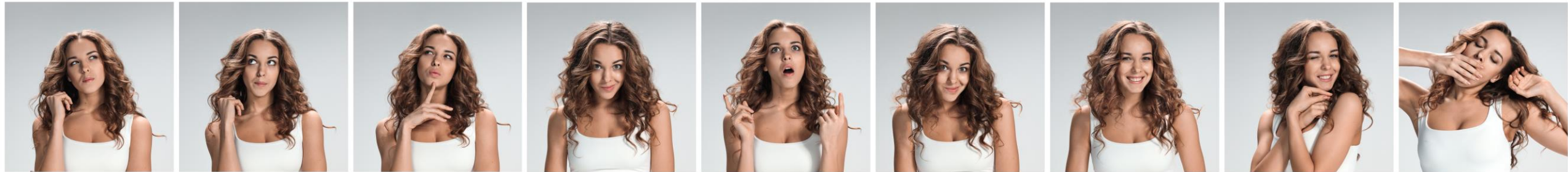


Specific act



Vocalizations

BEHAVIORAL ANALYSIS





Emotional claims

Specific methods

MIRROR TEST

Behavioral and psychometric approach
Auto & Allo perception evaluation

Attest and quantify the anti-ageing « emotional » benefits of products because chronological age is important, but the subjective age has a stronger effect





Emotional claims

Specific methods

EMOSIGN®**Provide emotional signature of your product...**

In addition to sensorial mapping to understand affordance processes





Emotional claims

Specific methods

EMOIM®

Test your product by emotional 3D immersion





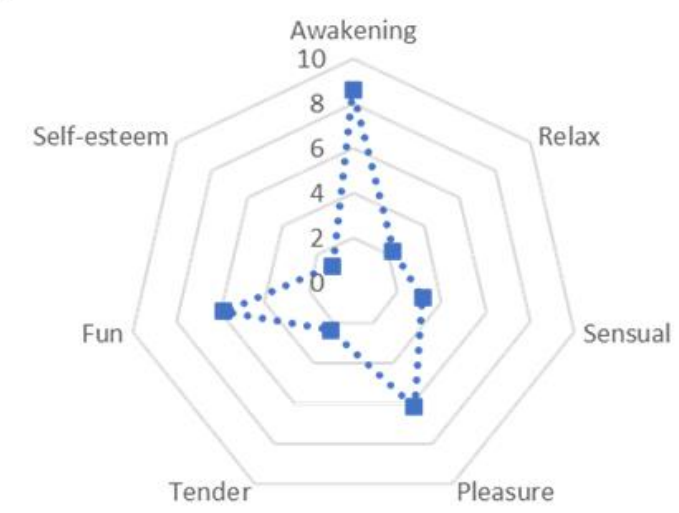
Emotional claims

Specific methods

EMOCHAR®

Emotional characterization created by Emospin, scoring 7 main positive emotional :

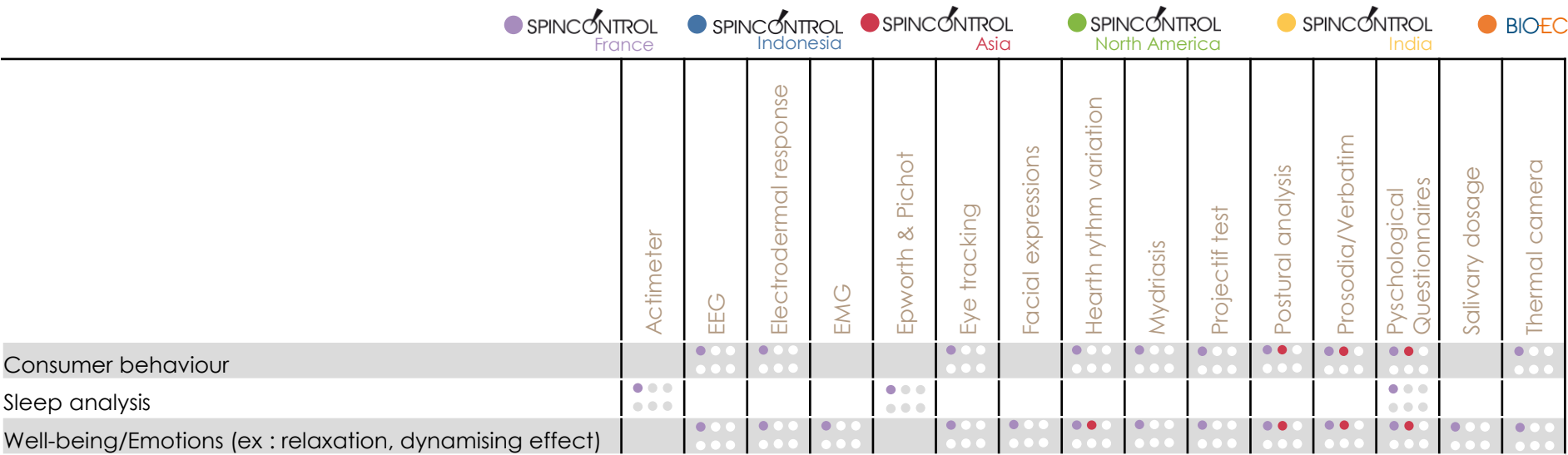
- **Awakening:** focus, attention, stimulation
- **Relax:** serenity, relaxation, appeasing
- **Sensuality:** arousing, sexy, erotic
- **Pleasure:** liking, “gourmand”, satisfaction
- **Tenderness:** gentleness, softness
- **Fun:** excitement, joy, enthusiasm
- **Self-esteem:** confidence, assurance



Awakening	Relax	Sensual	Pleasure	Tender	Fun	Self-esteem
8,56	2,23	3,13	6,20	2,36	5,86	1,16

So how to assess the emotional weight of this component in purchasing behavior and uses? This is the challenge that we have been entrusted for over 15 years by notorious names in the cosmetics and food industries. In partnership with specialists in psychology and neuroscience, we can explore pleasure and wellbeing associated with the use of skincare products, make-up, perfumes or tasting a glass of wine.

Emotions are complex processes difficult to directly apprehend. Therefore, we apply and develop objective analytical methods to consider the different components of emotion such as the affective sphere, the physiological sphere and the expressive sphere.



This multidimensional approach has allowed us to measure the impact of fragrances in a cosmetic cream, to explore the emotional dynamics in the use of make-up products or even to measure the importance to the consumer of the brand label on the packaging in an overall satisfaction and hedonic experience.

SPINCONTROL

THANK YOU



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🌐 www.spincontrol.fr