

# 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
- \* Recognized by the French Ministry as an innovative company

Cosmetics  
Food supplements  
Medical devices (I and IIa)





Behind Spincontrol

Fields of activities

Techniques & Claims

## 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



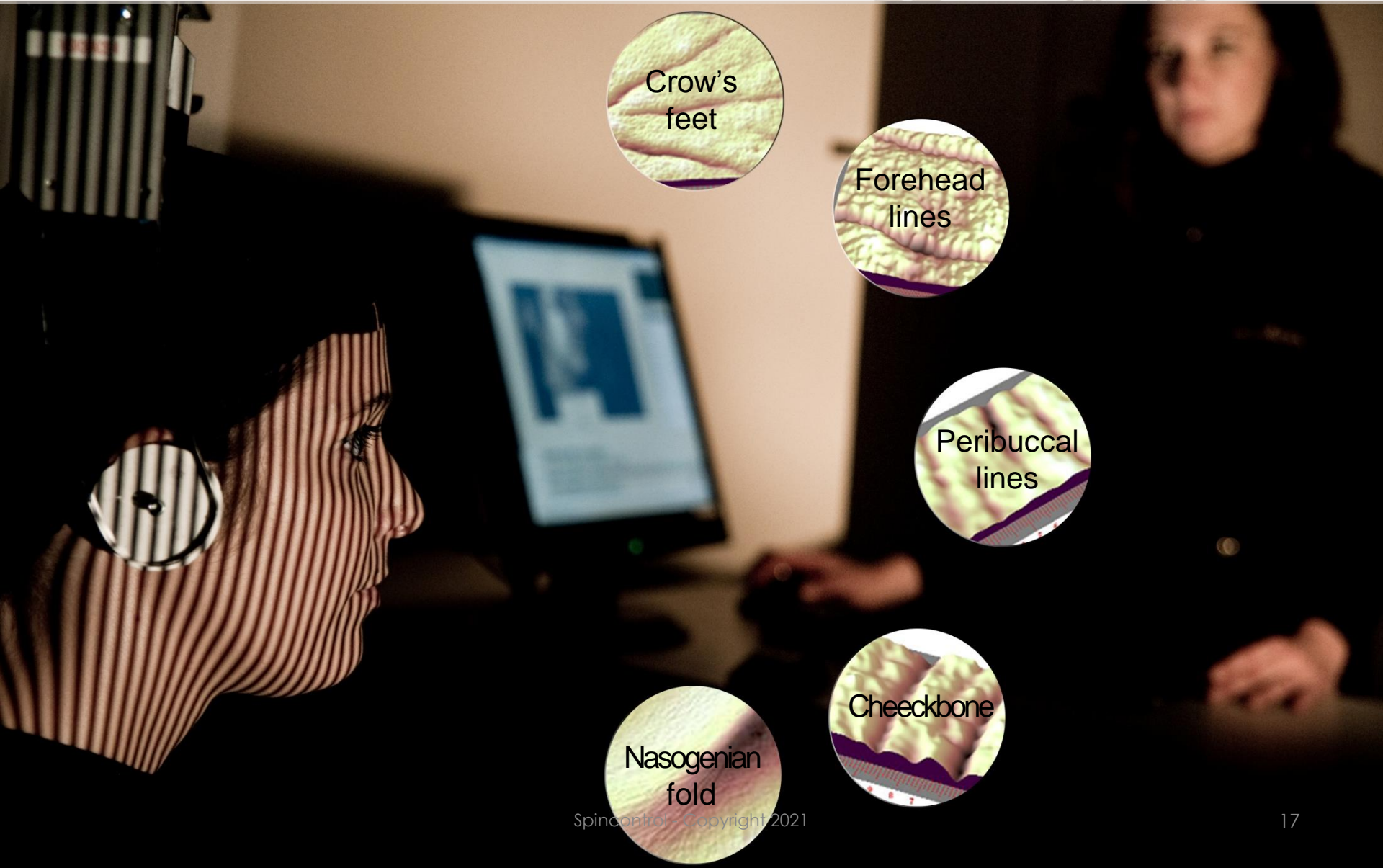


# Anti wrinkles



# Fringe projection – 3D topography : volume and area

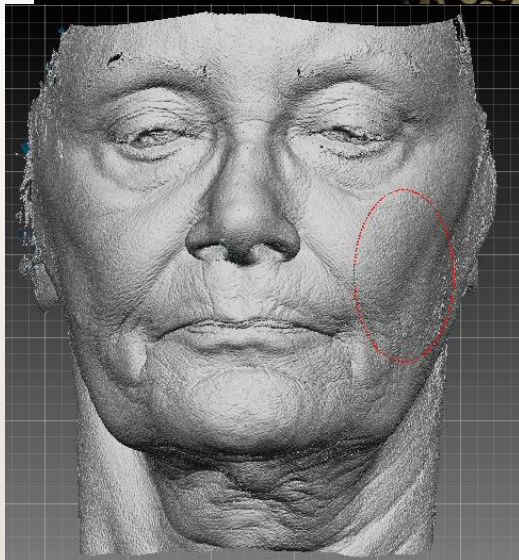
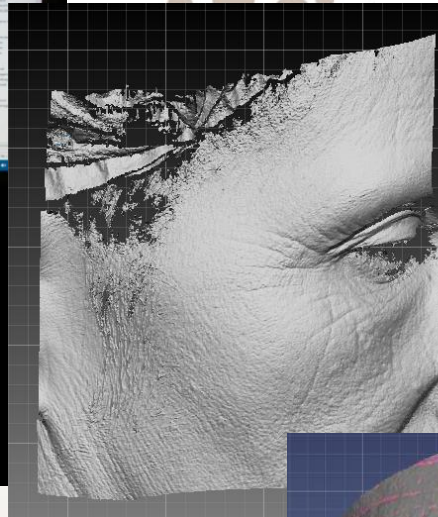
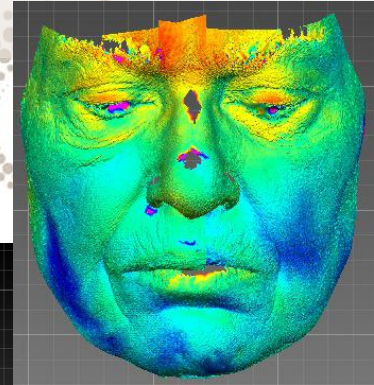
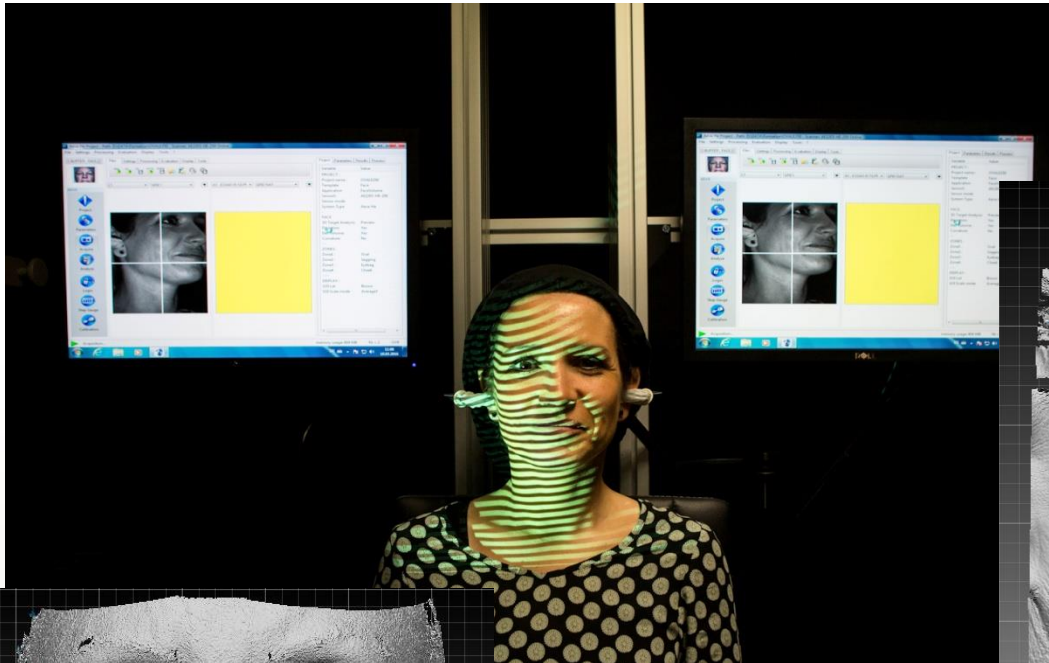
analysis performed *in vivo* or on replicas



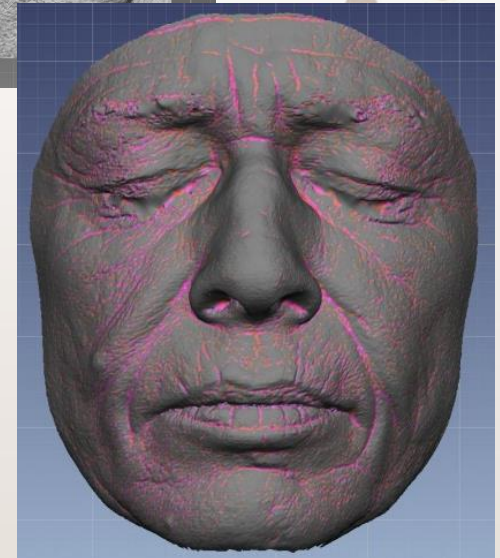


# Global 3D topography : AEVA-HE

NEW

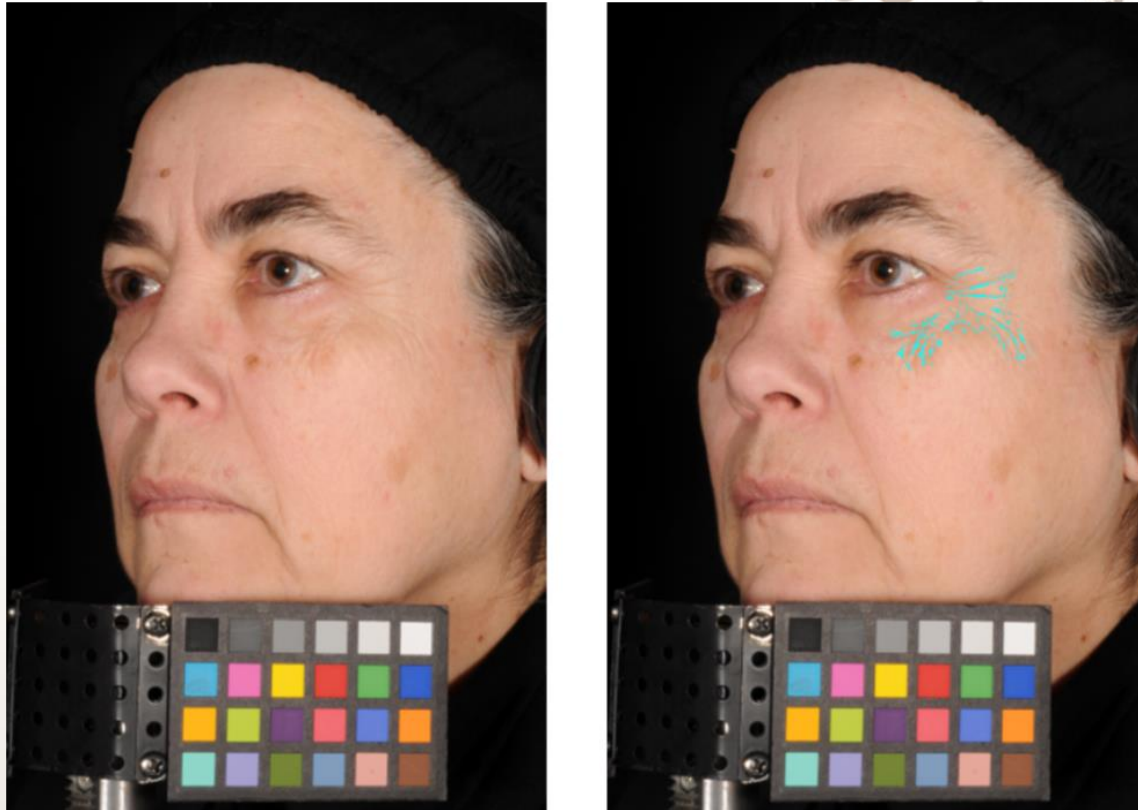


**Retexturizing & plumping effect** (overall roughness of the face by “radius of curvature” approach)





# Global 2D topography : Image analysis

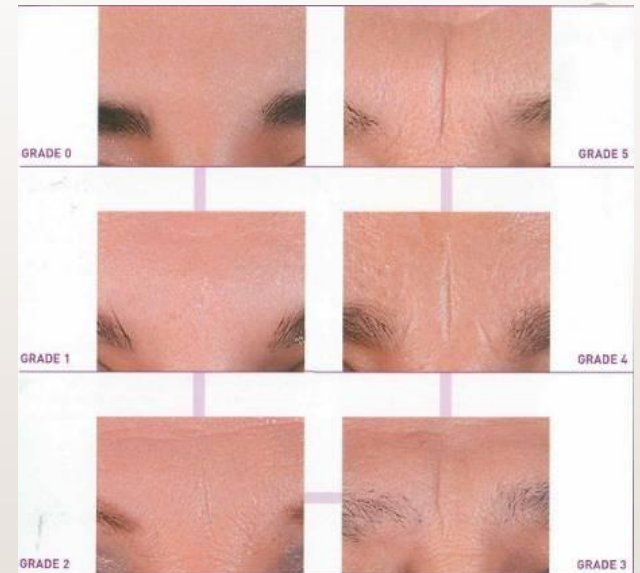
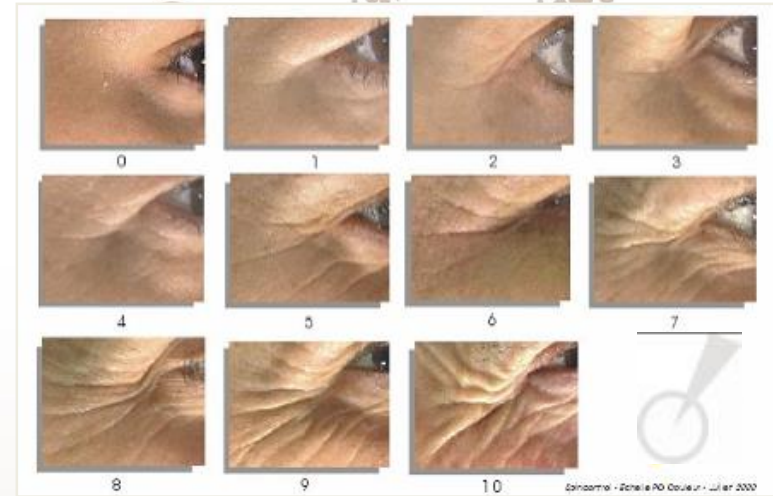


## Analysis of skin topography



# Clinical Assessment: grading by trained experts *in vivo or on photos*

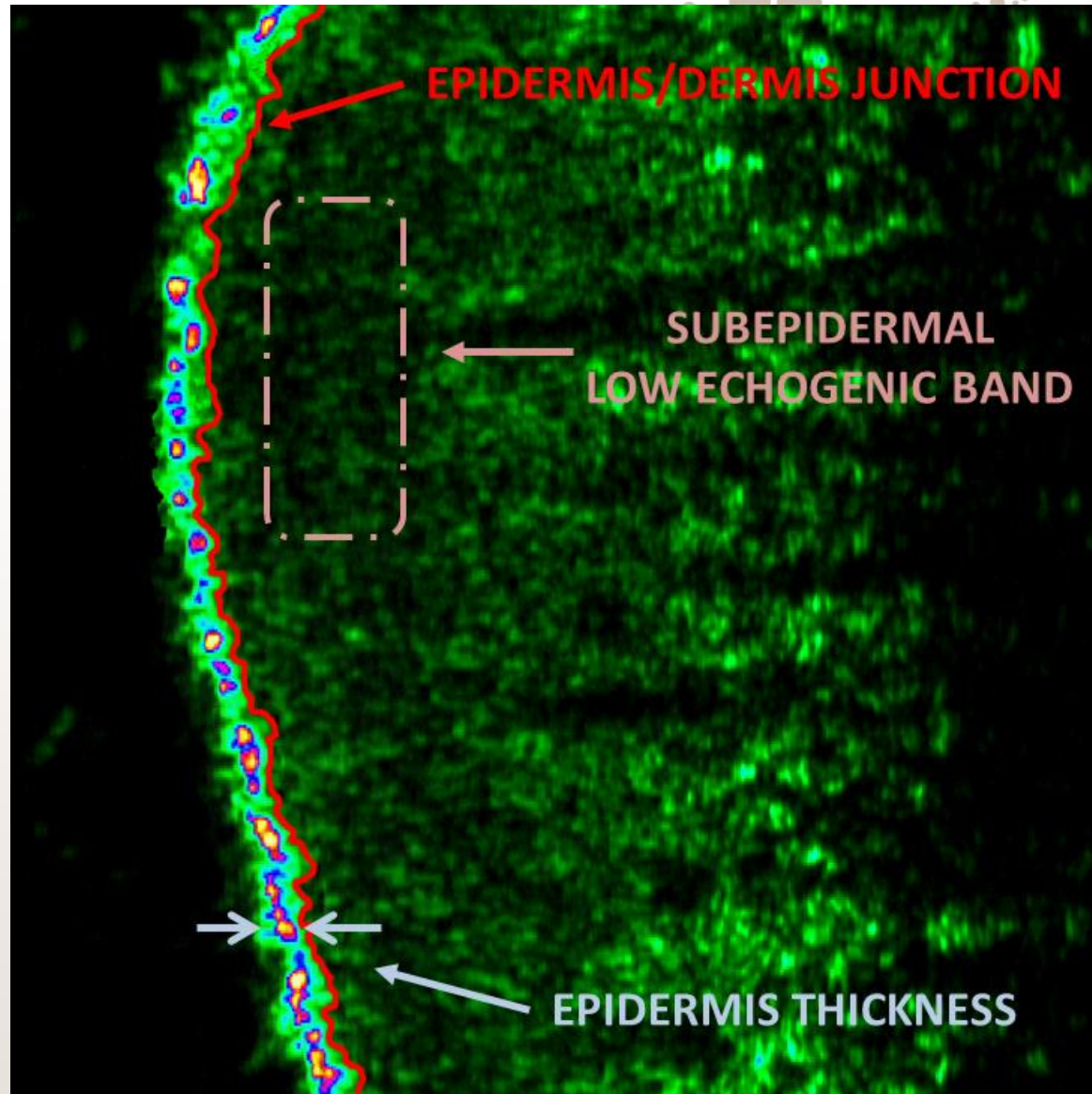
Evaluation based on the « Skin aging Atlas – T1 : Caucasian type » written by R.BAZIN





# Ultrasound imaging: skin thickness & homogeneity measurement

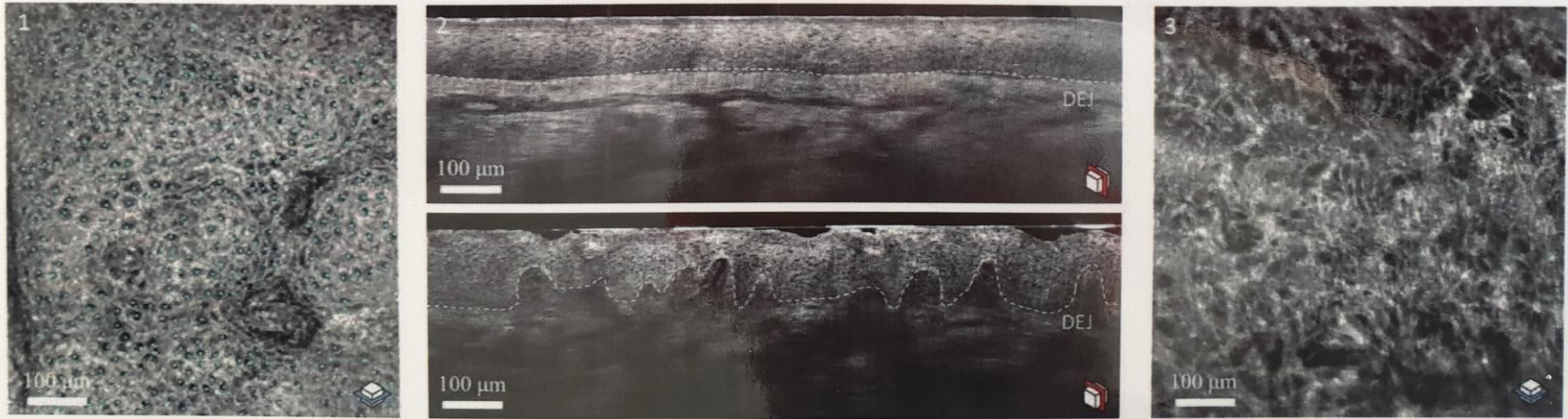
75 MHz





# LC-OCT

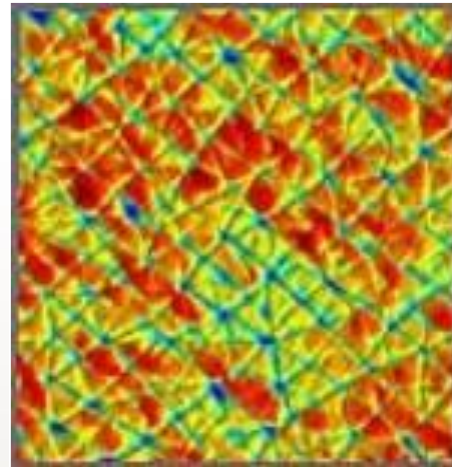
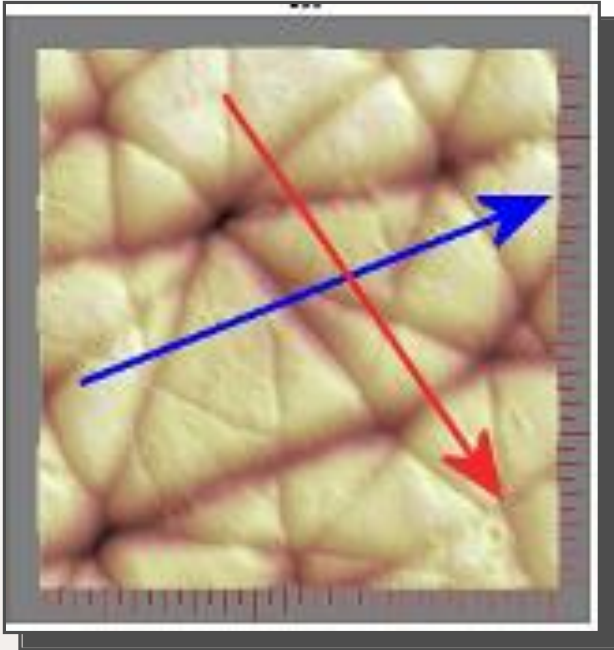
## Epidermis thickness



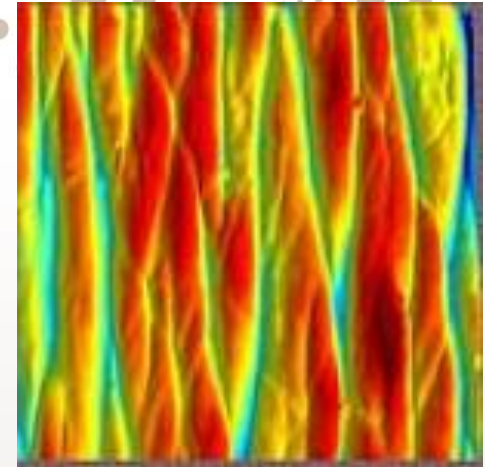
## Collagen network



# Skin micro relief: 3D Microscopy



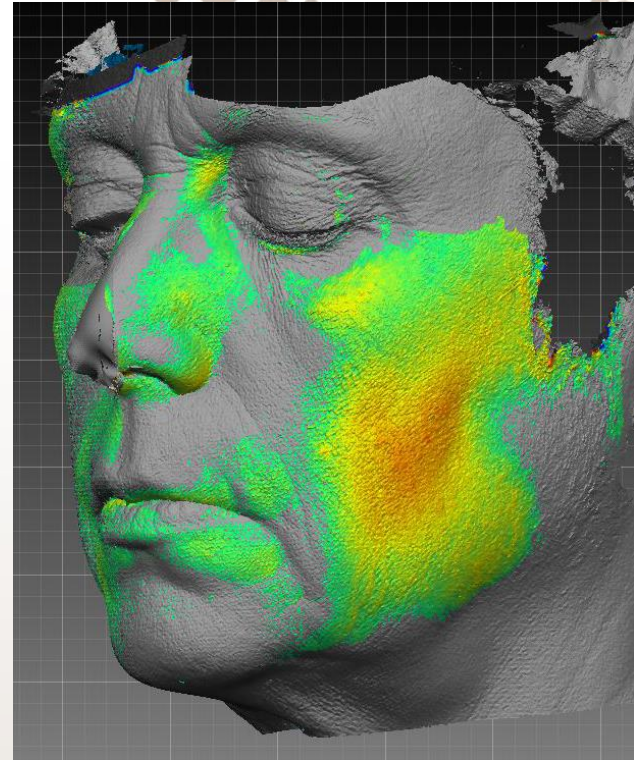
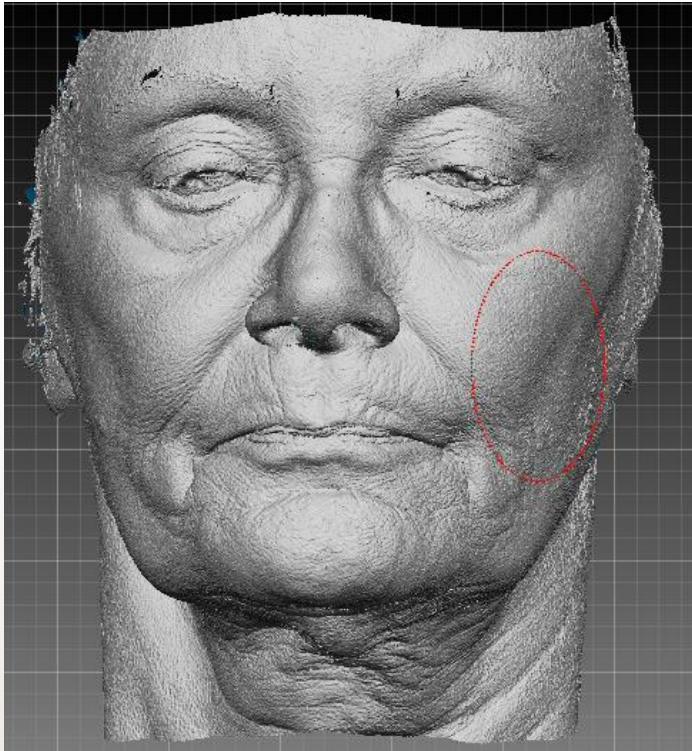
<30 years old



>70 years old



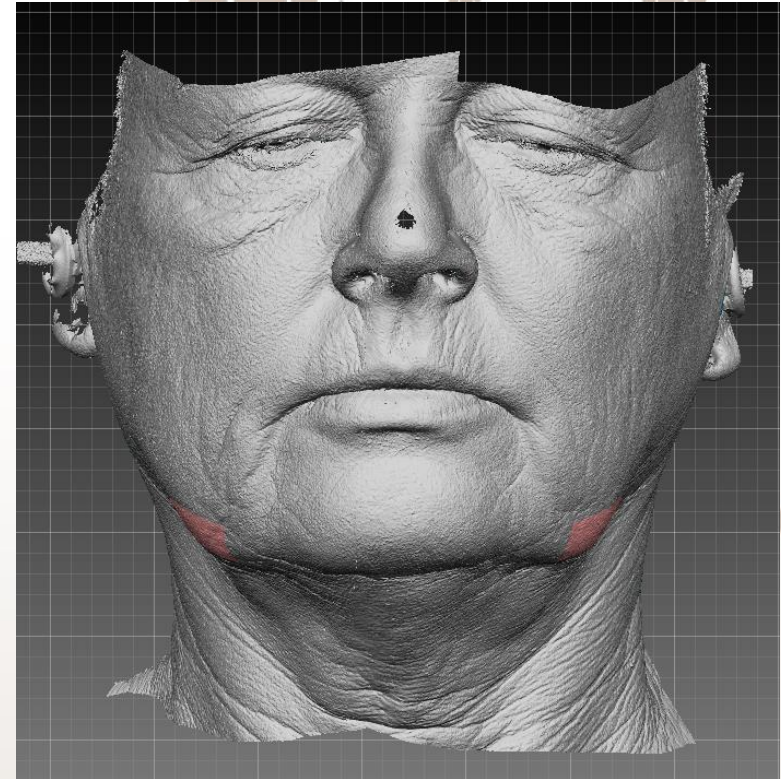
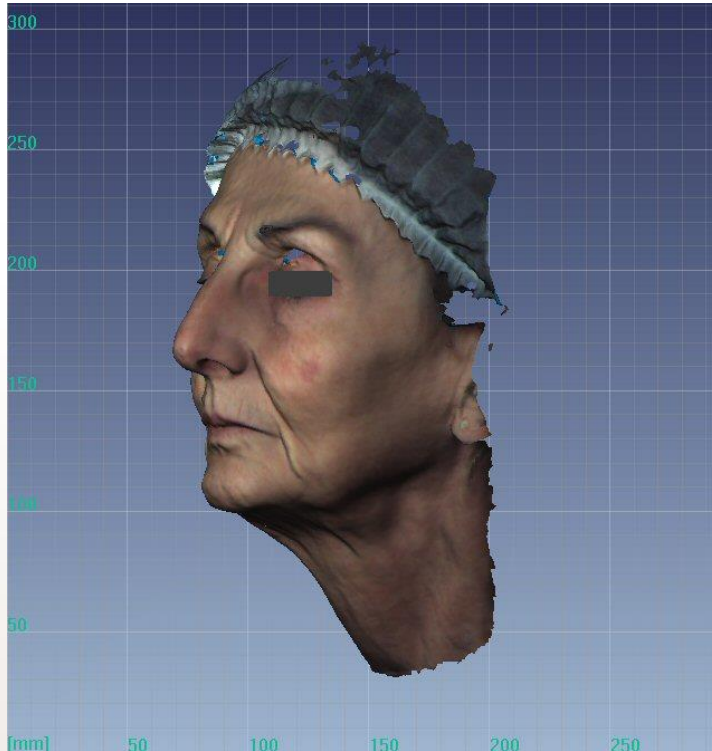
# Fringe projection: volume of the hollow cheeks



Modification of the volume



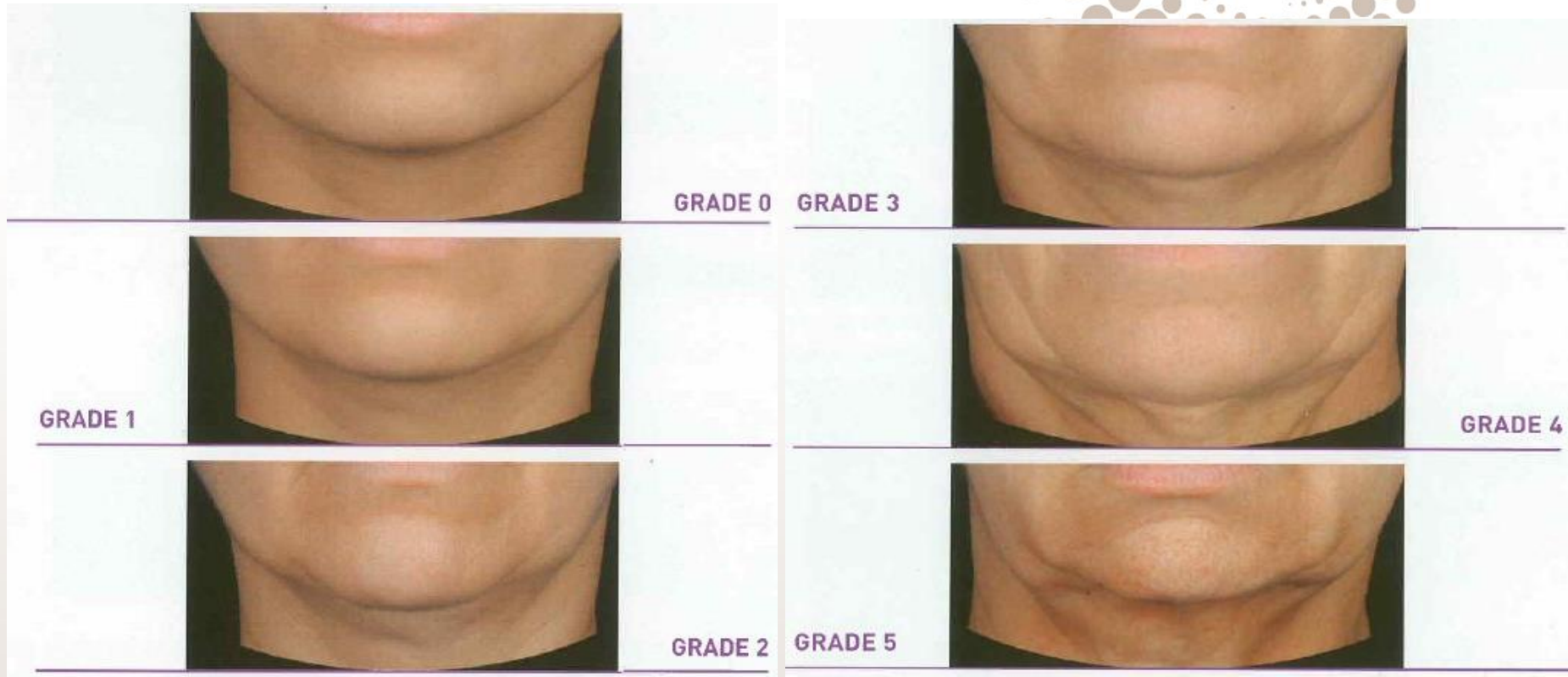
# Fringe projection: sagging effect



Analyzed parameter : jawlines relative volume expressed in  $\text{mm}^3$



# Clinical evaluation of the jaw line on photos





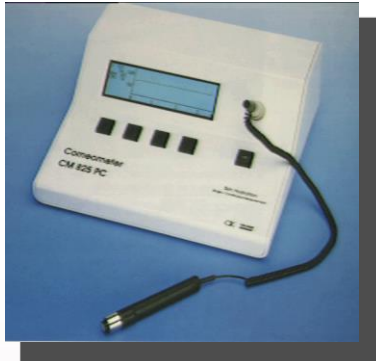


# Moisturizing



# Usual techniques

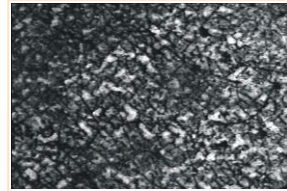
## CORNEOMETRY



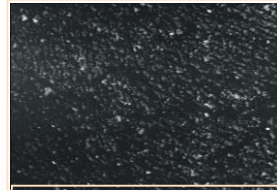
## TEWL



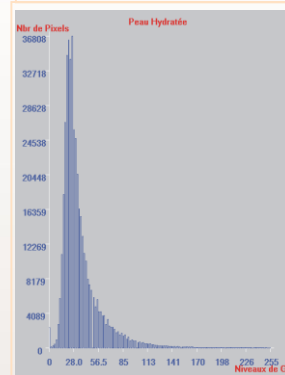
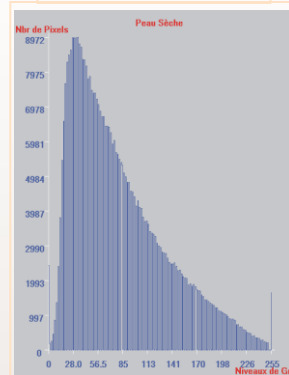
## MOISTUREMETER



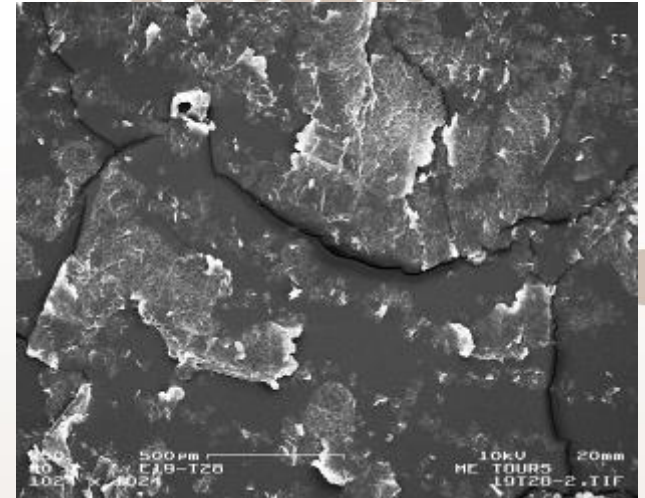
Dry skin



Hydrated skin



## D'SQUAME

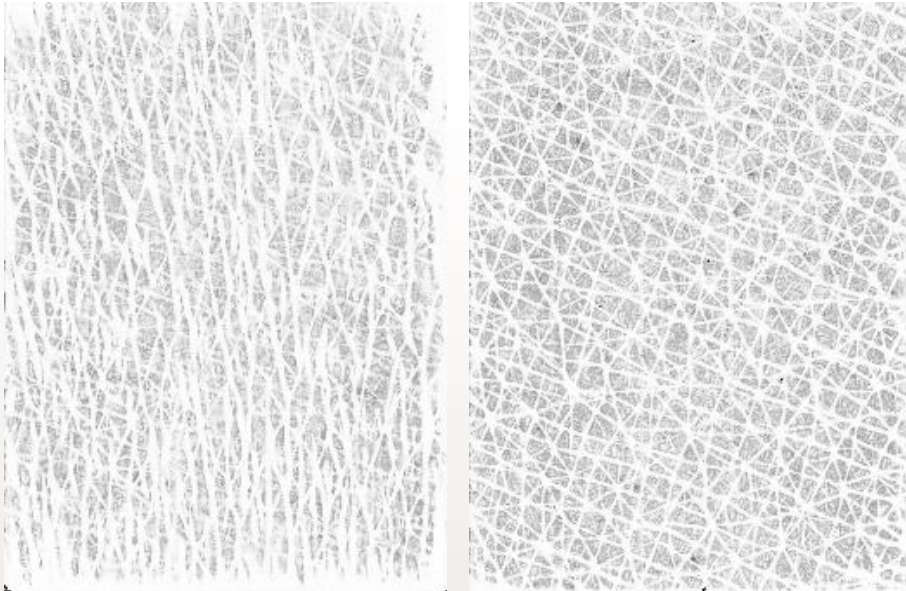


## ELECTRONIC MICROSCOPY



# 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

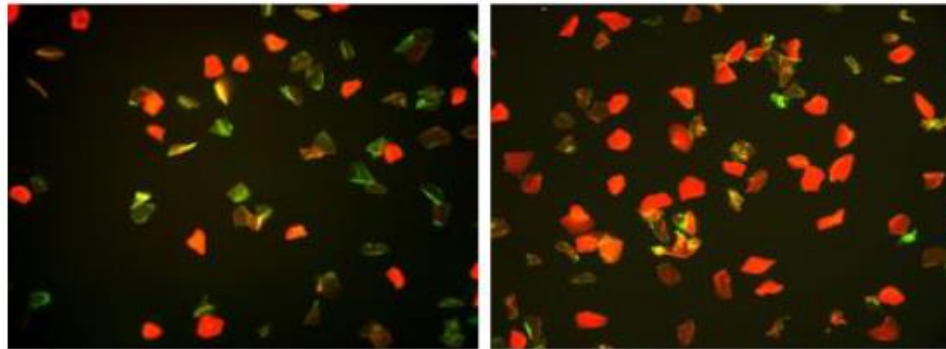


Index of tightness feelings



# New techniques

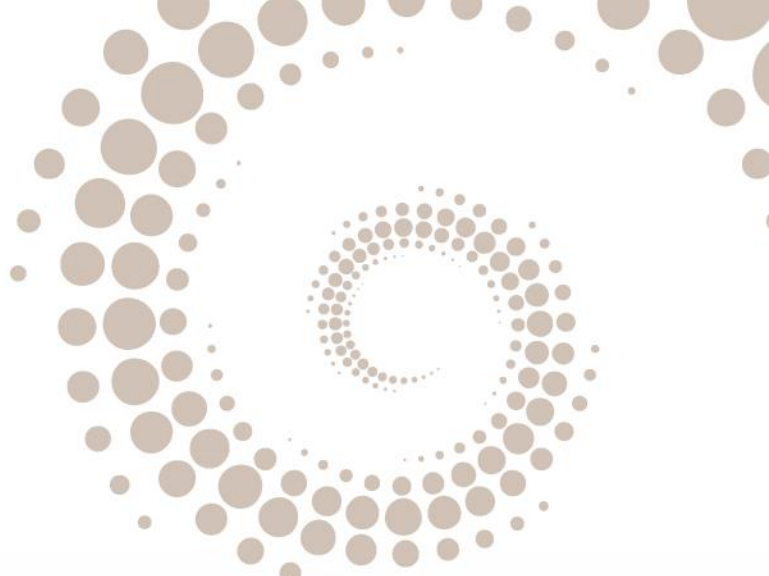
## Corneocyte maturity identification



Dry

Normal





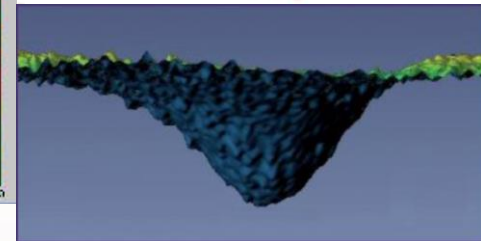
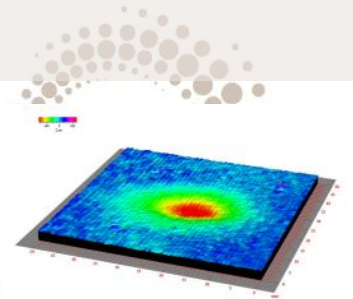
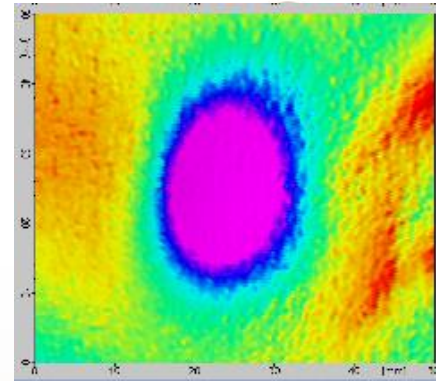
# Firmness - Elasticity



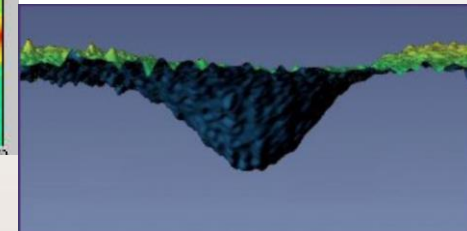
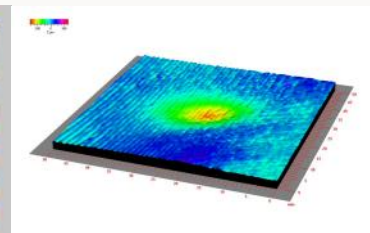
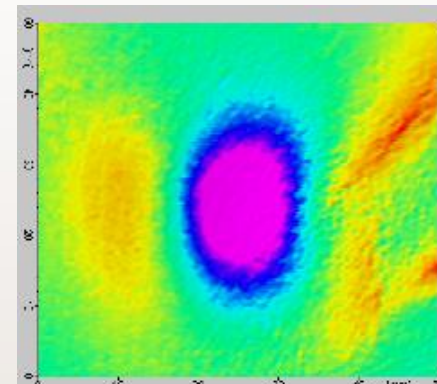
# Mechanical properties



Before



After



and also Ballistometer, Cutometer and Clinical evaluation





# « Healthy skin »



# MICROBIAL IDENTIFICATION

NEW



*Partnership: SYNELVIA*

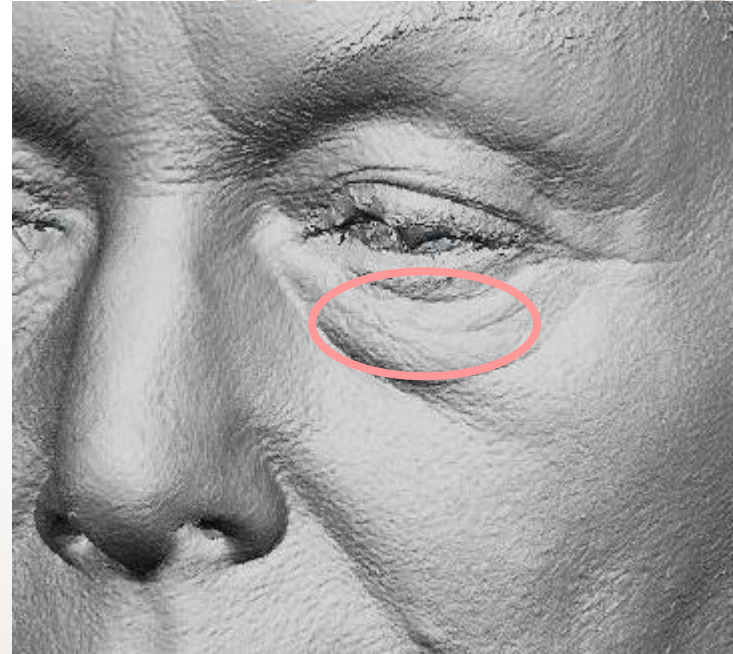




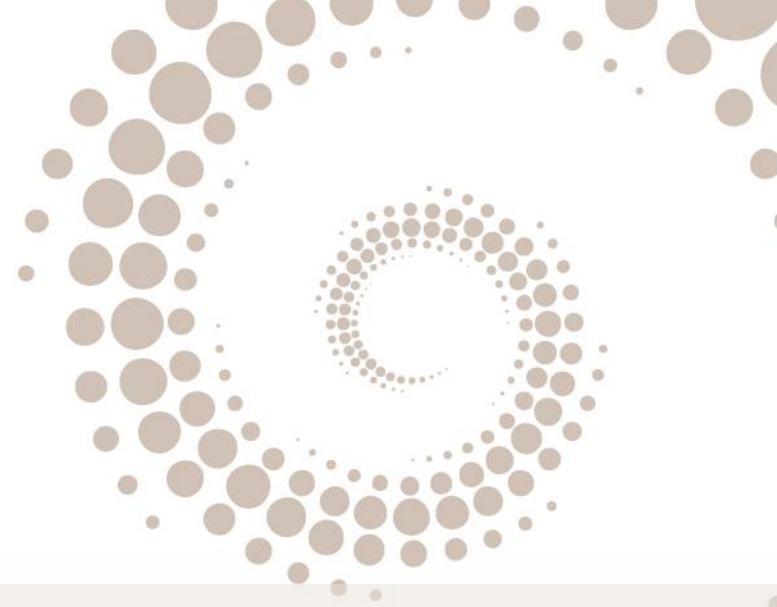
# Under-eye puffiness



# Fringe projection







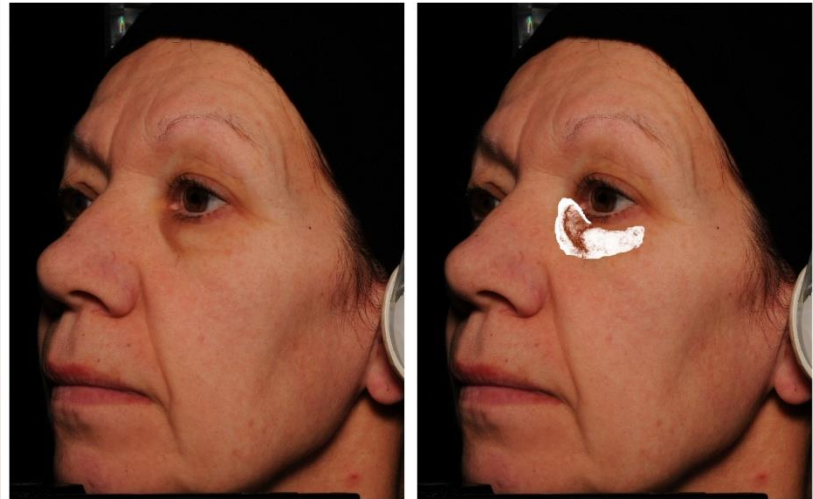
# Anti dark circles



# 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

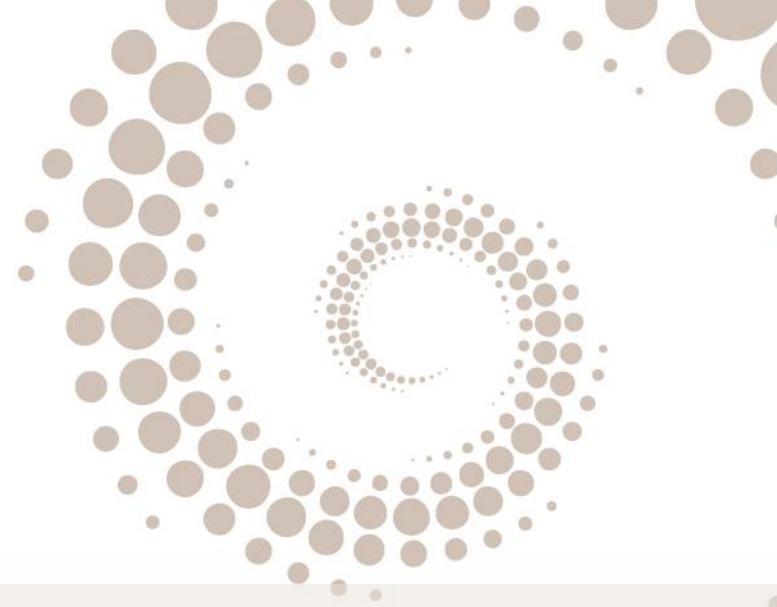


Grade 2



Grade 5





# Whitening & Tanning effect



# Image analysis: By Visioface® or Visia-CR®

*On Caucasian skins for a tanning effect*



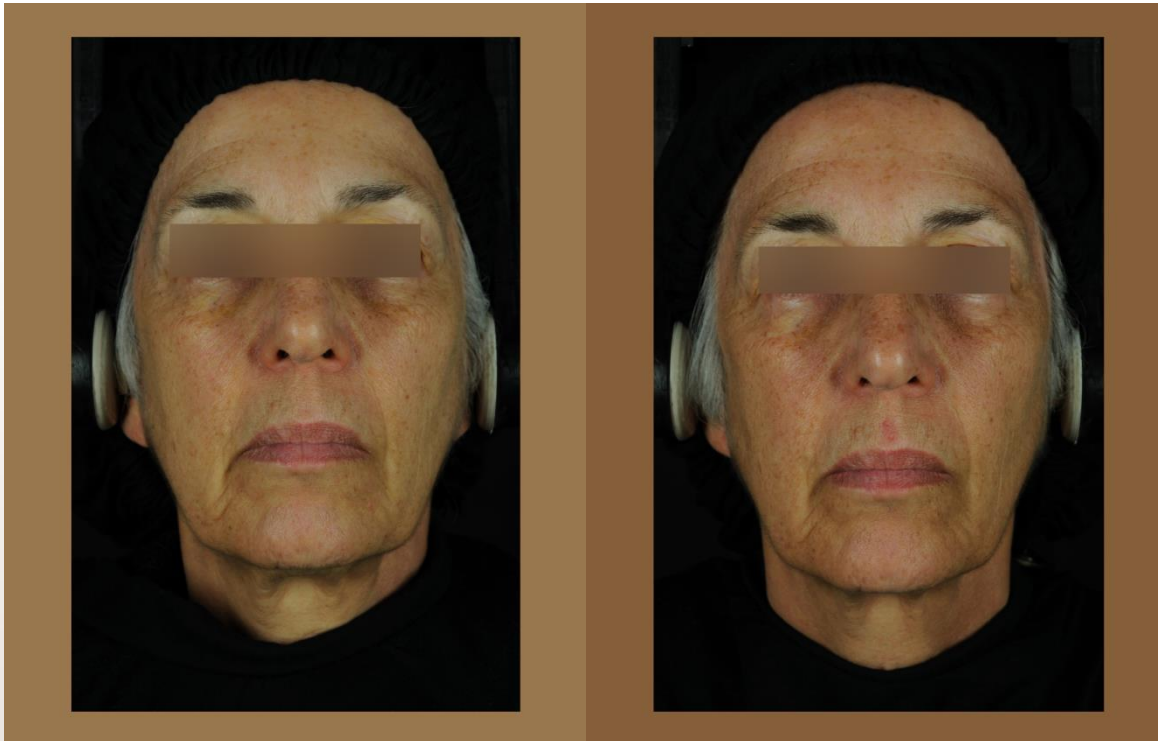
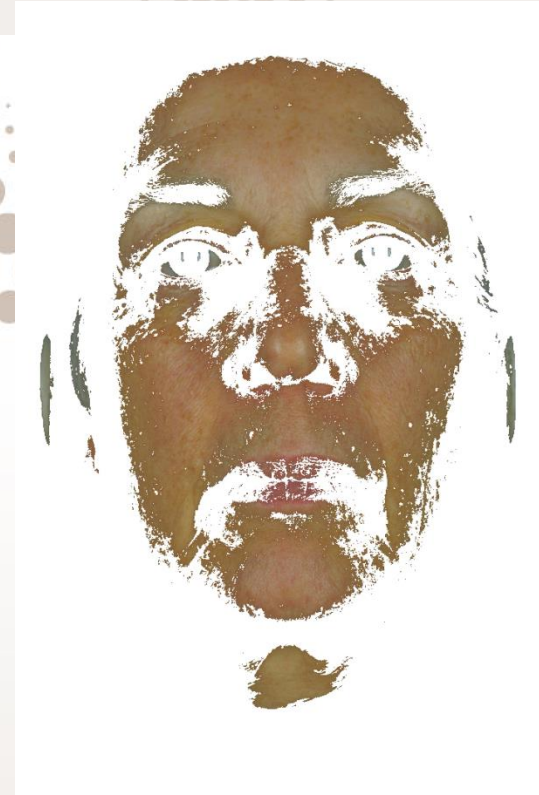
*On Asian skins for a whitening effect*





# Image analysis: By Visioface® or Visia-CR®

*Charasteristic color of skin tone*





# Chromameter & Mexameter







# Anti-dark spots



# Image analysis: By Visioface® or Visia-CR®



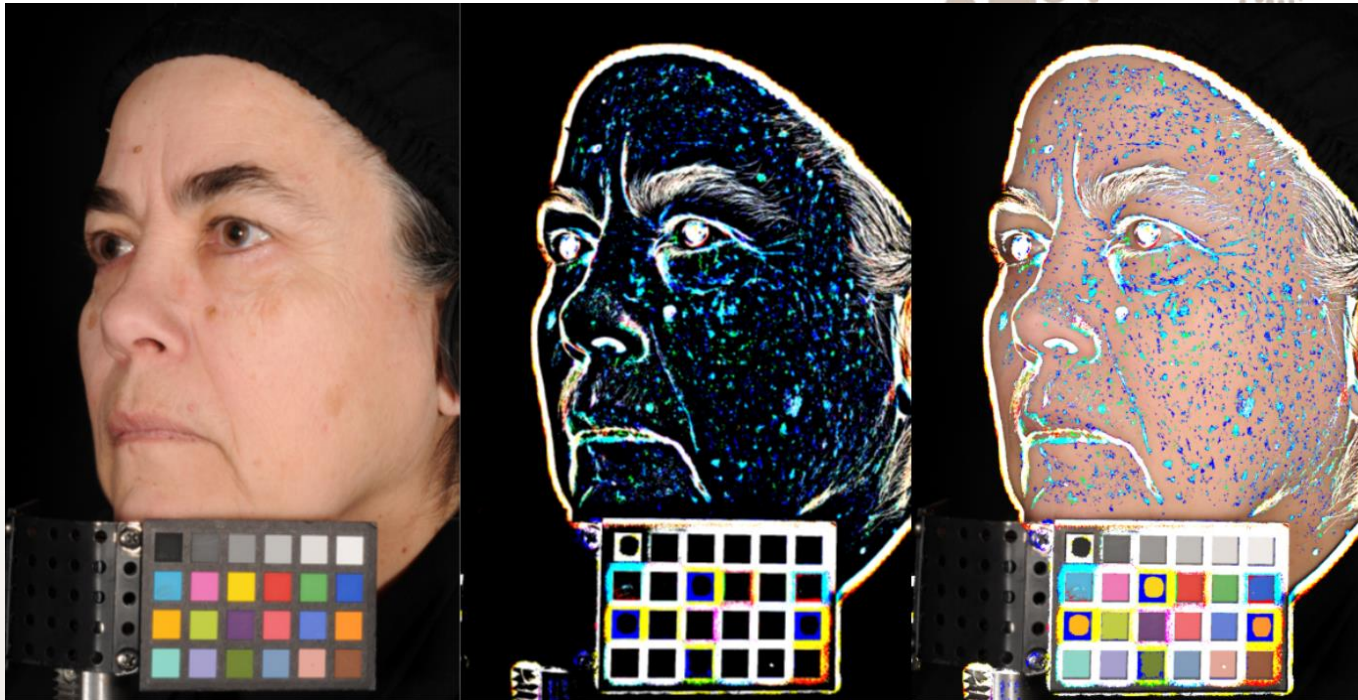
Calculated parameters  
:

- Number of detected spots
- Colour of spots
- Colour of skin
- Sharpness of the contours
- Total area of the spots (mm<sup>2</sup>)





# Image analysis: By Visioface® or Visia-CR®

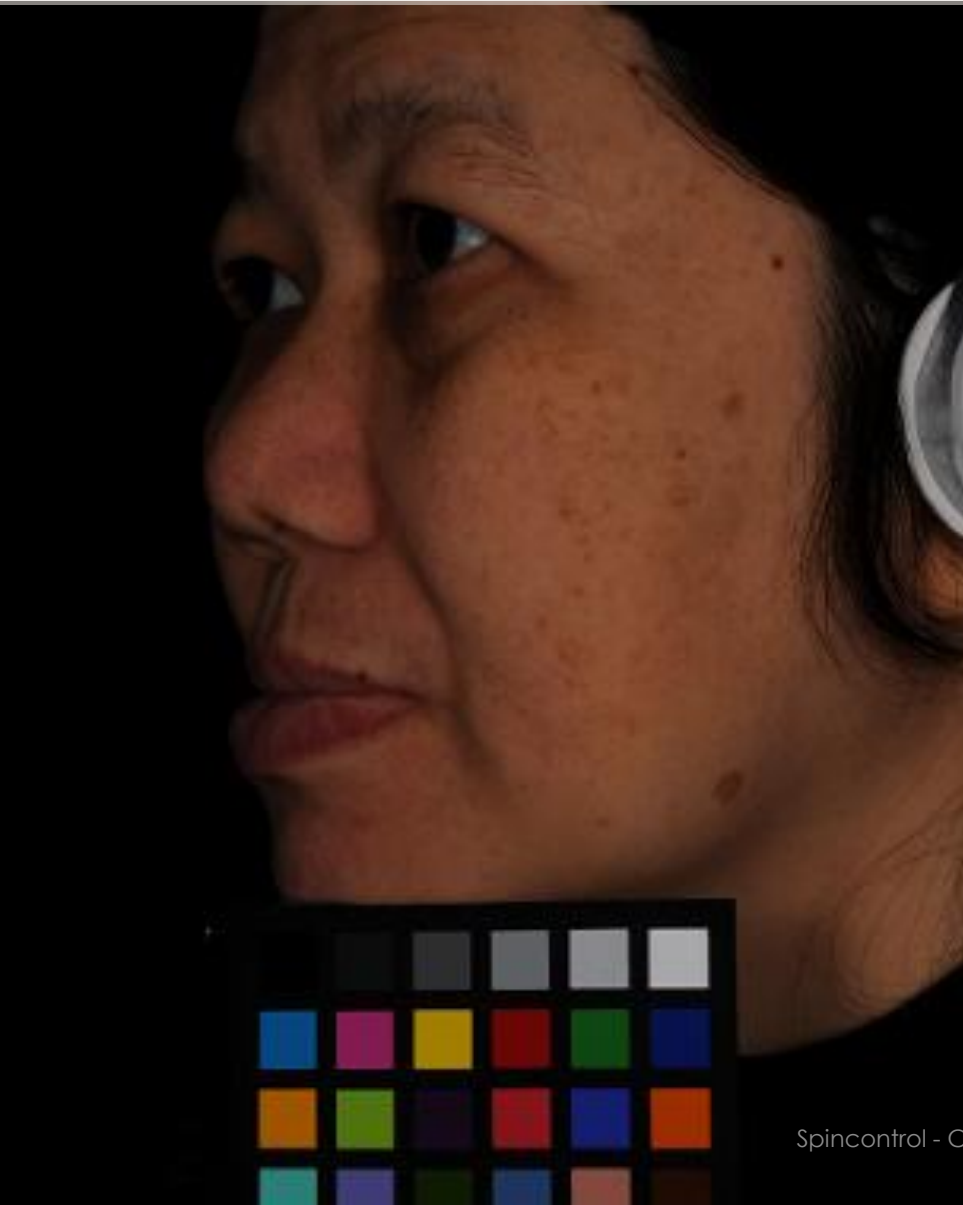


Analysis of skin Pigmentation Homogeneity



# Image analysis: By Visioface® or Visia-CR®

## Melanin component







# Focus on complexion



# Complexion homogeneity by image analysis



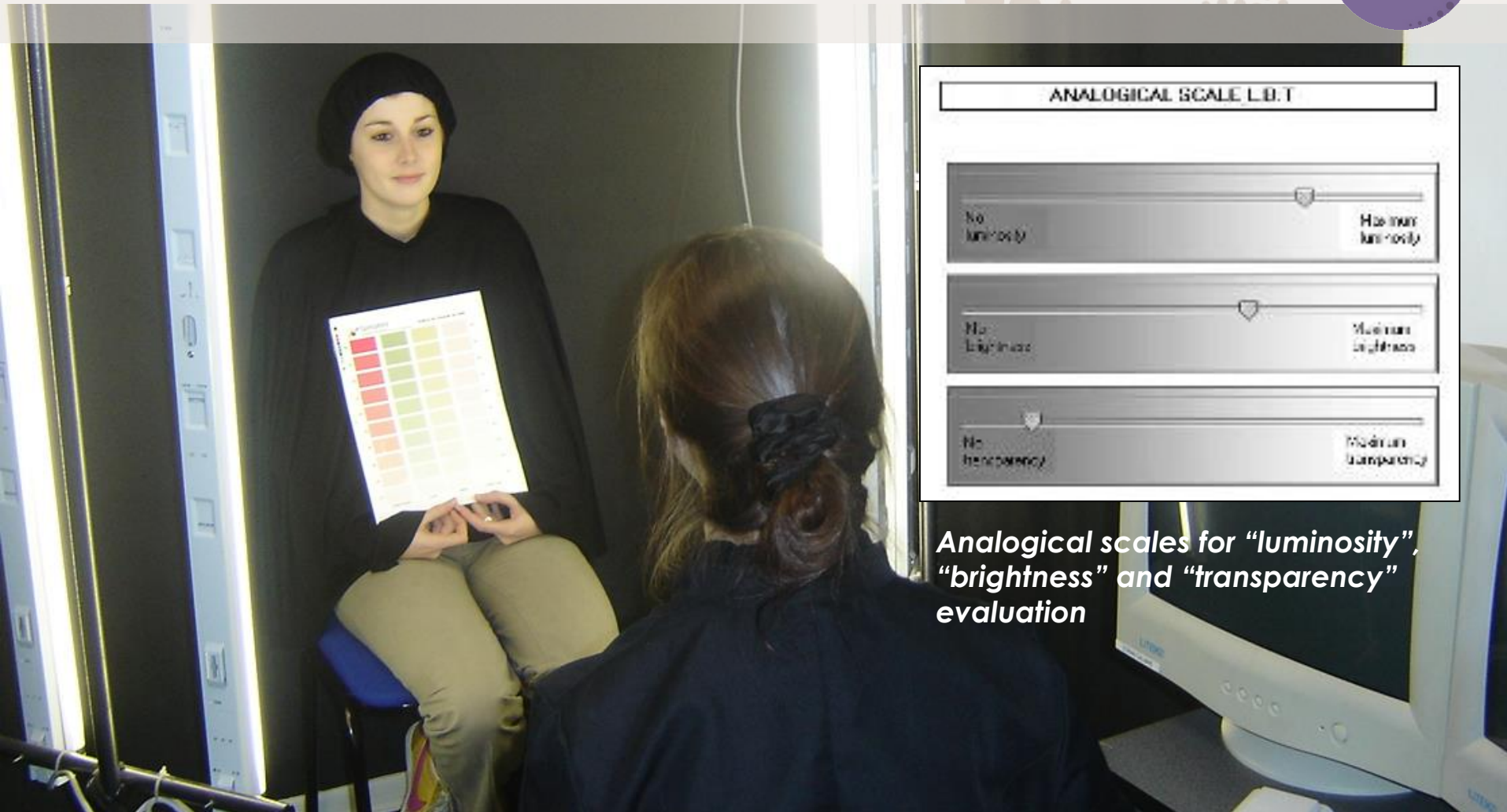
**skin is more  
homogeneous /  
skin is much smoother**



**By color homogeneity**



# Complexion radiance by CLBT method



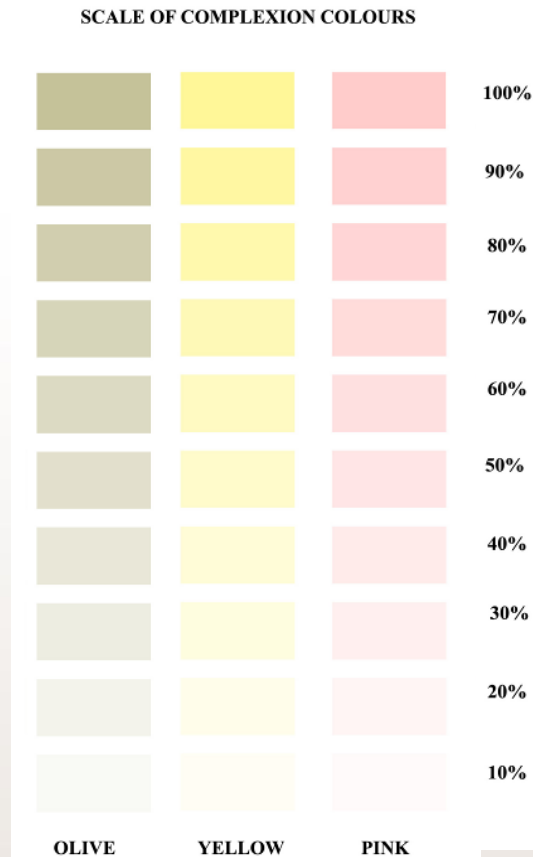
*Analogical scales for “luminosity”, “brightness” and “transparency” evaluation*



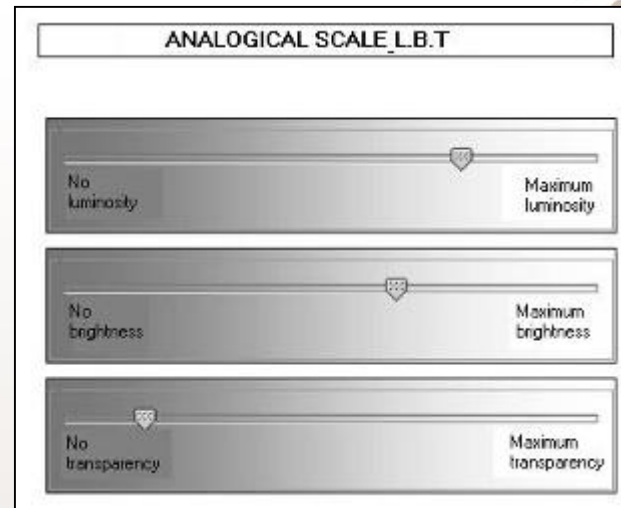
Calculation of a C.L.B.T index based on the colours, luminosity, brightness and transparency of the skin



# 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.



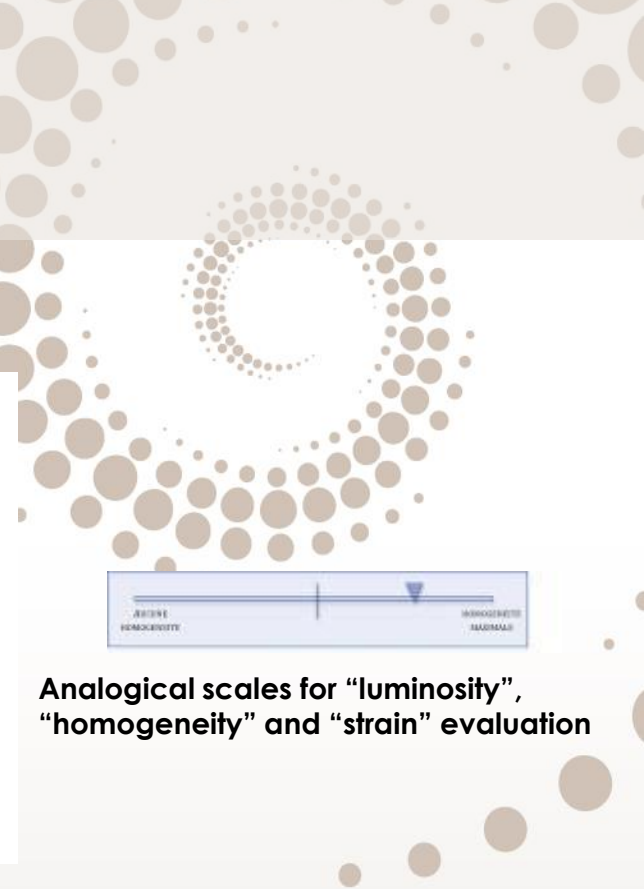
# Healthy glow effect by sensorial metrology



Setting of the sensory metrology room



Structured scale of the Good complexion  
colours – Spincontrol



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



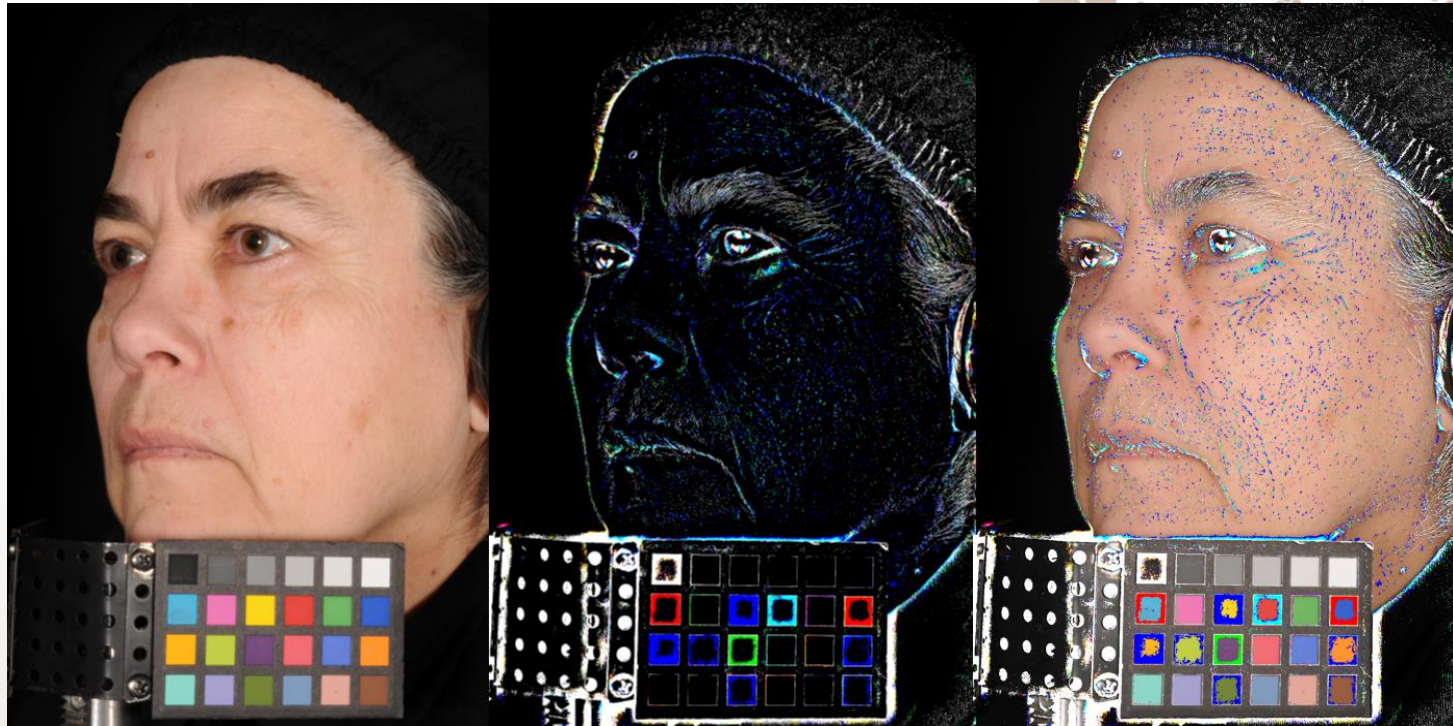
# Anti rosacea by image analysis (By Visioface® or Visia-CR®) and also SIAscope & mexameter



**Analysis of the red component**



# Skin Texture by image analysis (By Visioface® or Visia-CR®)



**Analysis of skin texture roughness**

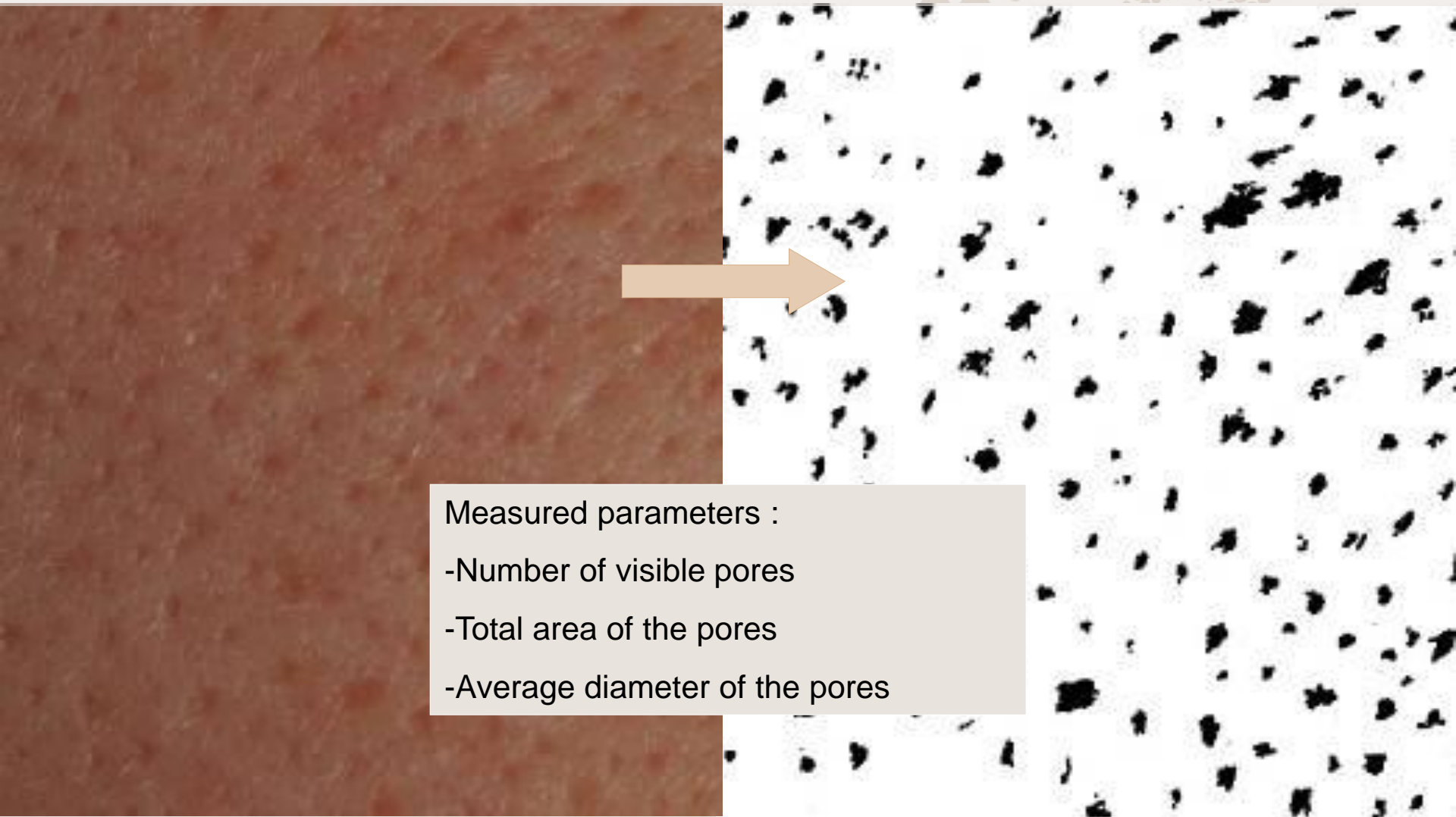




# Anti-oily skin effect

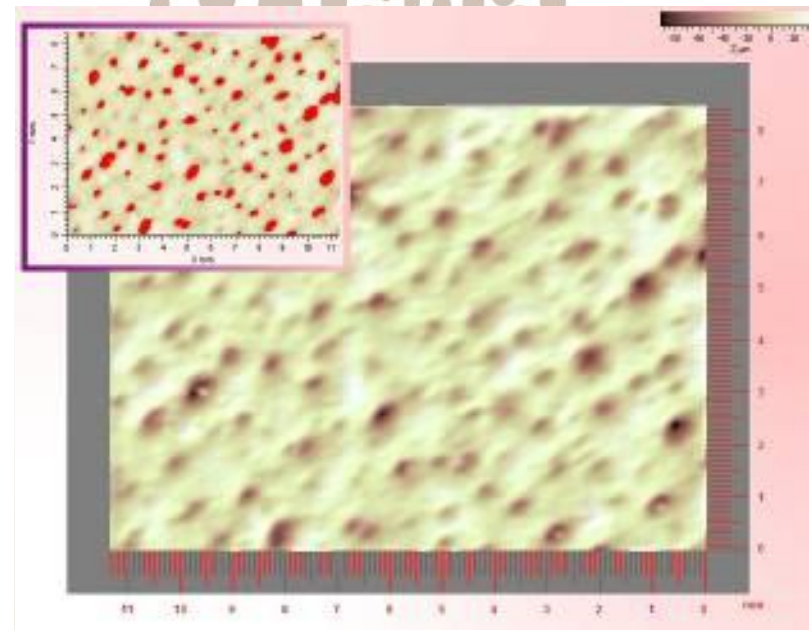
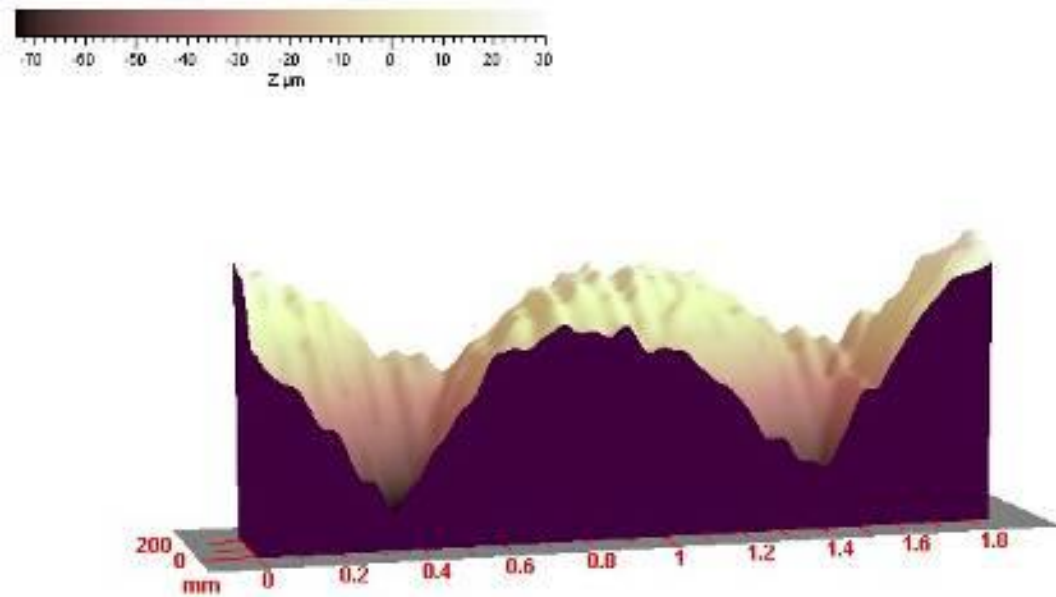


# Image analysis





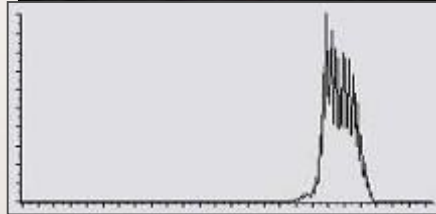
# Fringe projection : diameter of the pores on replicas



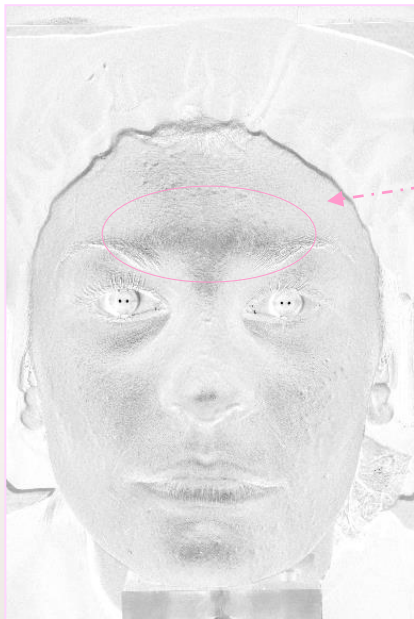
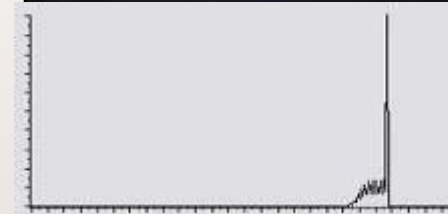


# Matifying effect by Image analysis

Before



After



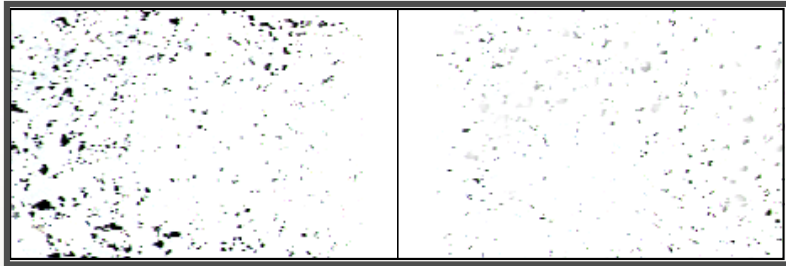
Intensity of grey  
level in pixels



# Anti-sebum effect

## BY SEBUTAPE

Before treatment



After treatment

Intensity of sebum in grey level

## BY SEBUMETER

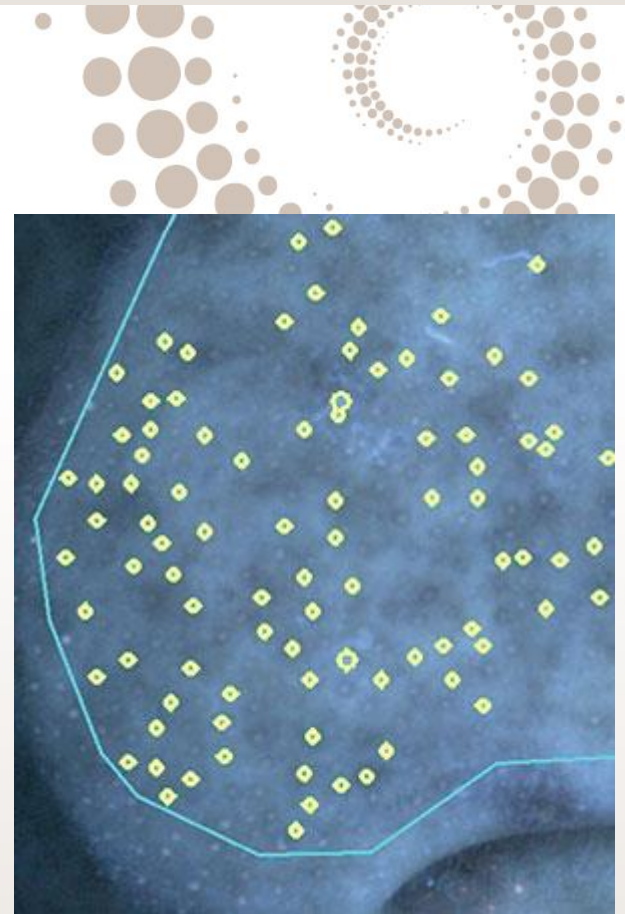


immediate rate of grease  
measurement



# 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*

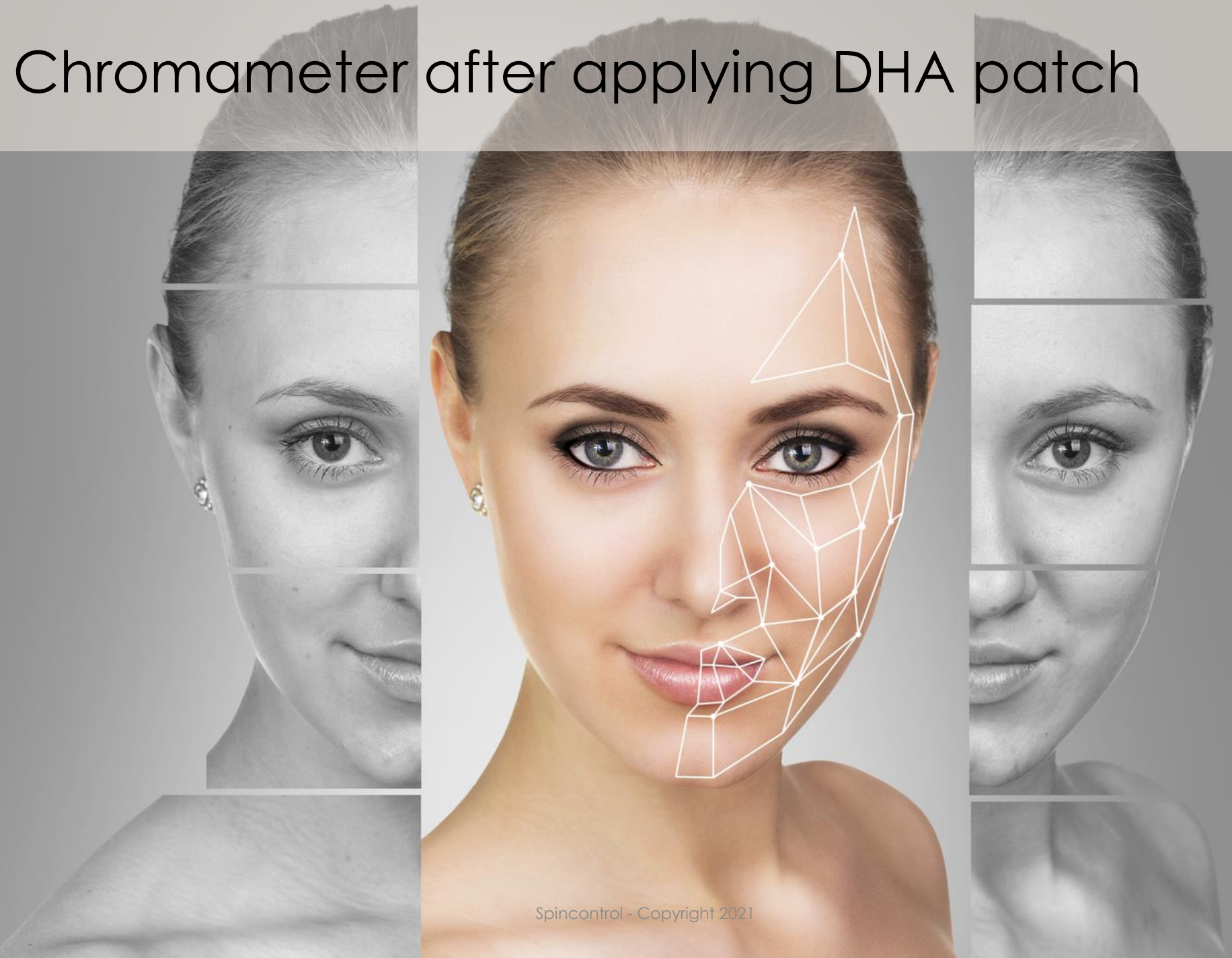




# Cell renewal



# Chromameter after applying DHA patch





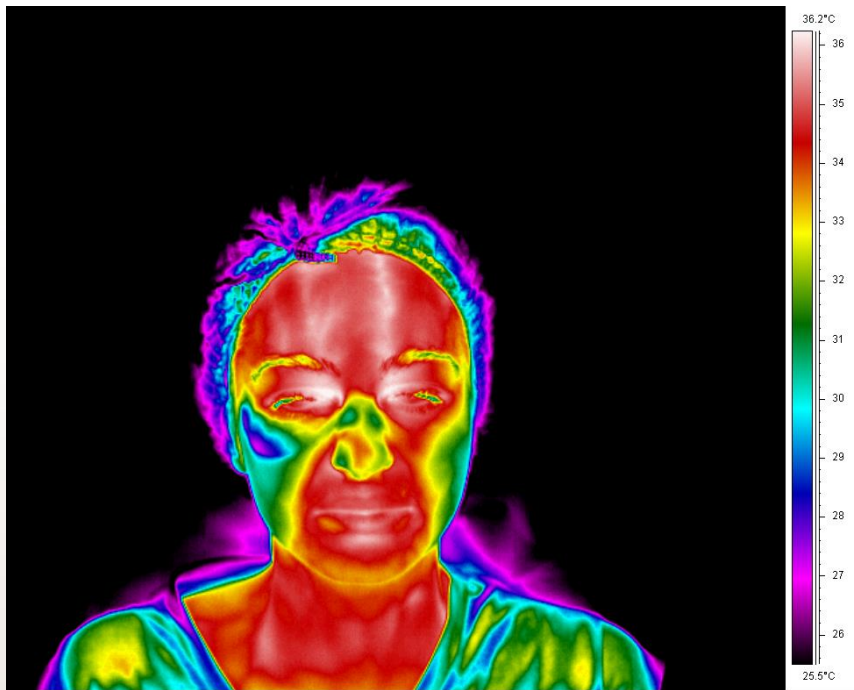


# Refreshing effect

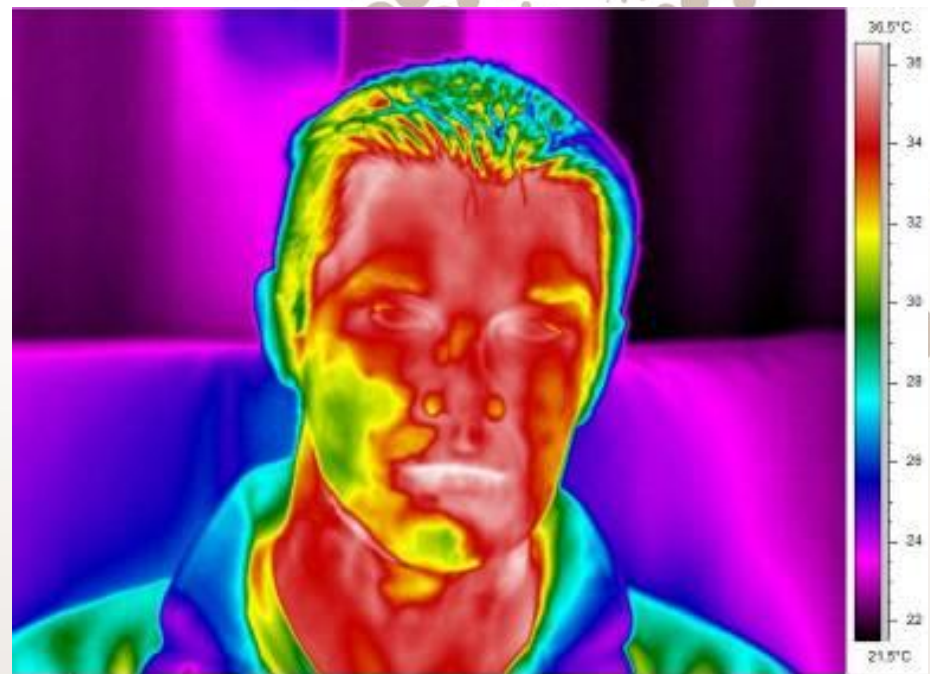


# Thermal camera

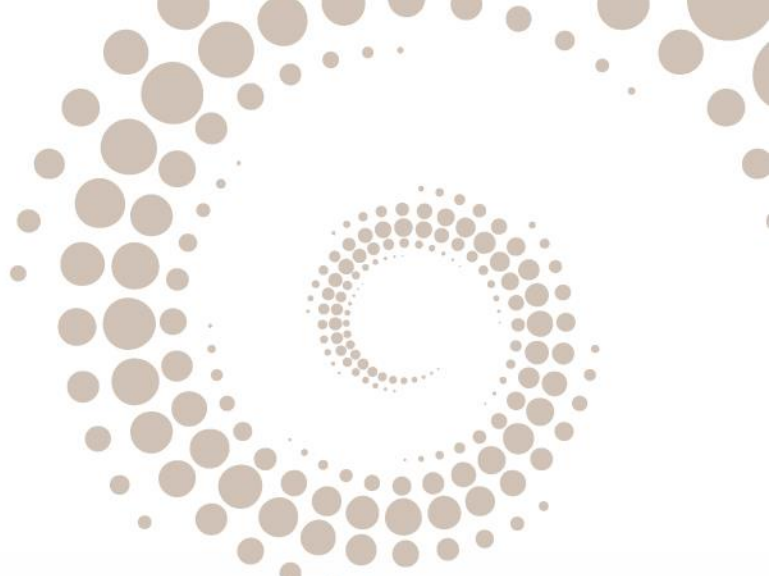
Split-face study, application of a roll-on  
with a refreshing effect



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







MEN - beard

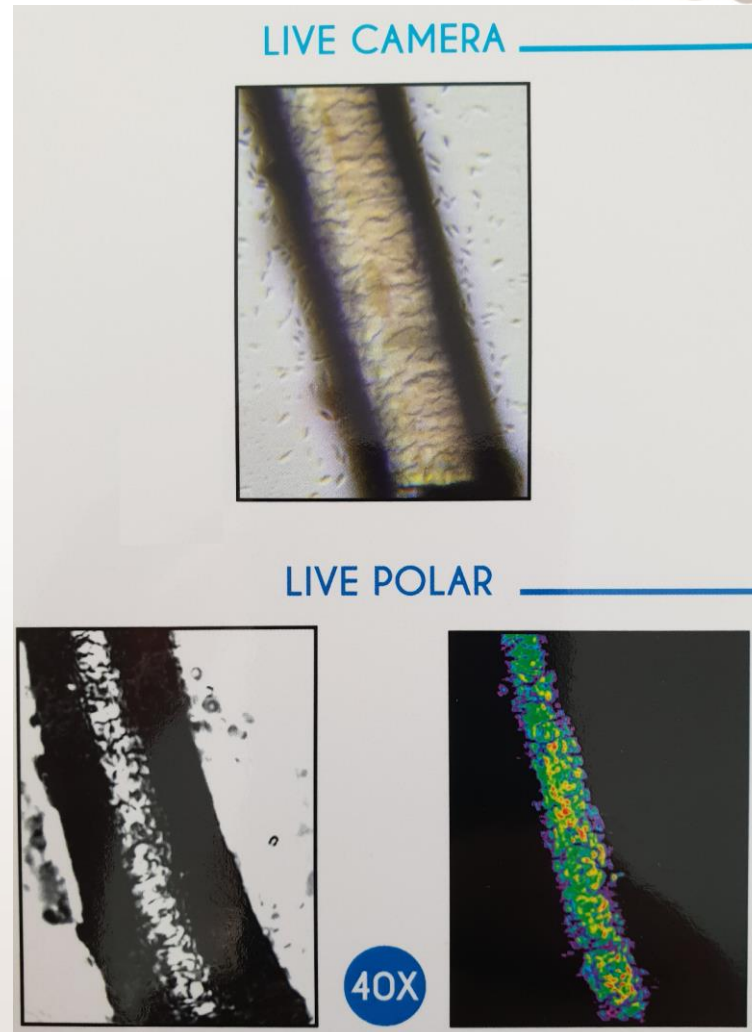


# Softness by sound analysis





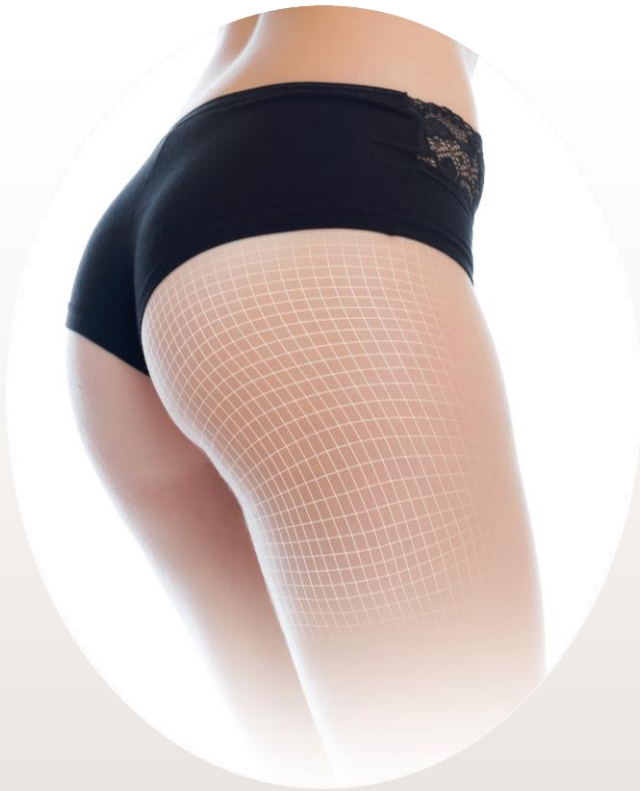
# Chemical analyzes (Keratin) by polarimetric scanner : XPolar<sup>®</sup>



*Partnership: KAMAX*



# Body claims



Anti-stretch marks

Anti-dimples

Anti-heavy legs

Elasticity

Exfoliating

Firmness

Hair removing effect

Heating effect

Slimming

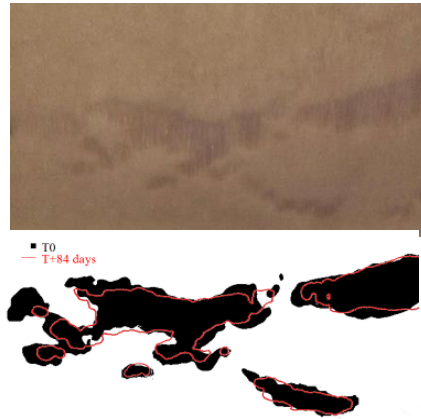




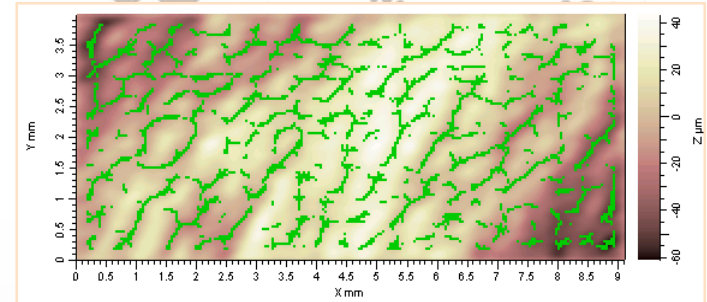
# Anti-stretch marks



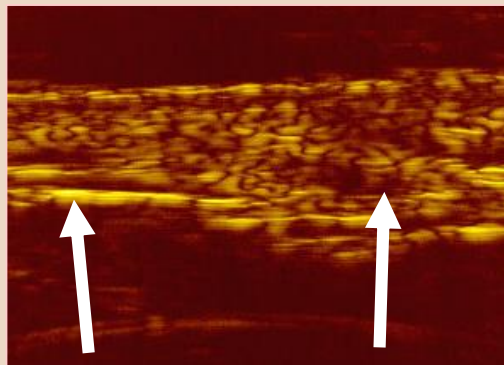
## Image analysis



## 3D topography

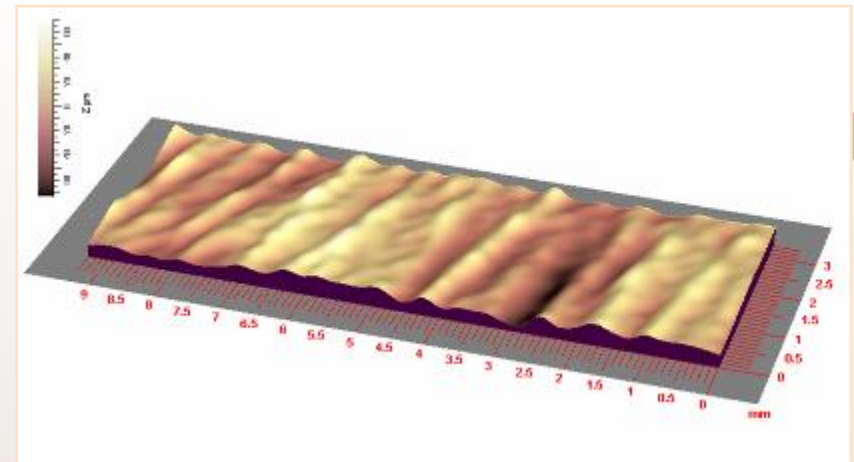


## Ultrasound



Stretch  
mark

Healthy  
tissue



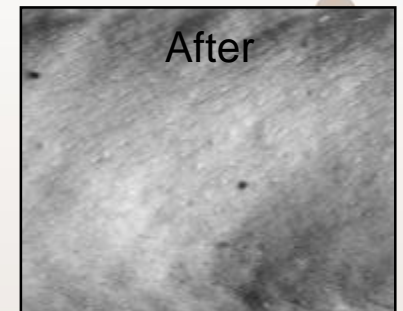
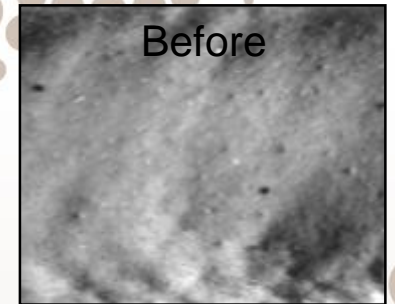




# Anti-dimples



# 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

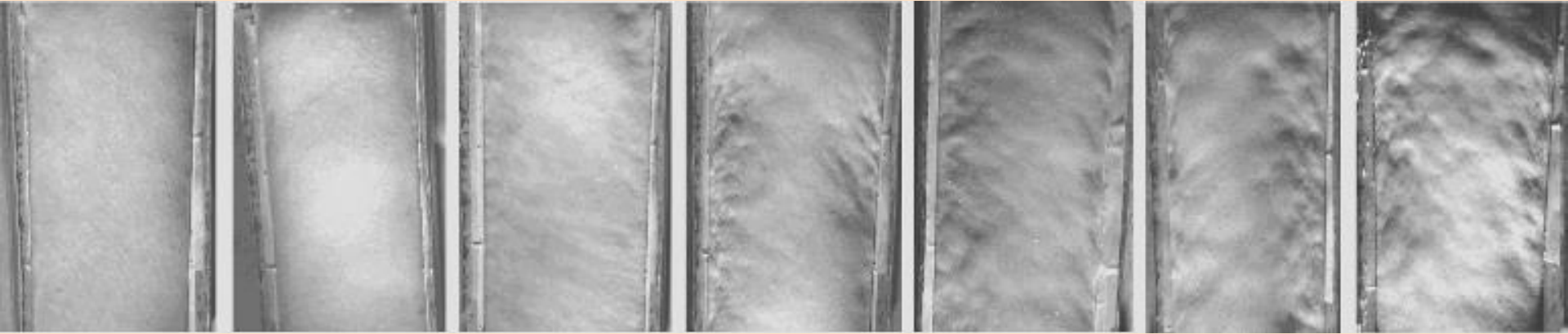


Fig 1 : structured scale for the visual evaluation of the severity of orange peel/dimpling on pinched thighs

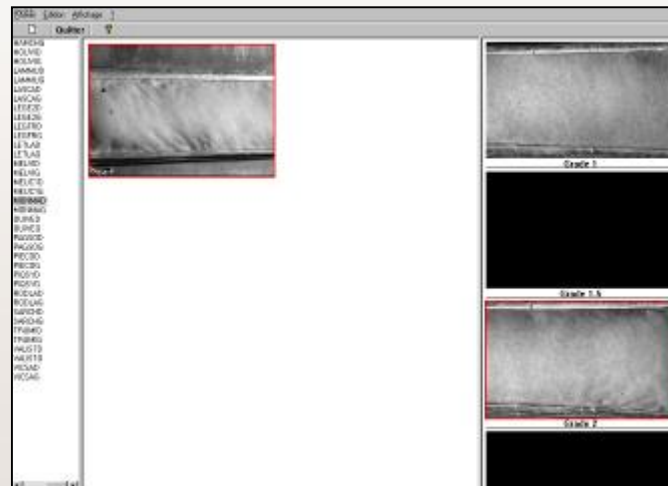
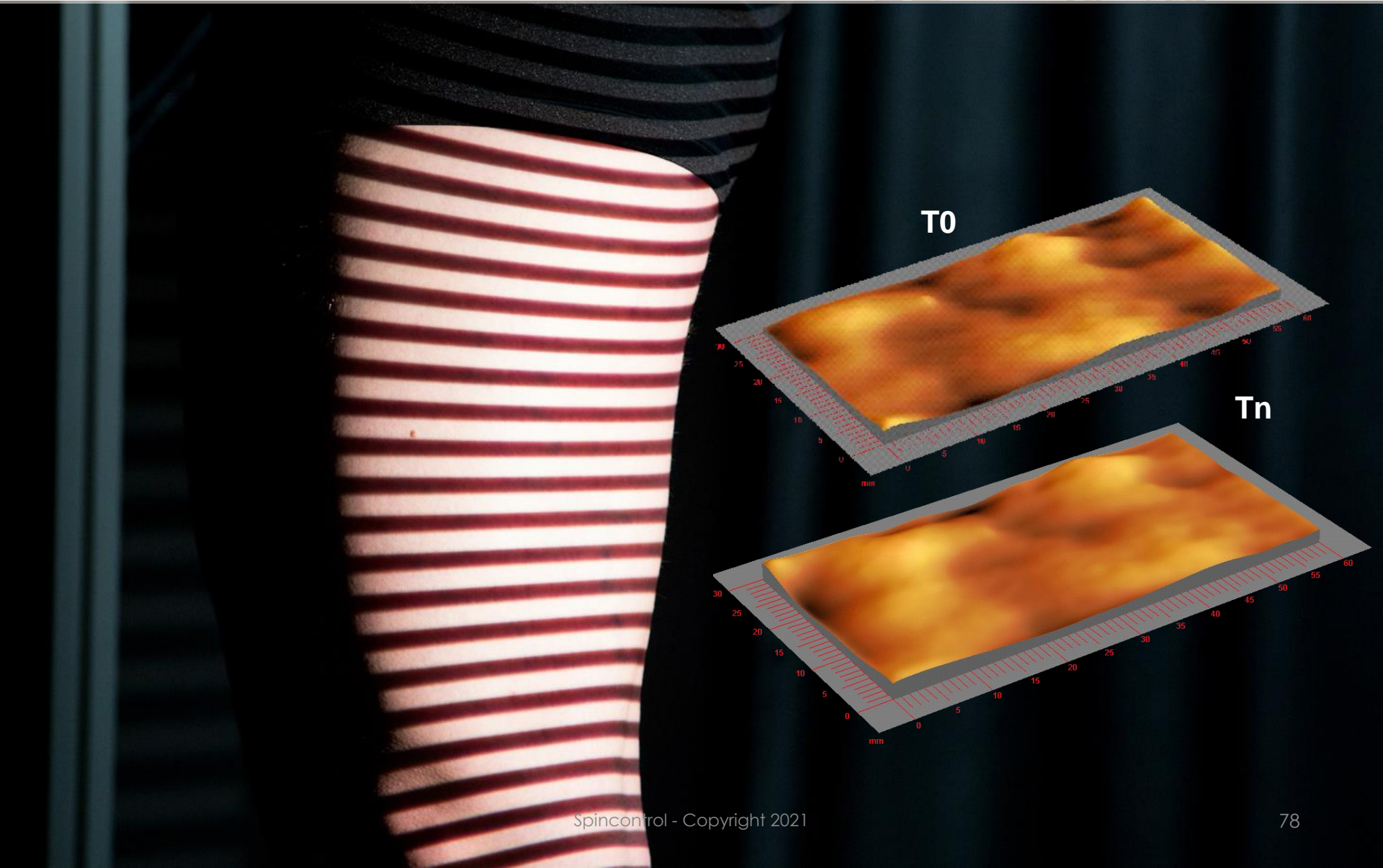


Fig 2 : Software for the evaluation of pinched thighs (Notephoto software)

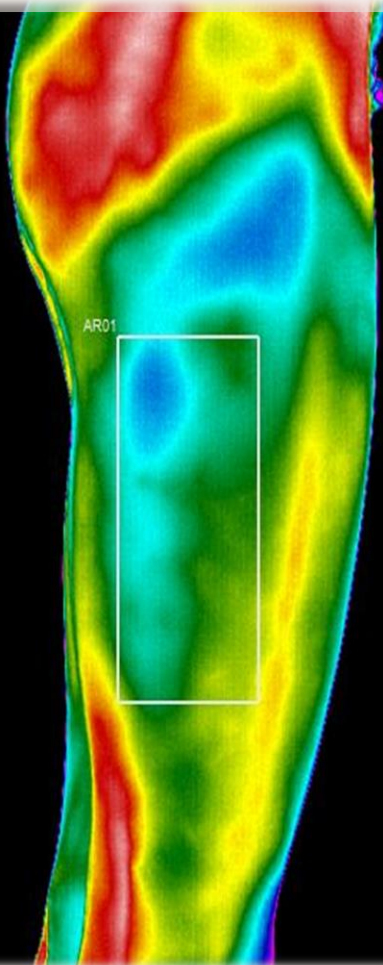


# Fringe projection : roughness of the dimples

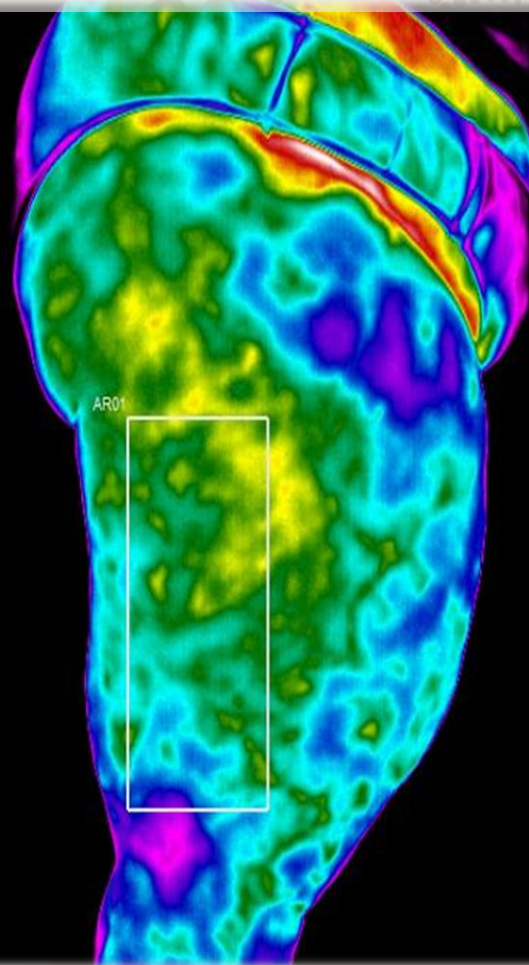




# Thermal camera



Uniformity of  
temperature



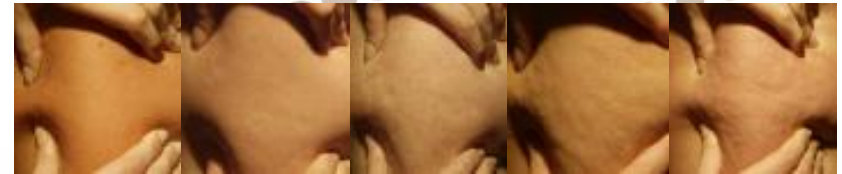
Heterogeneity of  
temperature



# 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



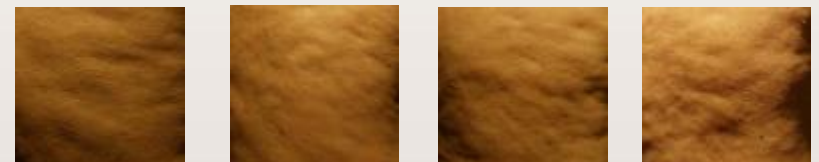
GRADE 0

GRADE 1

GRADE 2

GRADE 3

GRADE 4



GRADE 5

GRADE 6

GRADE 7

GRADE 8

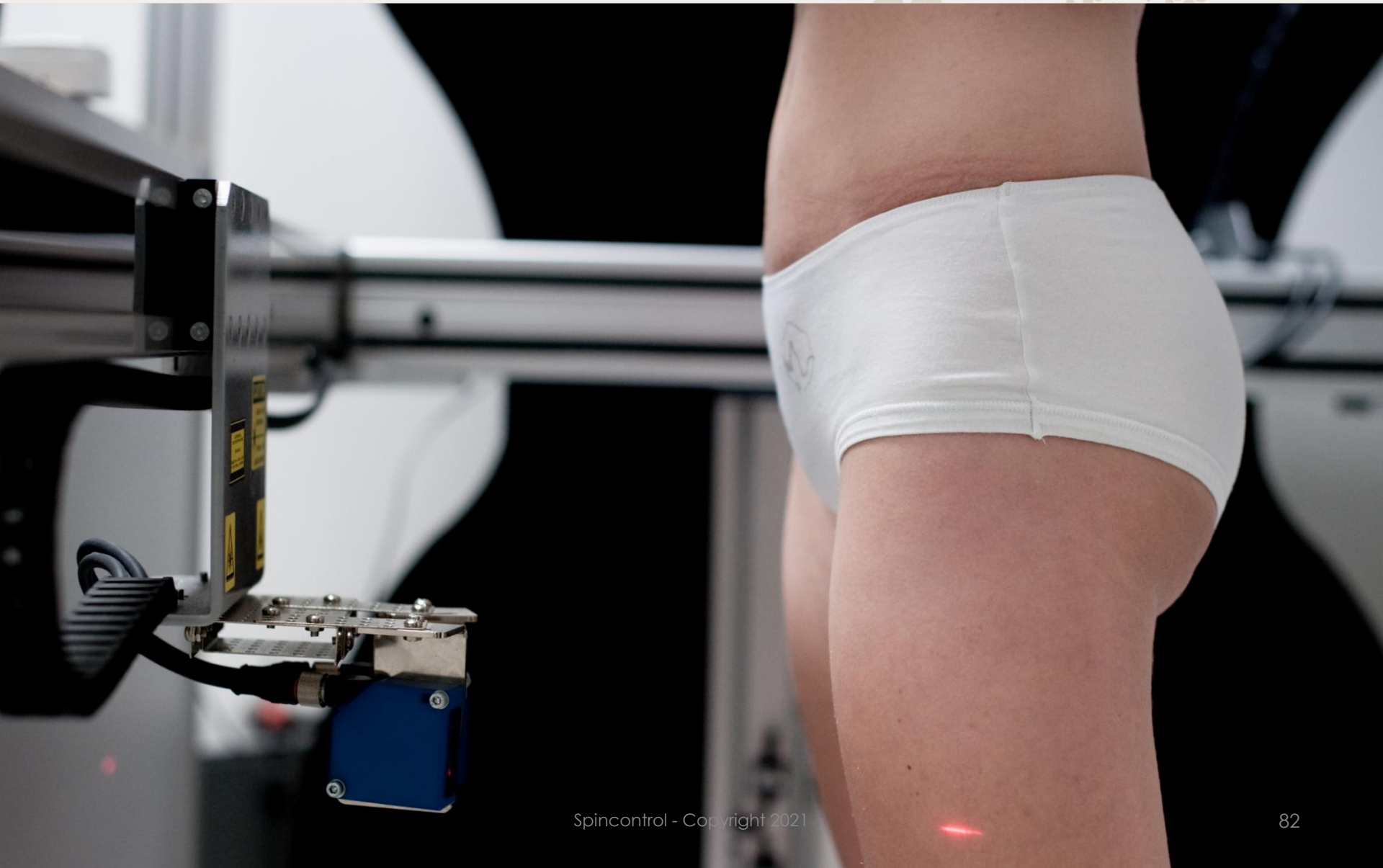




# Slimming

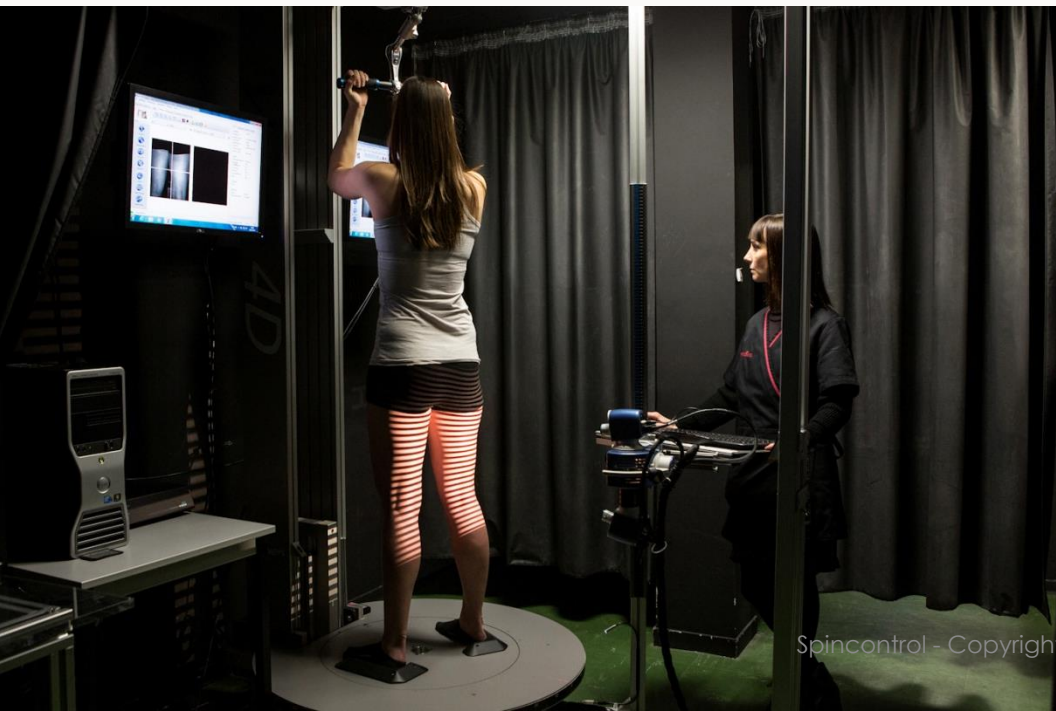


# Laser centimetry *without contact*

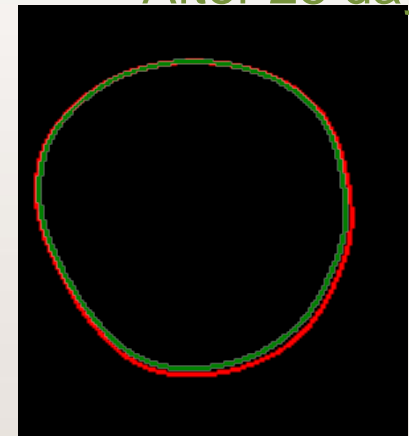




# Fringe projection : abdominal slimming , « love handles » and thighs

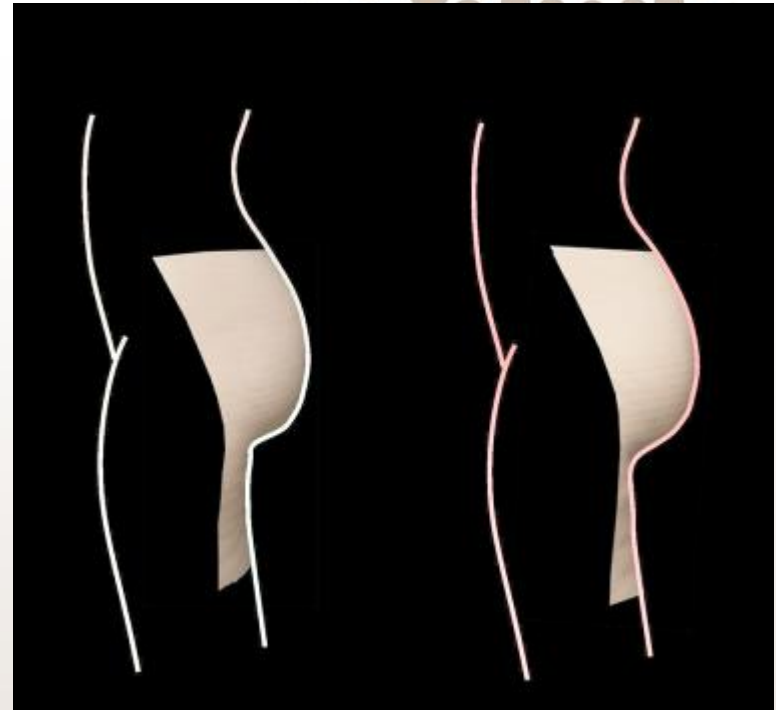
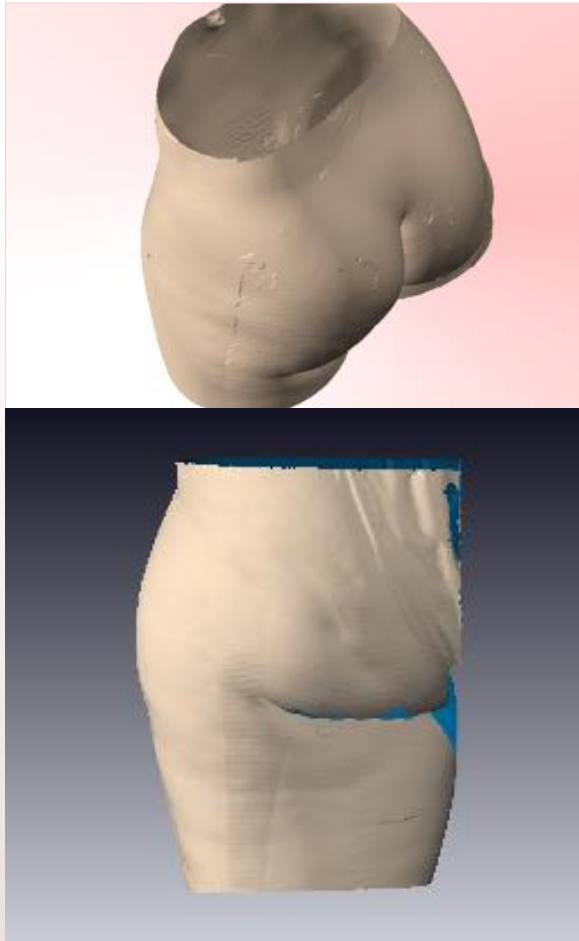


— Baseline  
— After 28 days



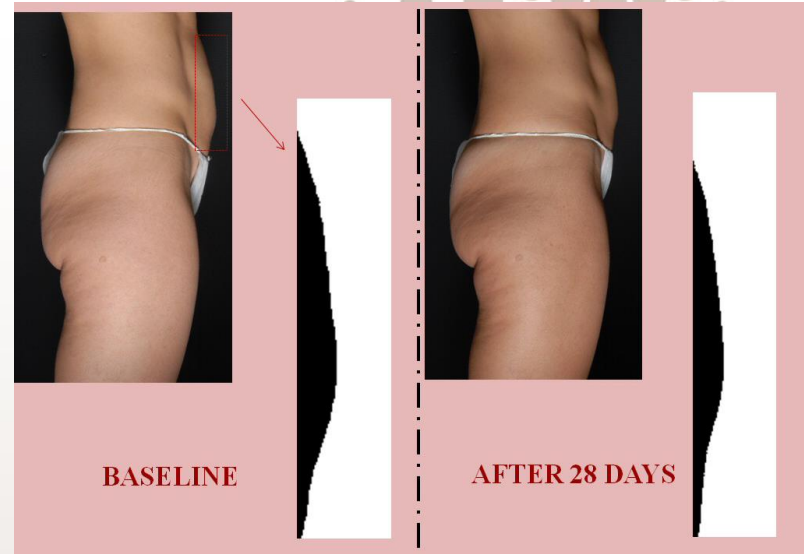
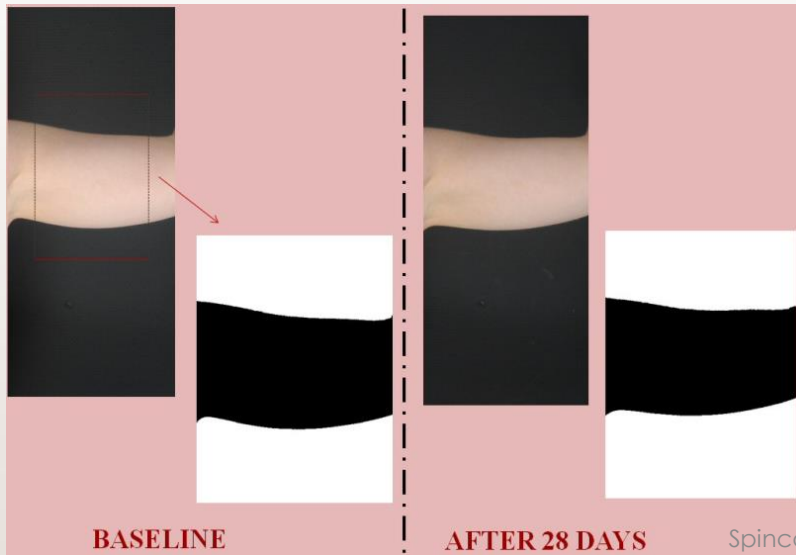


# Volume of buttocks & saddlebags



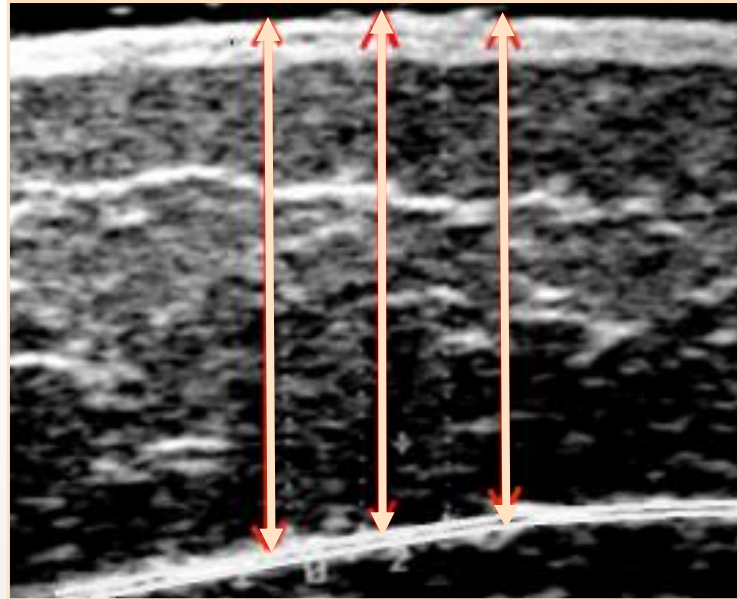


# Image analysis : area of thighs, arms & lower abdomen



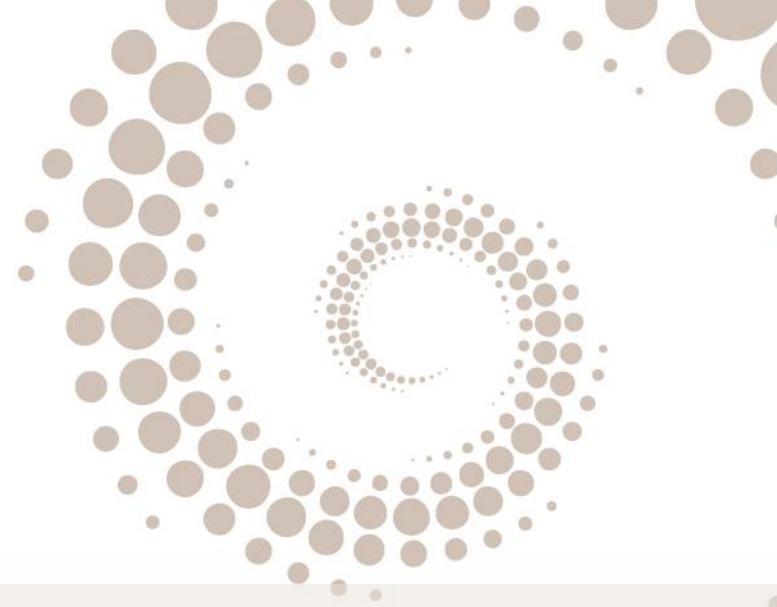


# Ultrasound Imaging : measurement of the adipose tissue thickness (on the thighs or the abdomen)



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.



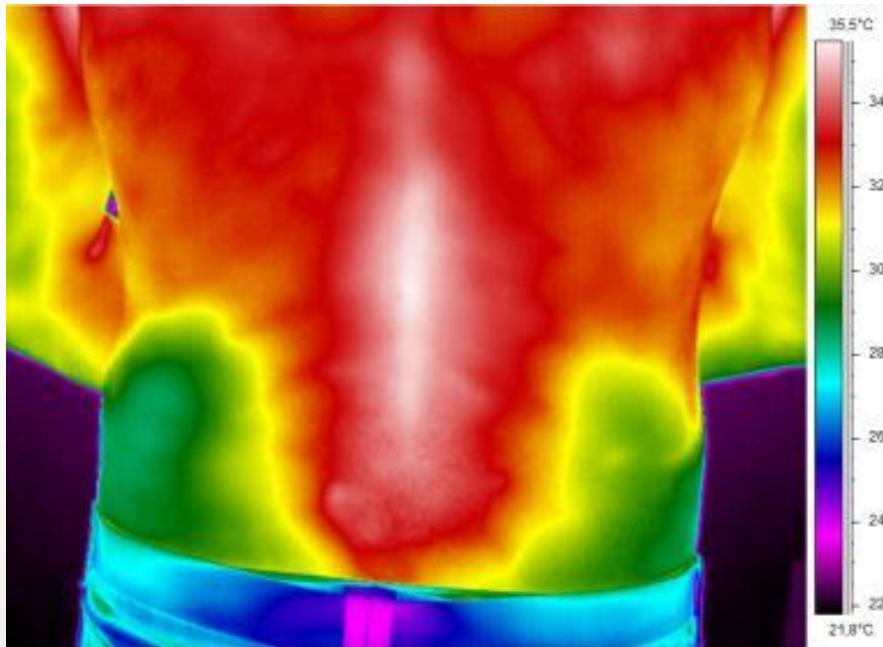


# Heating & refreshing effect

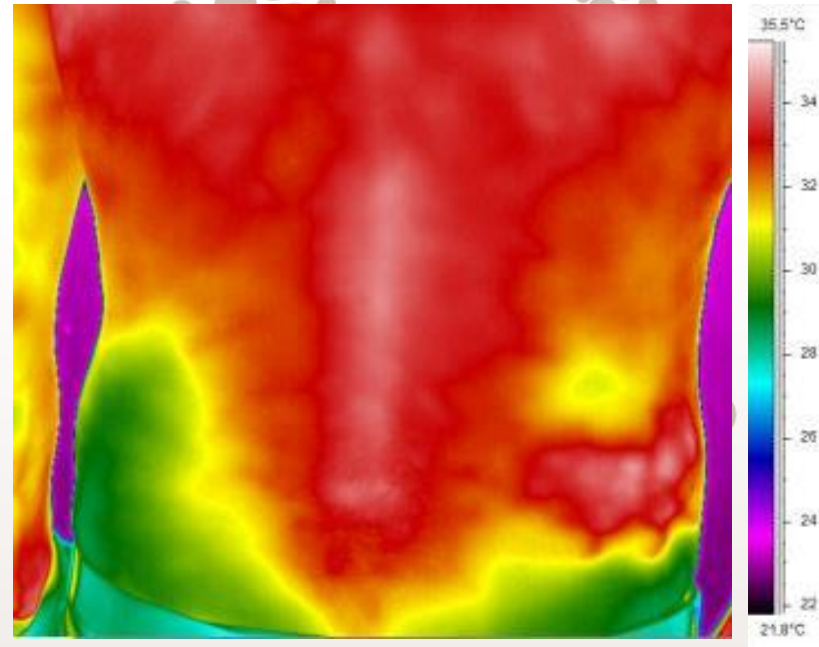


# Thermal camera : heating effect

Before

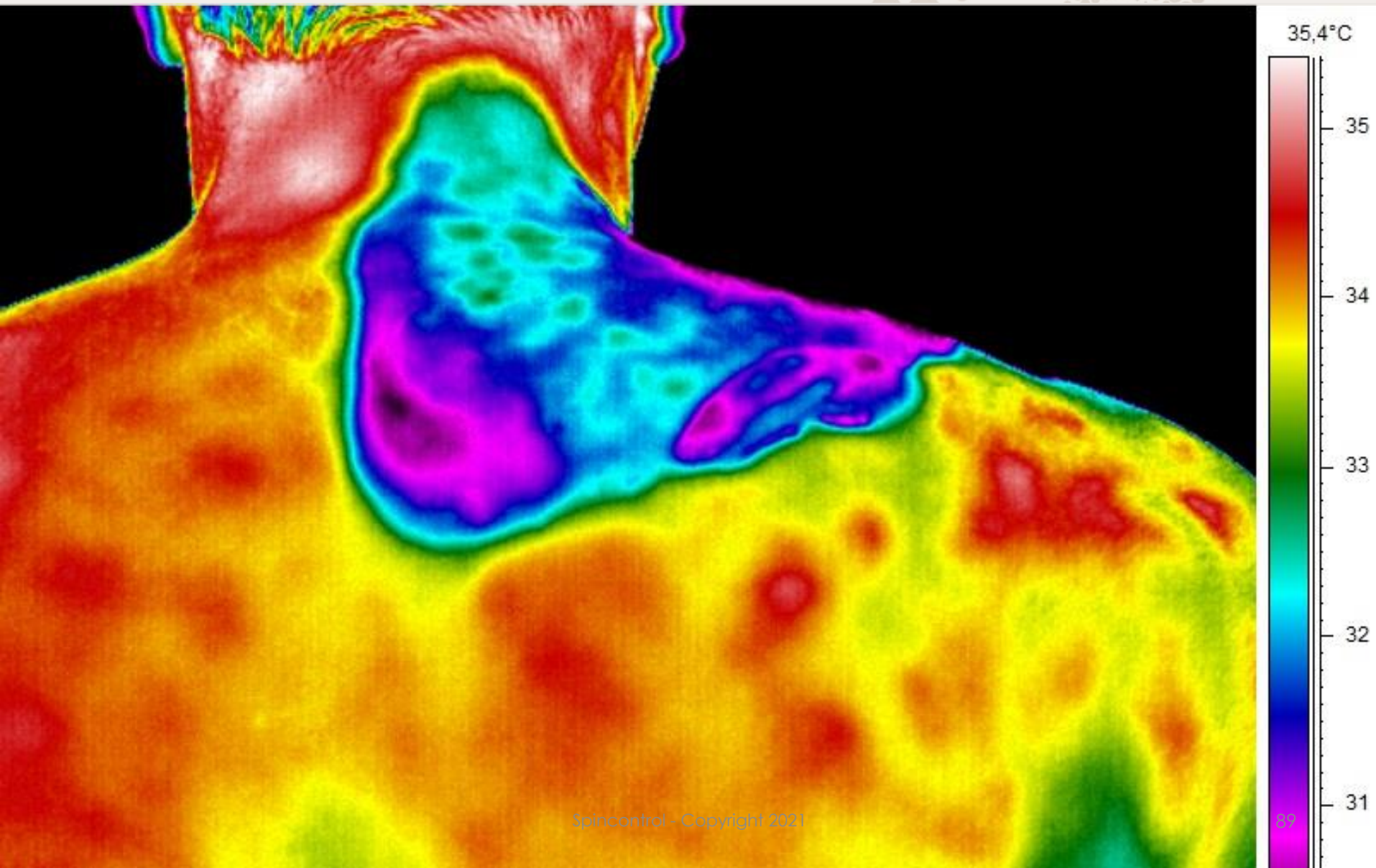


After





# Thermal camera : refreshing effect







# Anti-dark spots

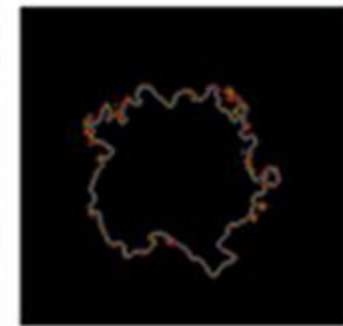
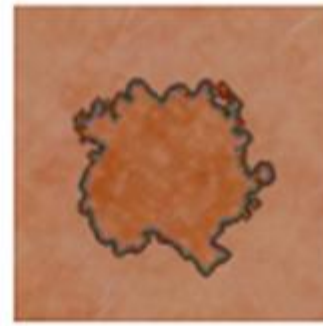
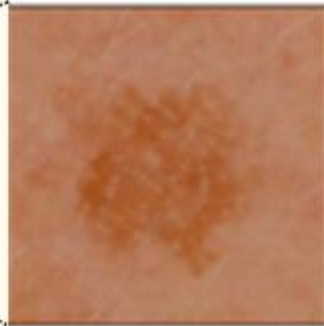
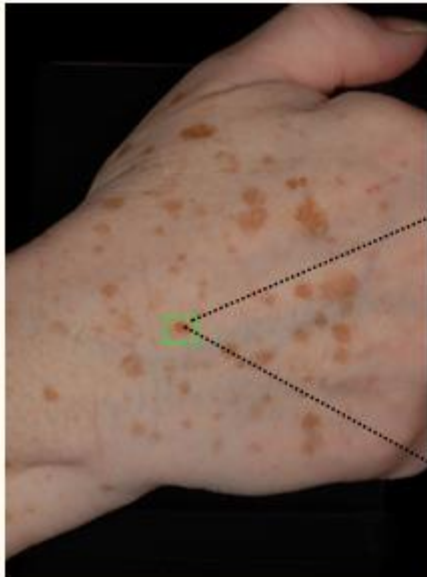


# Image analysis: By Visioface®

## Calculated parameters

:

- Number of detected spots
- Colour of spots
- Colour of skin
- Sharpness of the contours
- Total area of the spots (mm<sup>2</sup>)







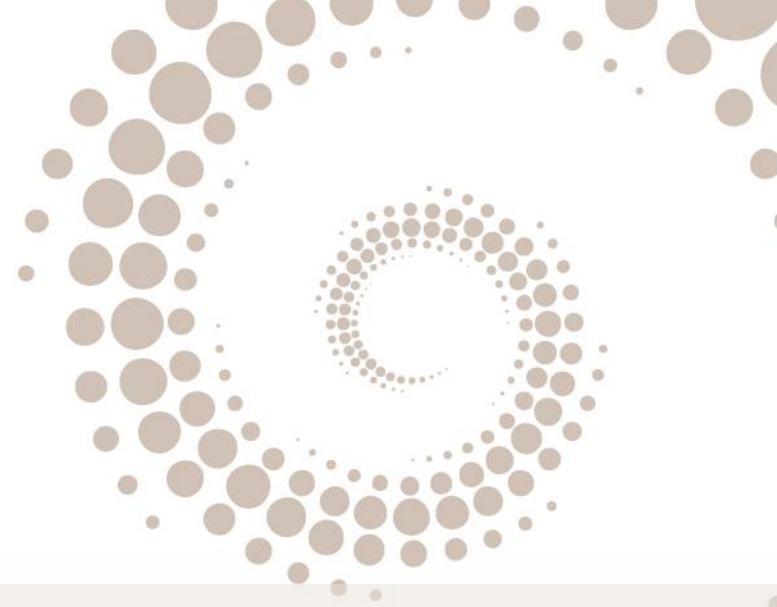
# Firmness & elasticity



# Torquemeter, Cutometer, Ballistometer or Dynaskin, Clinical assessment







# Hairs removal effect



# Image analysis: length & density measurements





# Sensorial metrology: softness of the skin





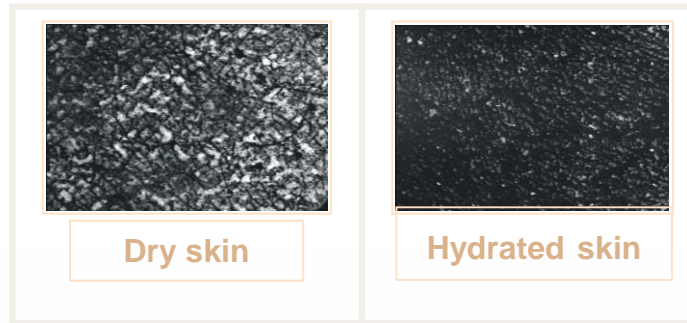
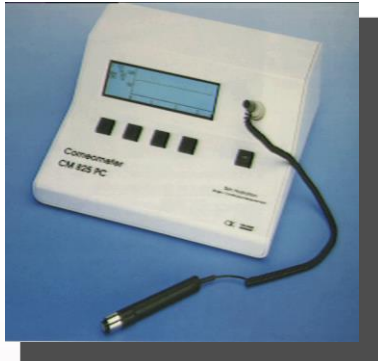


# Moisturizing

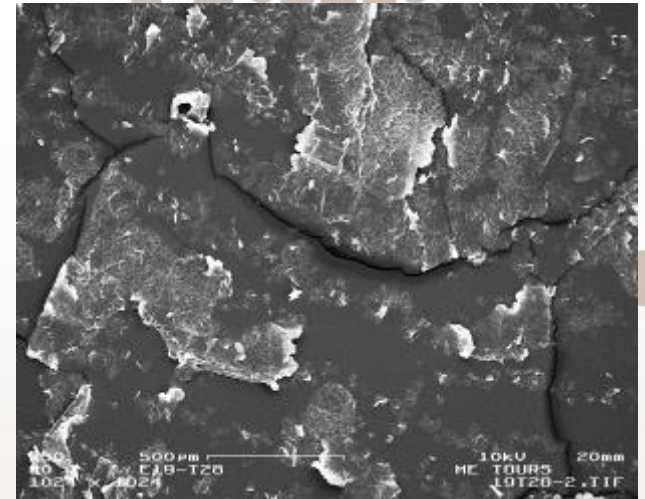


# Several techniques

## CORNEOMETRY

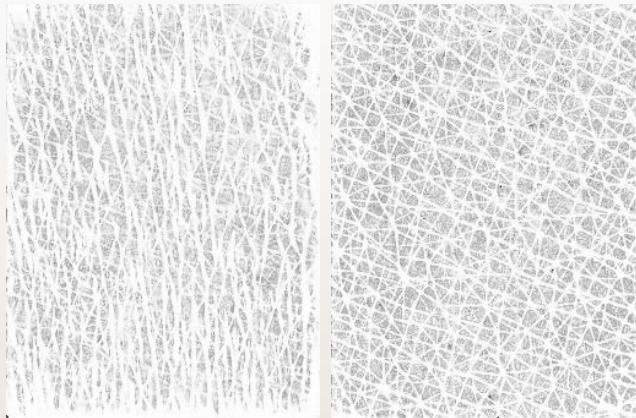


## D'SQUAME



## ELECTRONIC MICROSCOPY

## TEWL



## MOISTUREMETER



## MOISTUREMAP®

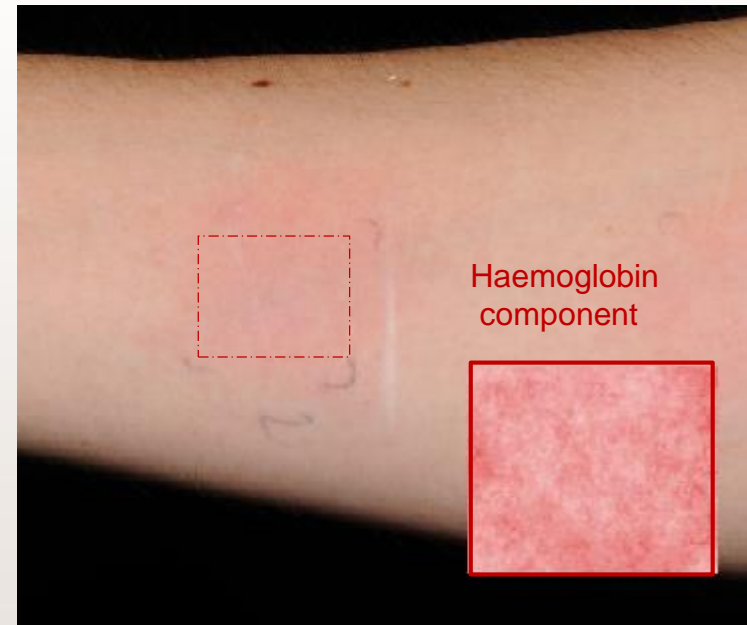
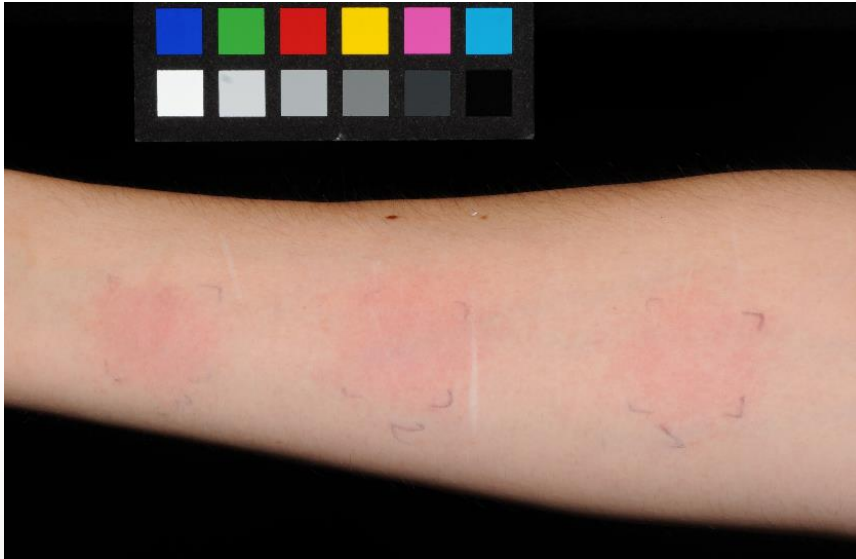




# Soothing effect



# Image analysis: haemoglobin component analysis





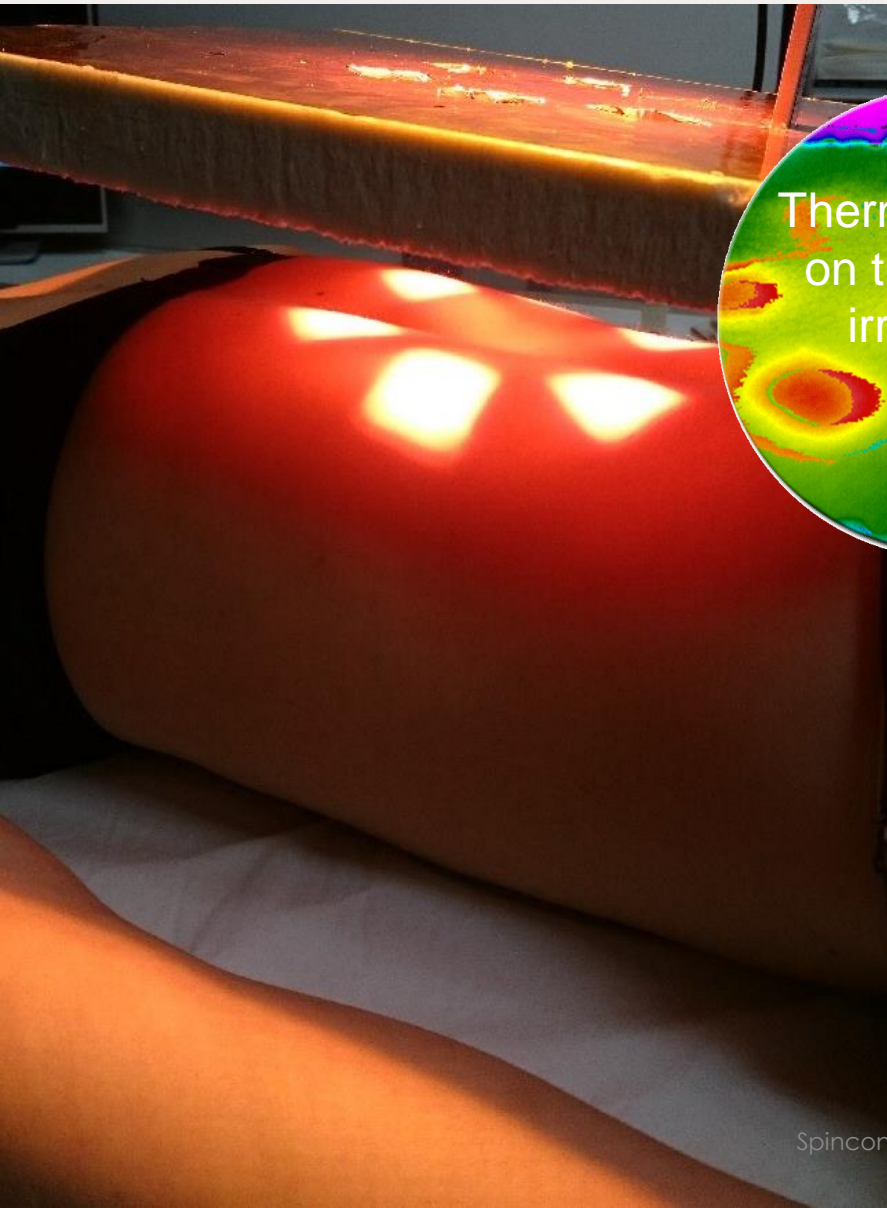


# Sun claims



# 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

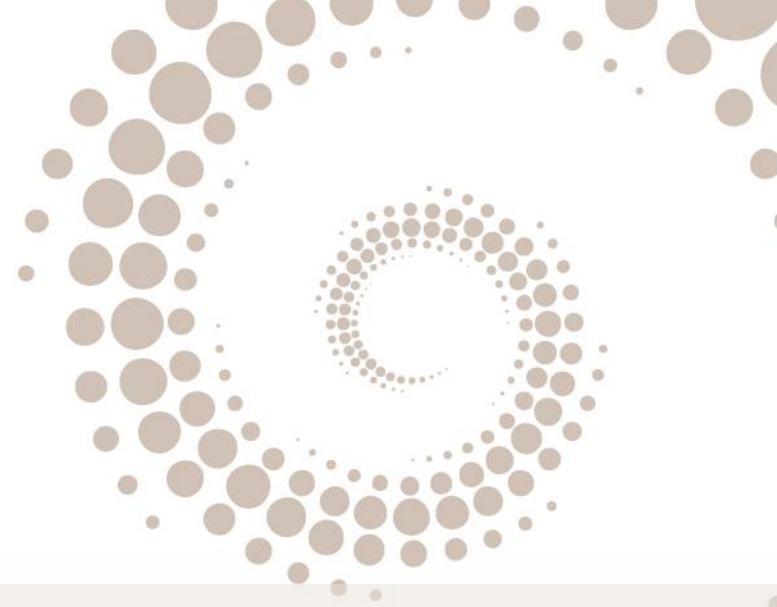
Salt traces  
analysis without  
product



Salt traces  
analysis with  
product



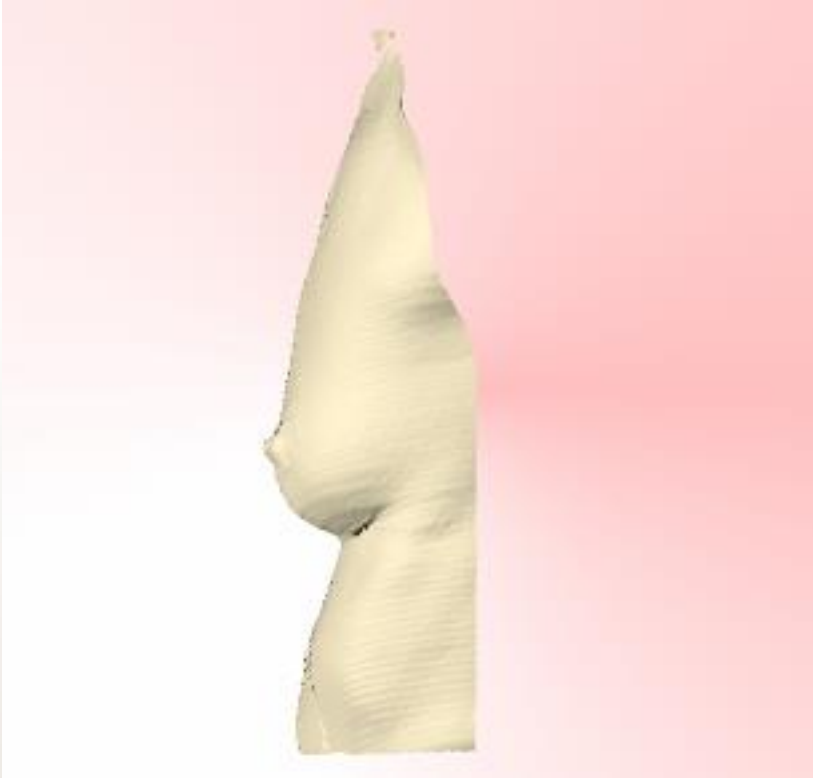




# Tensing & Uplifting effect of the bust

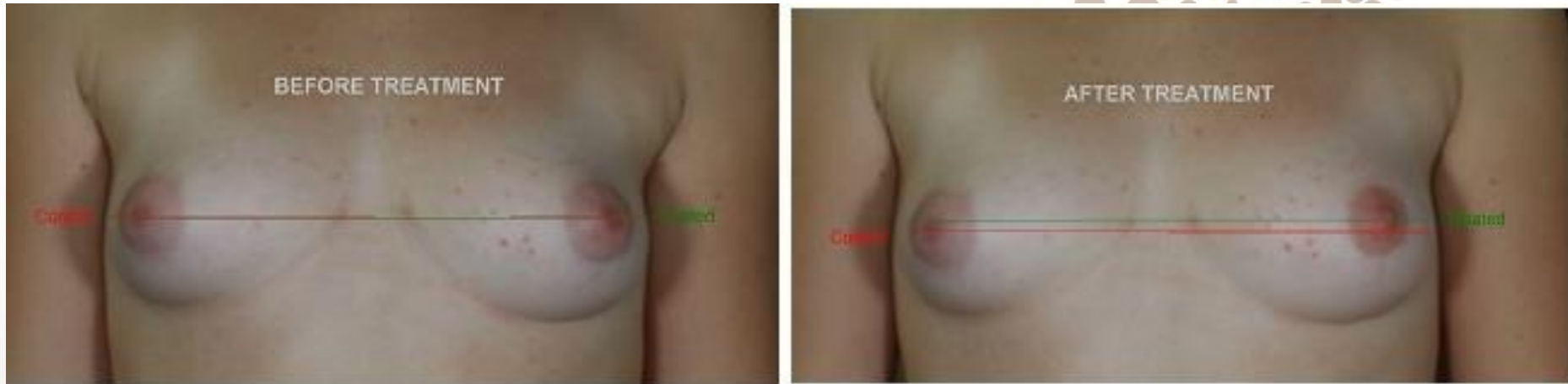


# Fringe projection : volumizing & uplifting effect





# Image analysis : uplifting effect





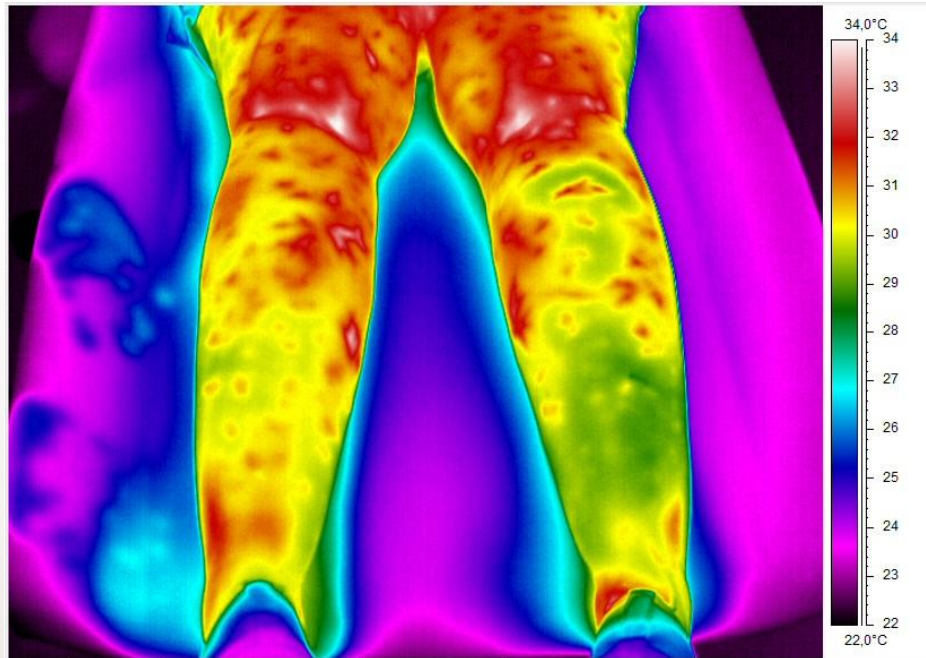


# Tired legs

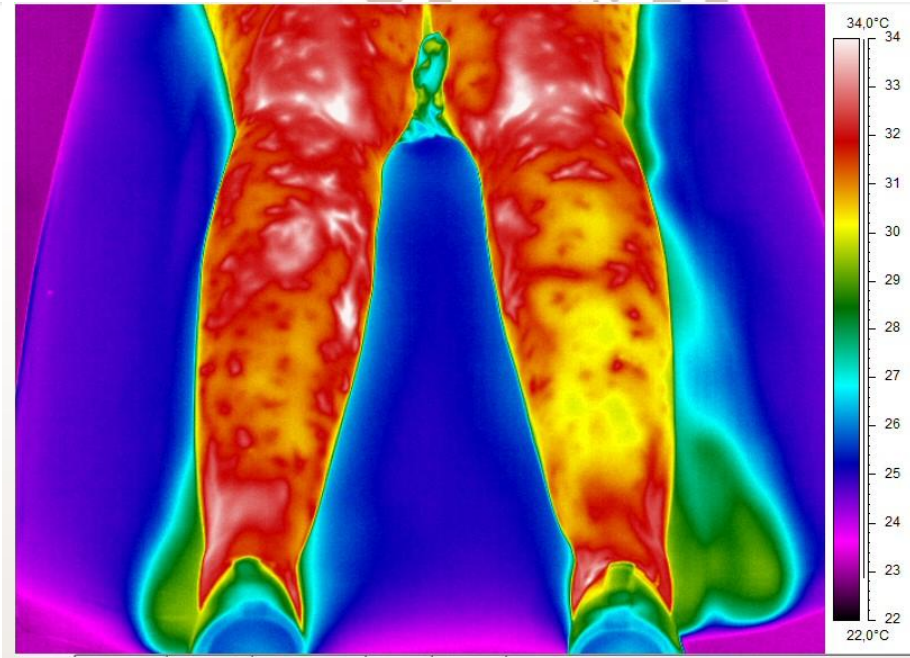


# Thermal camera

T0



T + 28 days







# « Healthy skin »



# MICROBIAL IDENTIFICATION

NEW



P acnes, Staph. aureus, epidermidis,...

*Partnership: SYNELVIA*





# « Antiperspirant »



# Dosages of odorant substances

**NEW**

Standard sweating

**OR**

Emotional sweating /  
Social stress



*Partnership: SYNELVIA*



# 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



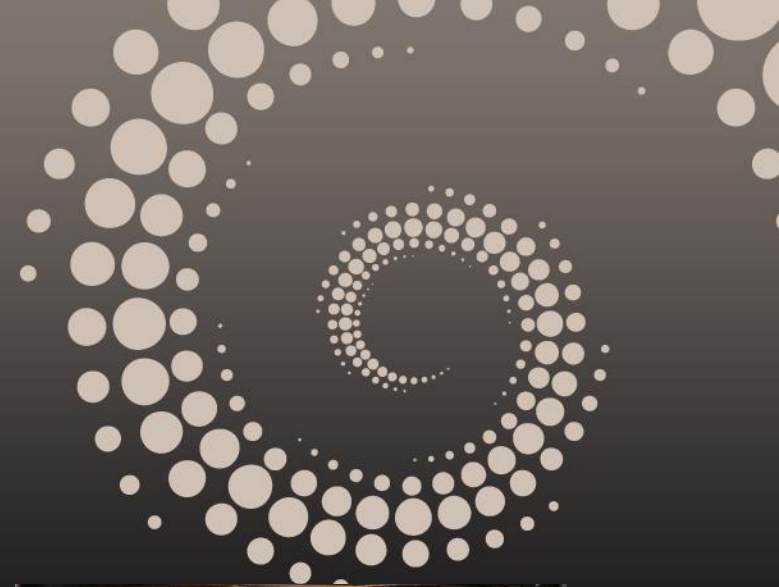
# Hair sheen



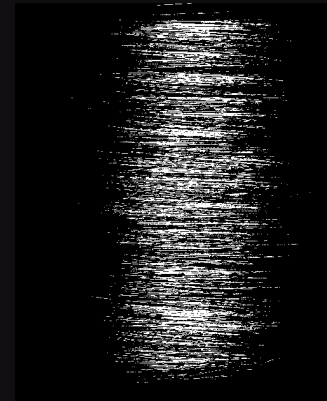
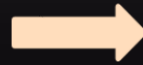


# Hair sheen

## By image analysis



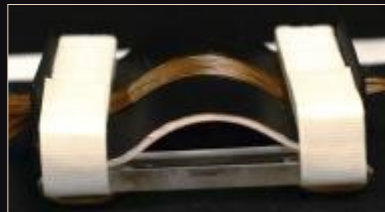
**Specific protocol of damage/dull hair**





# Hair sheen

## By experts grading



No sheen



Maximum sheen



# Growth speed





By centimeter  
measurement



$T_0$



$T_n$

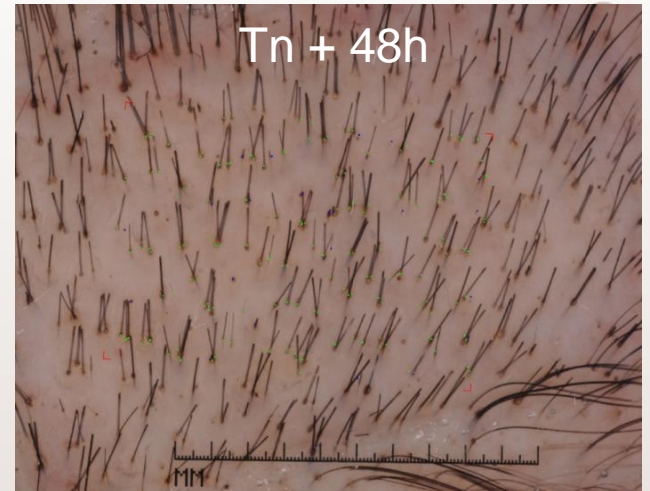


# Anti hair loss



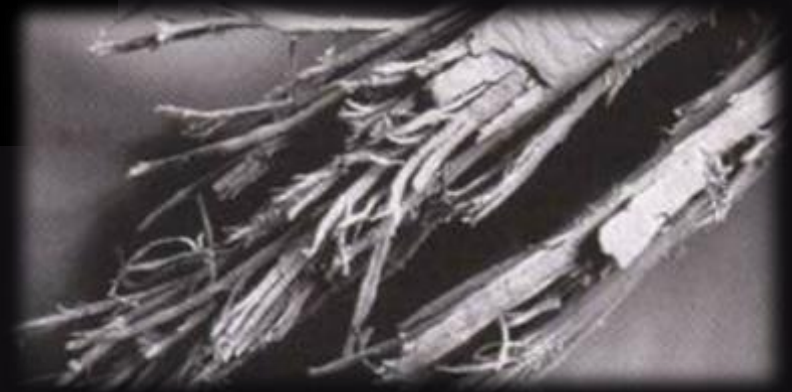


# Phototrichogram



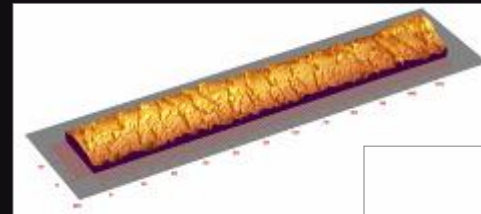
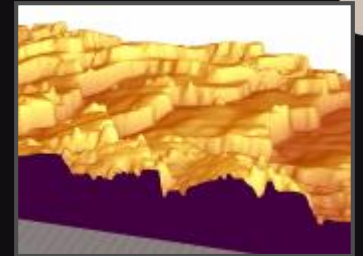
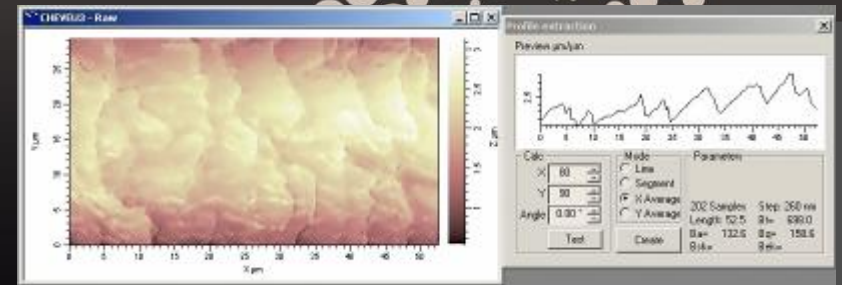
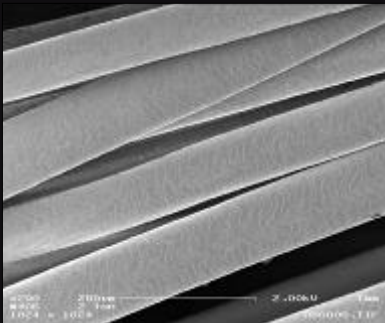


# Anti damaged effect

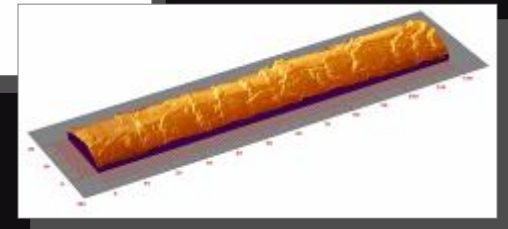




metric

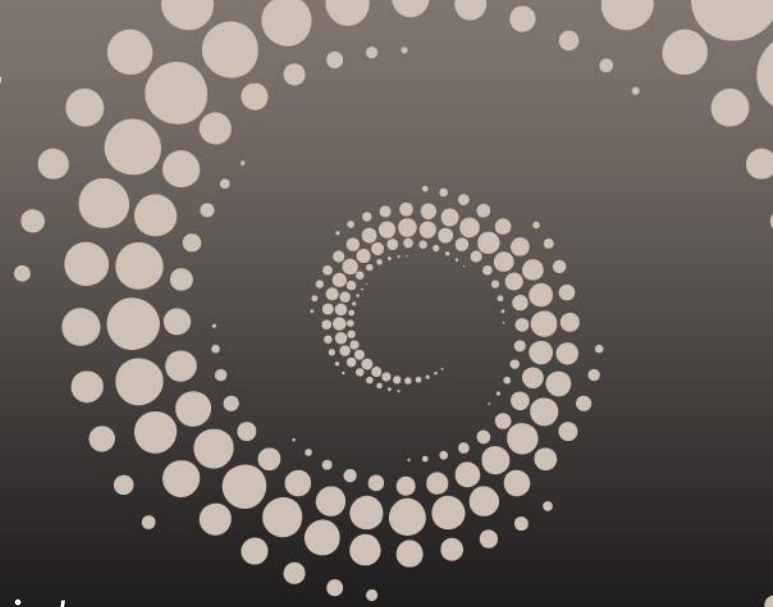


Before treatment

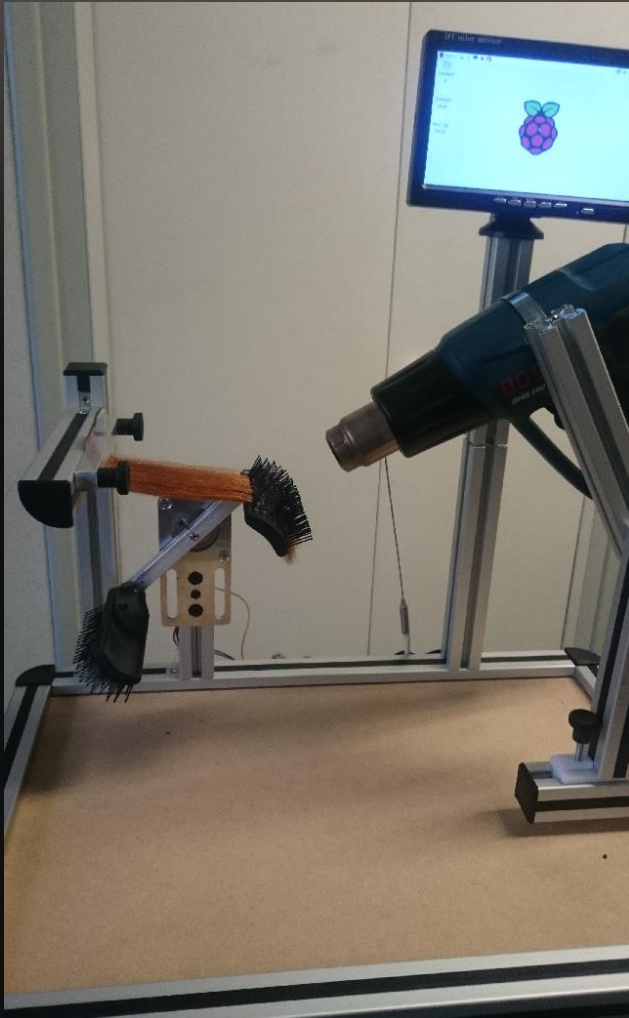




# Anti-breakage and split ends



*on natural hair tresses  
(Caucasian or Asian)*





# Dryness

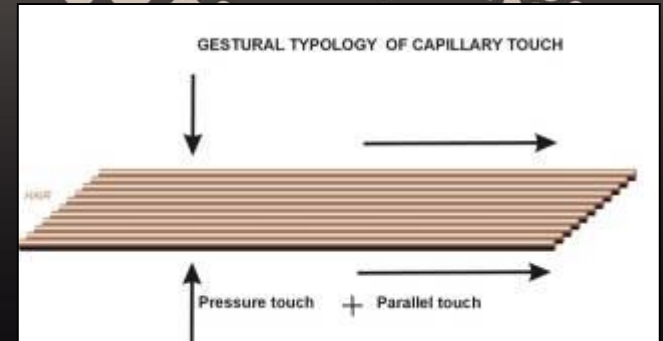




# By sensorial metrology



Expert panels

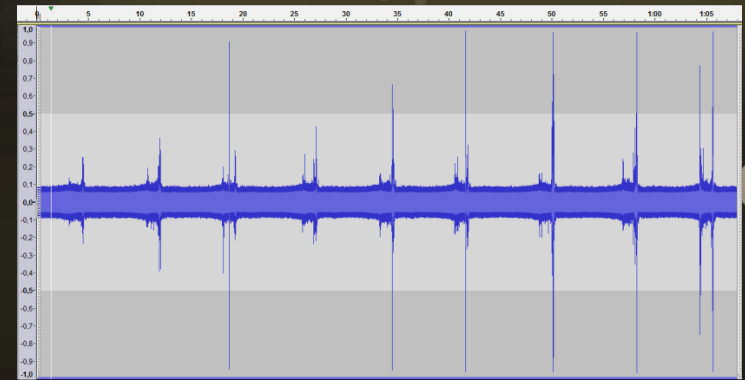
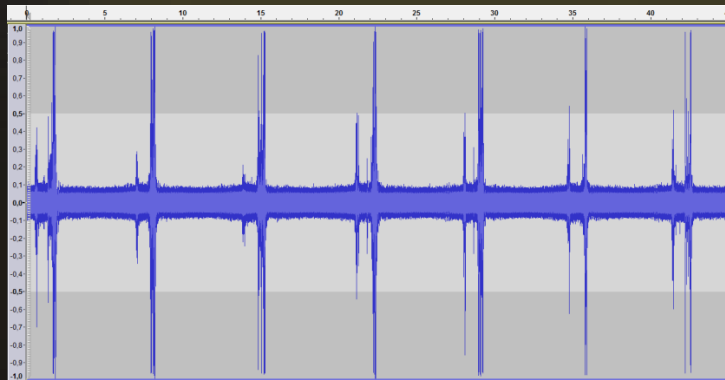
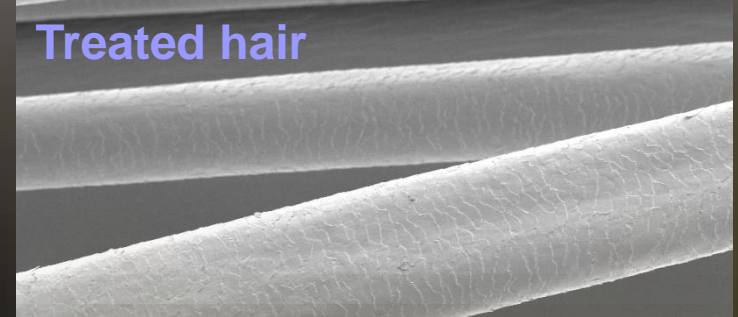
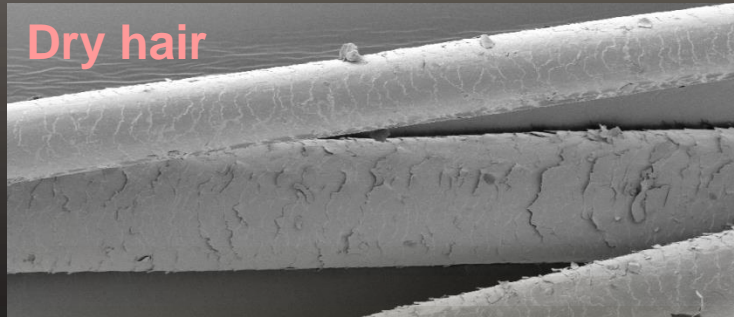


Hair surface evaluation

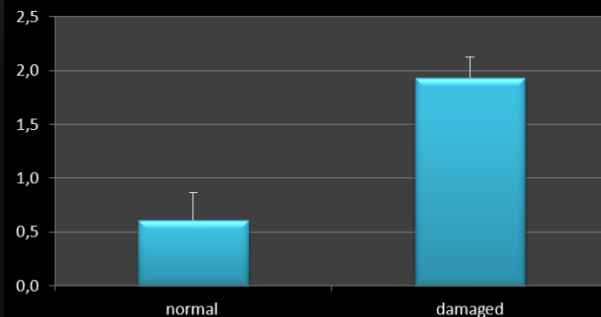


NEW

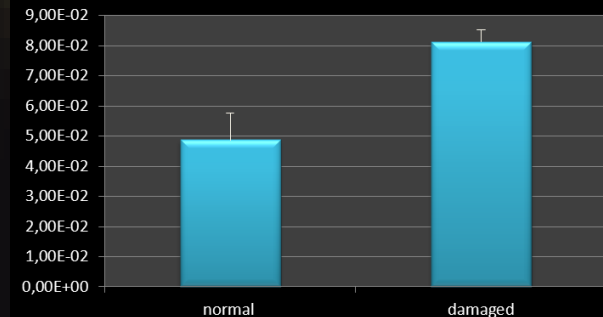
# « Hair Tune » protocol: the sound of hair



Duration



Amplitude



Sound  
parameters

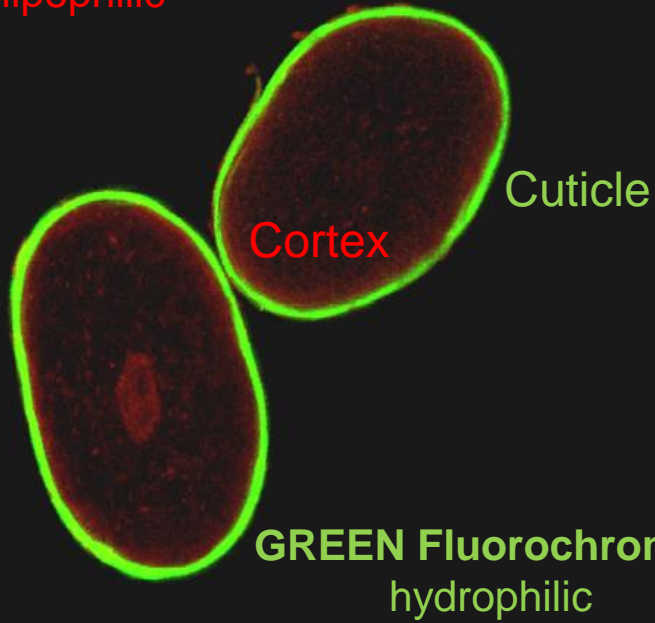


# Permeability





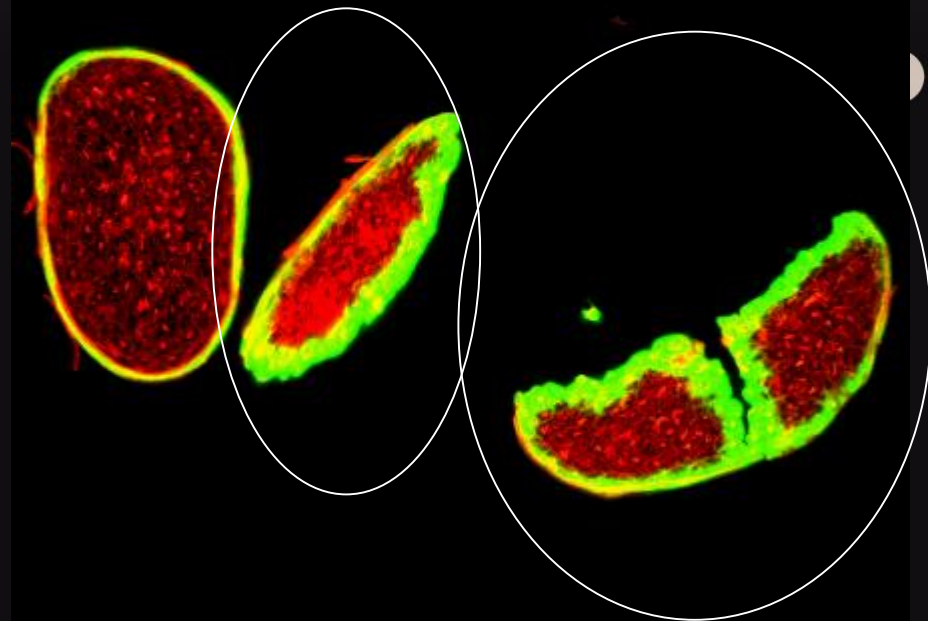
**RED Fluorochrome**  
lipophilic



**GREEN Fluorochrome**  
hydrophilic

By confocal  
microscopy

Damaged hair



Partnership Transderma Systems - France



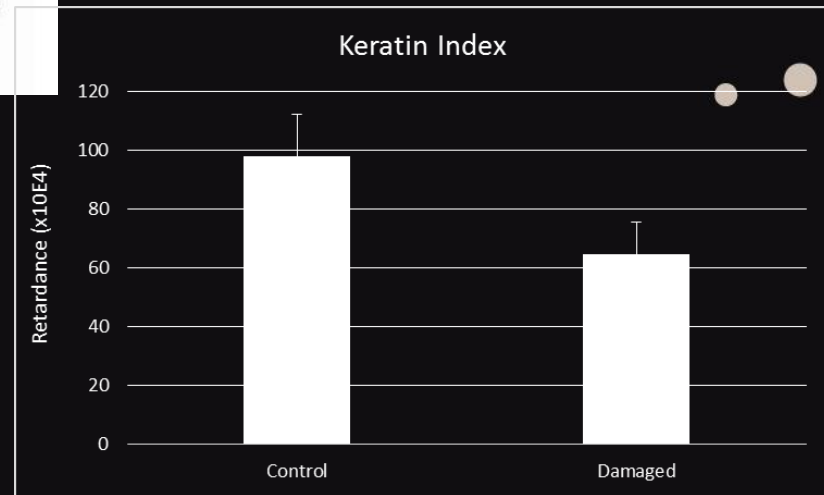
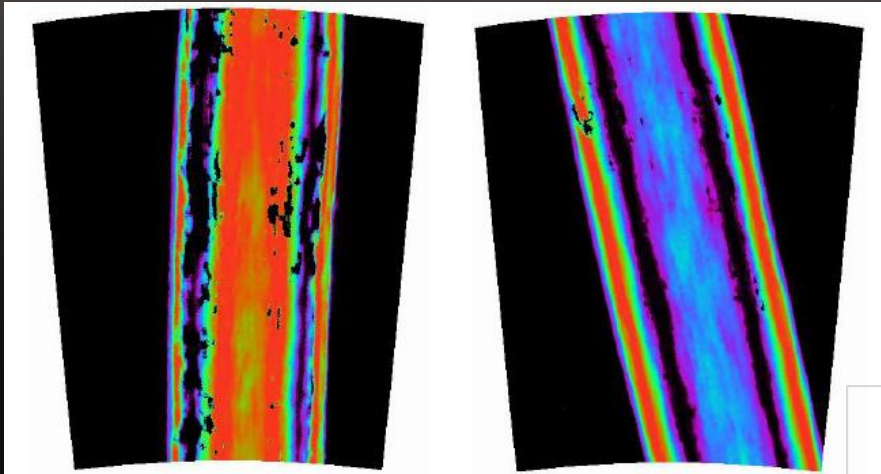
# Keratin quantification





# Keratin quantification

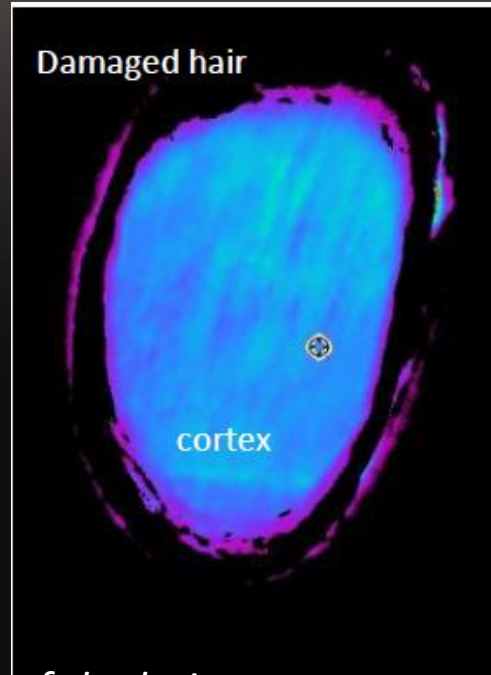
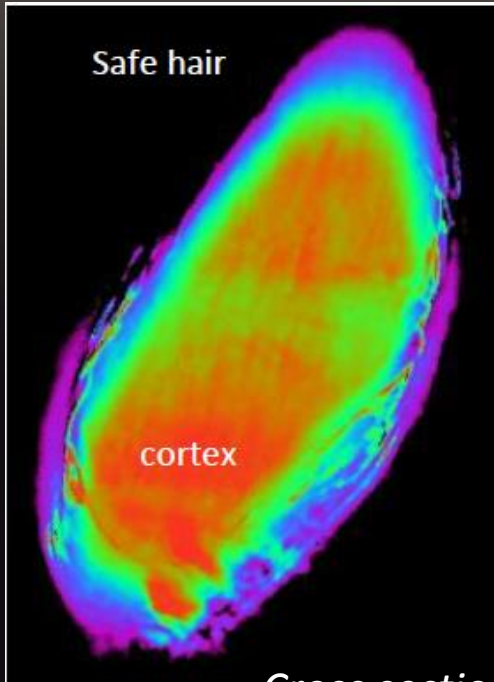
By Polarimetric scanner : XPolar®





# Keratin quantification

## By K-index (Transderma System)



*Cross section view of the hair*

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



Spincontrol - Copyright 2021



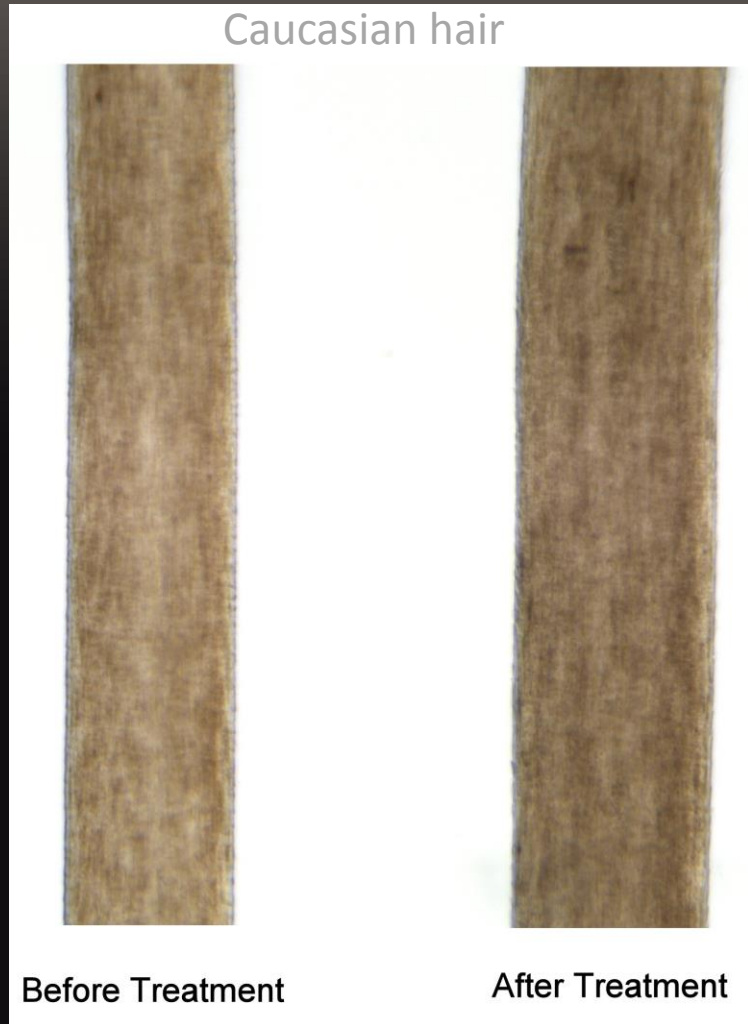
# Thickening





# By LED image analysis

Available on Caucasian, Asian & African hair



*Partnership: KAMAX*



# Pollution





# By 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

*Partnership: SYNELVIA*

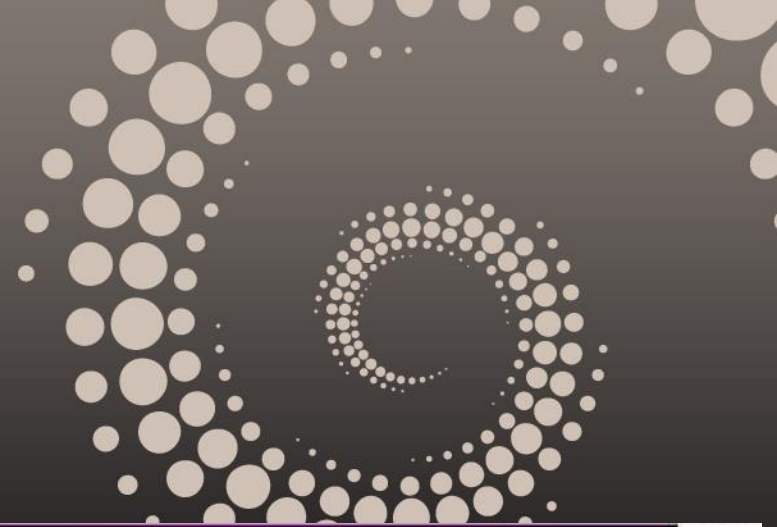


# Heat protection effect

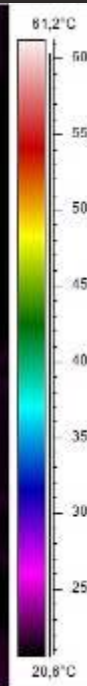




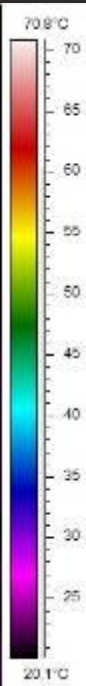
# By thermal camera



Before treatment



After treatment





# UV protection



**NEW**



# By biochemical dosages

NEW



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

*Partnership: SYNELVIA*



# Anti grey hair







**Grey hair**

# Covering effect

*By image analysis*



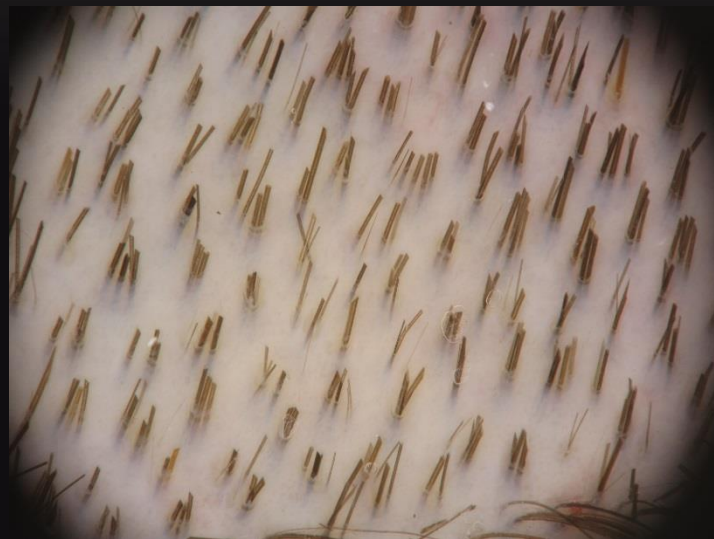




**Grey hair**

# Anti Canities

*By image analysis*



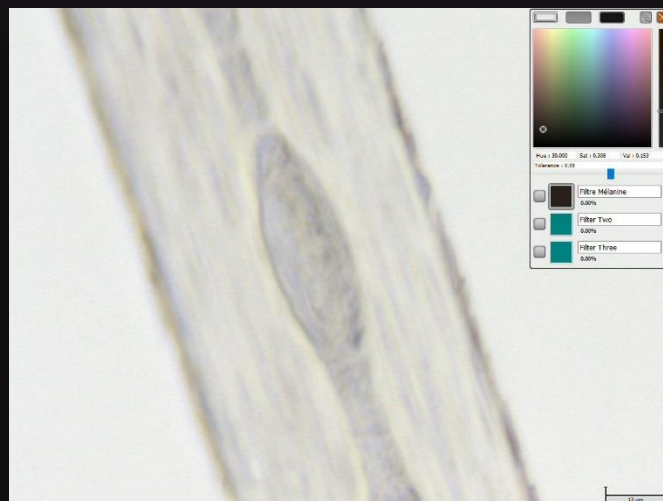




**Grey hair**

# Anti Canities

*By Polarimetric Scanner*



Melanin quantification

*Partnership: KAMAX*



# Anti Humidity







By image analysis



# Scalp





# Anti-sebum Anti-dandruff





Anti-sebum effect

By Sebumeter

Anti-dandruff effect

By expert/dermatological  
evaluation

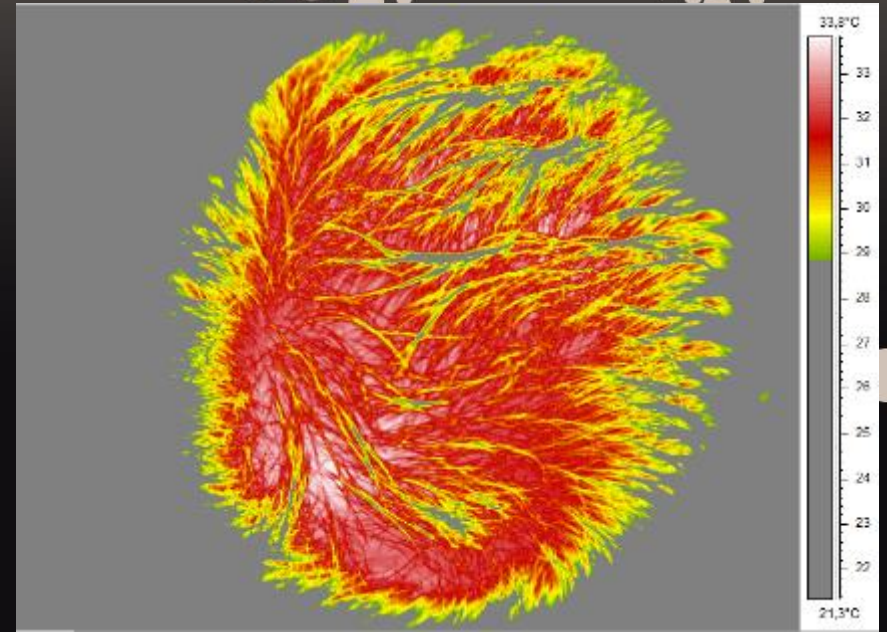
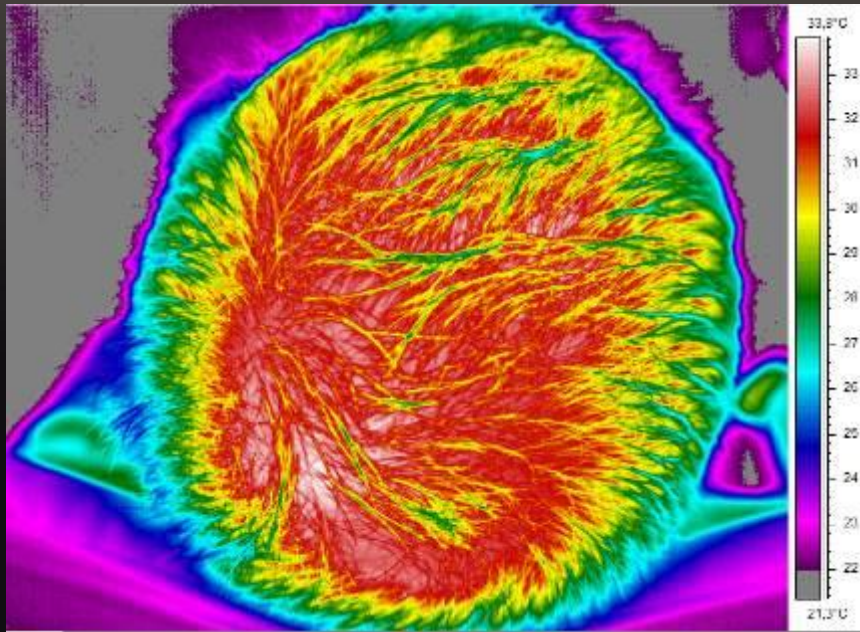


# Refreshing or Soothing effect





# By thermal camera



AND

- Self Perception questionnaire
- Dermatological evaluation



# Combing effect





# By Dia-stron MTT175



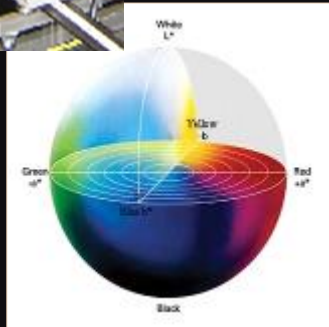
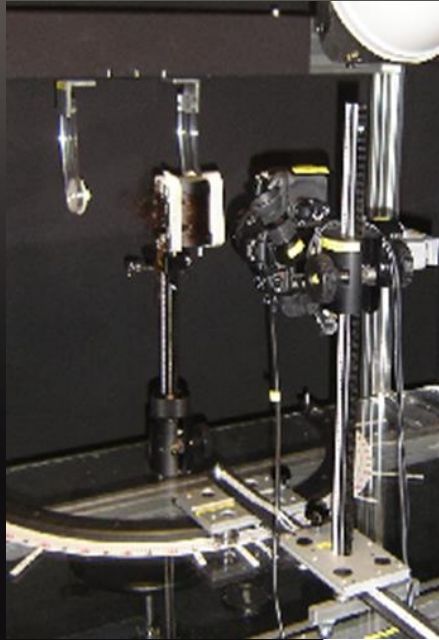


# Color protection





# By image analysis



**PARALLEL POLARIZED  
PHOTOGRAPH**

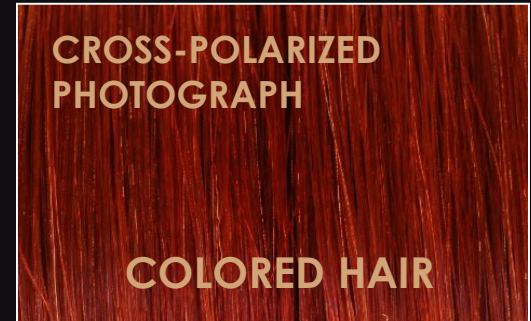


**CROSS-POLARIZED  
PHOTOGRAPH**



**CROSS-POLARIZED  
PHOTOGRAPH**

**COLORED HAIR**



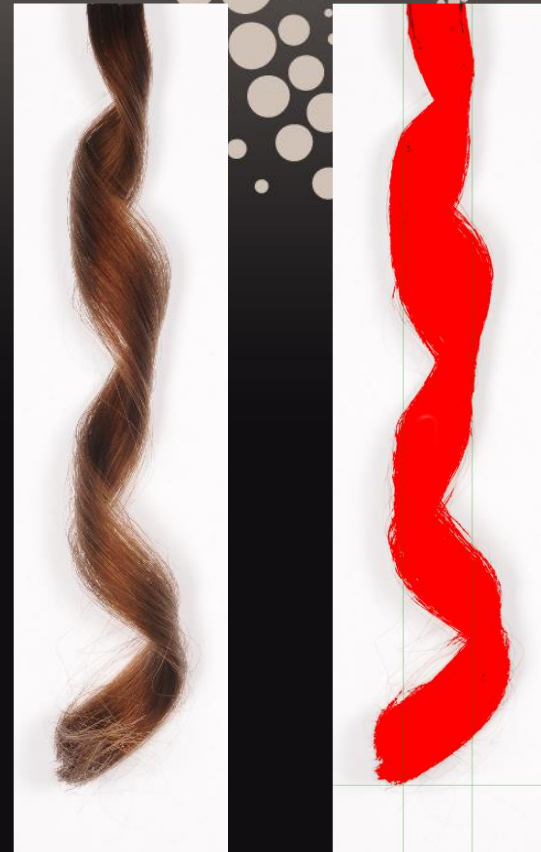


# Styling / Fixation effect





# By image analysis





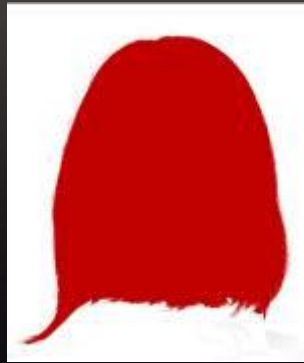
# Volumizing effect



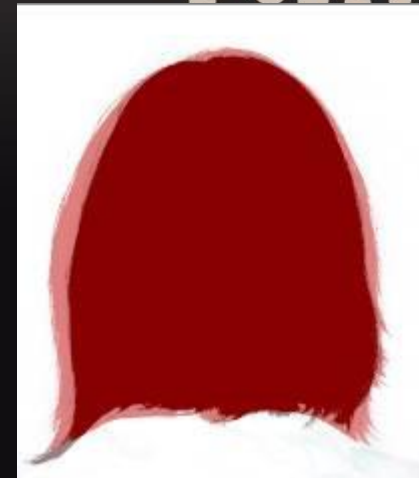
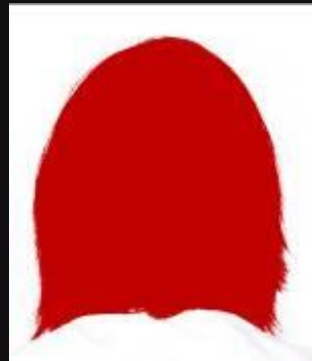


# By image analysis

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

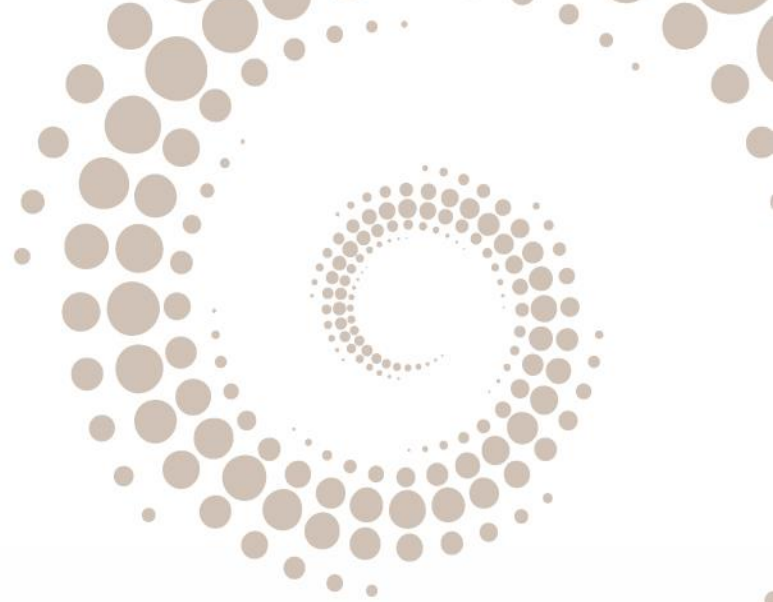
- "streakfree " effect
- Lasting duration

## Lipstick

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

And make-up removal

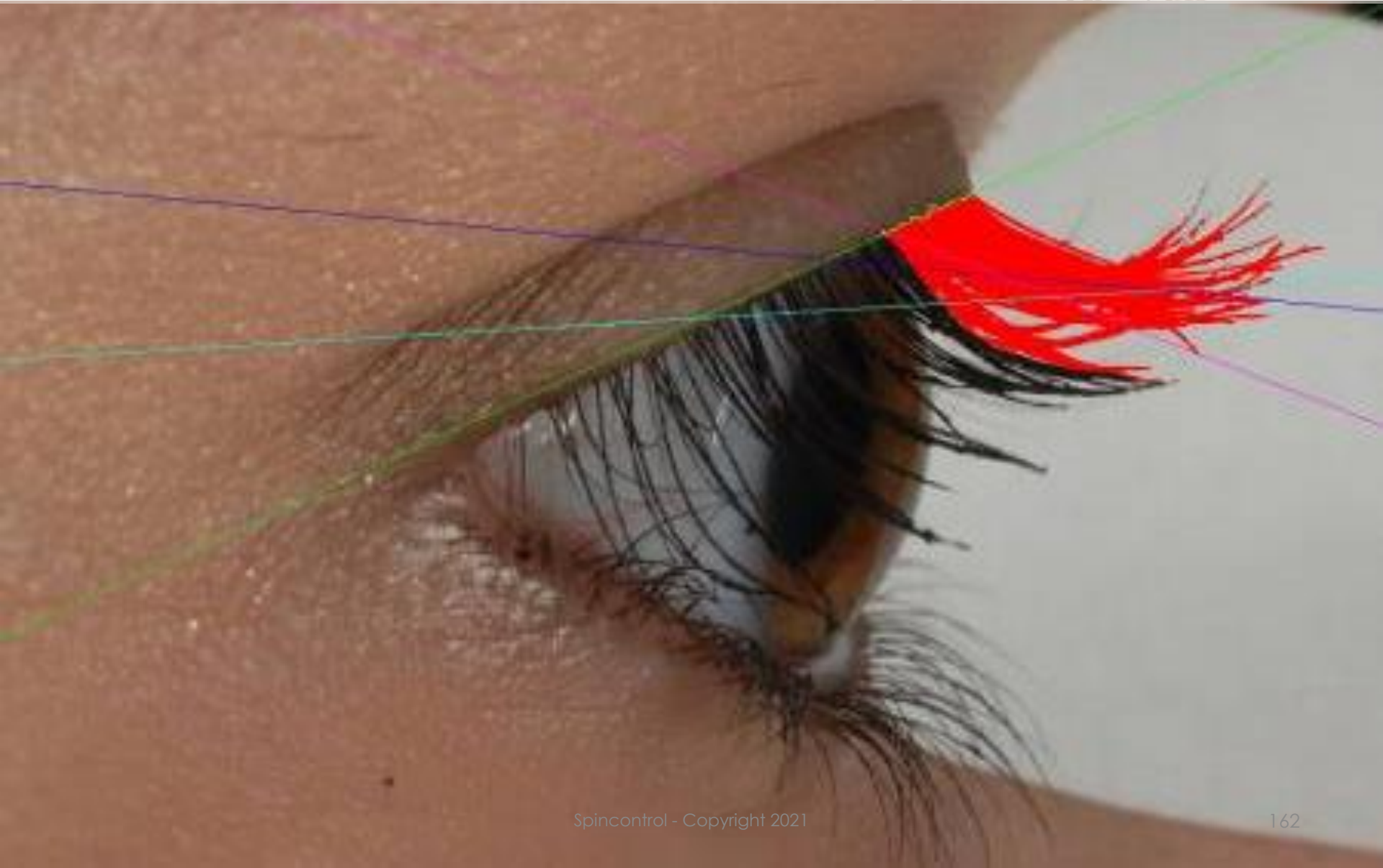




# Mascara

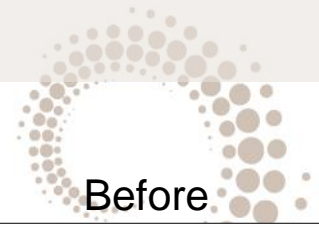


# Image analysis : curling measurement

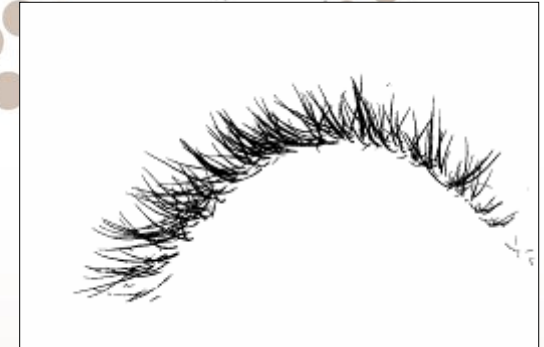




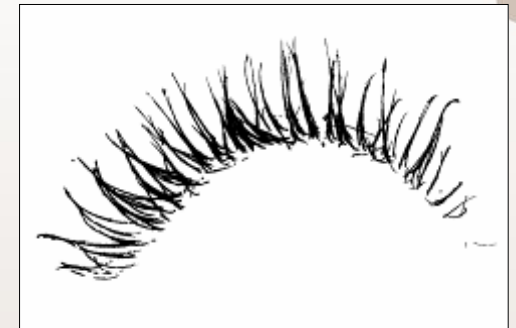
# Image analysis : Lengthening, volumizing and separation measurements



Before

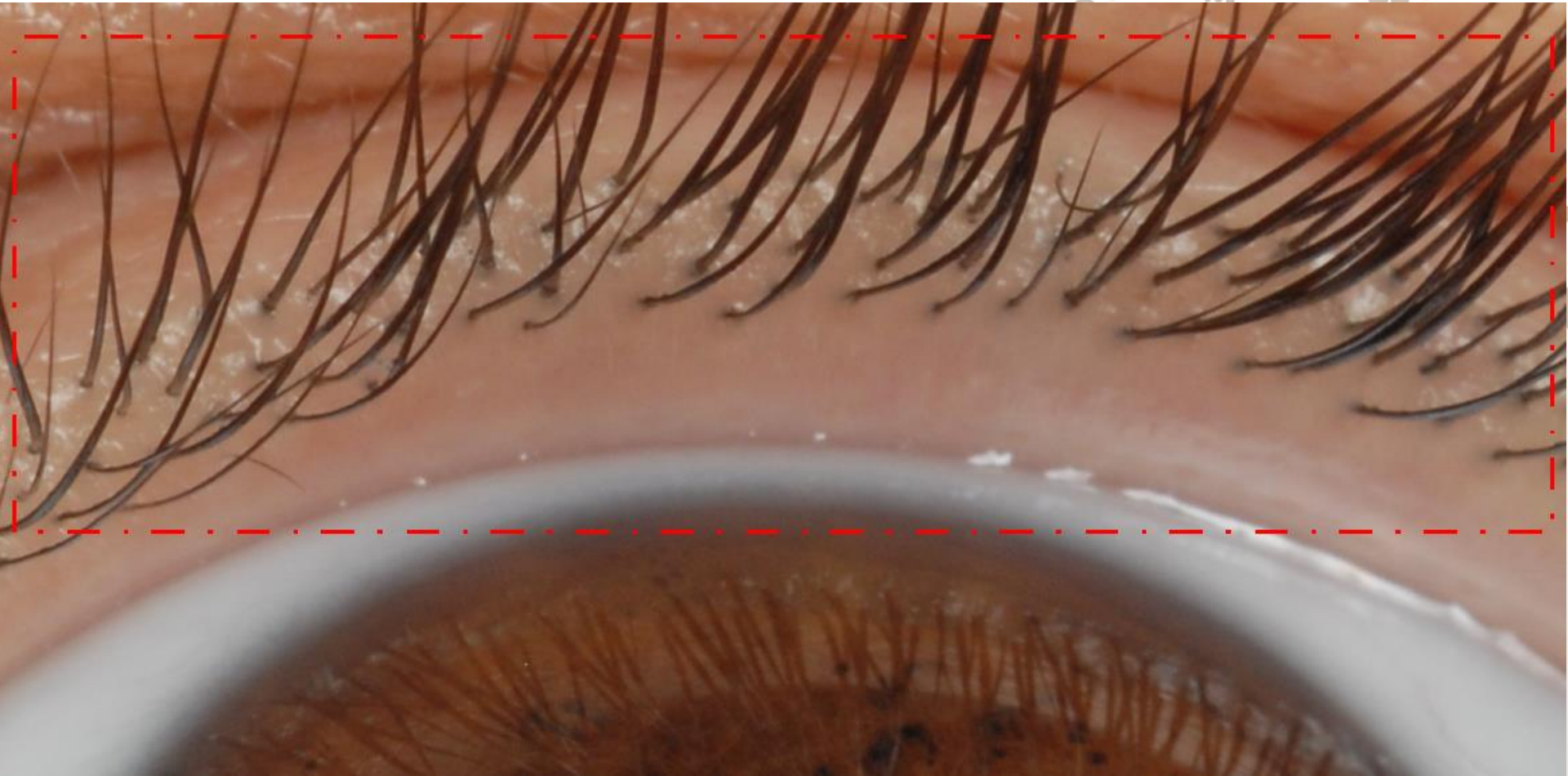


After





# Image analysis : lash density





# Clinical evaluation on photos

## Long lasting effect



**Before**

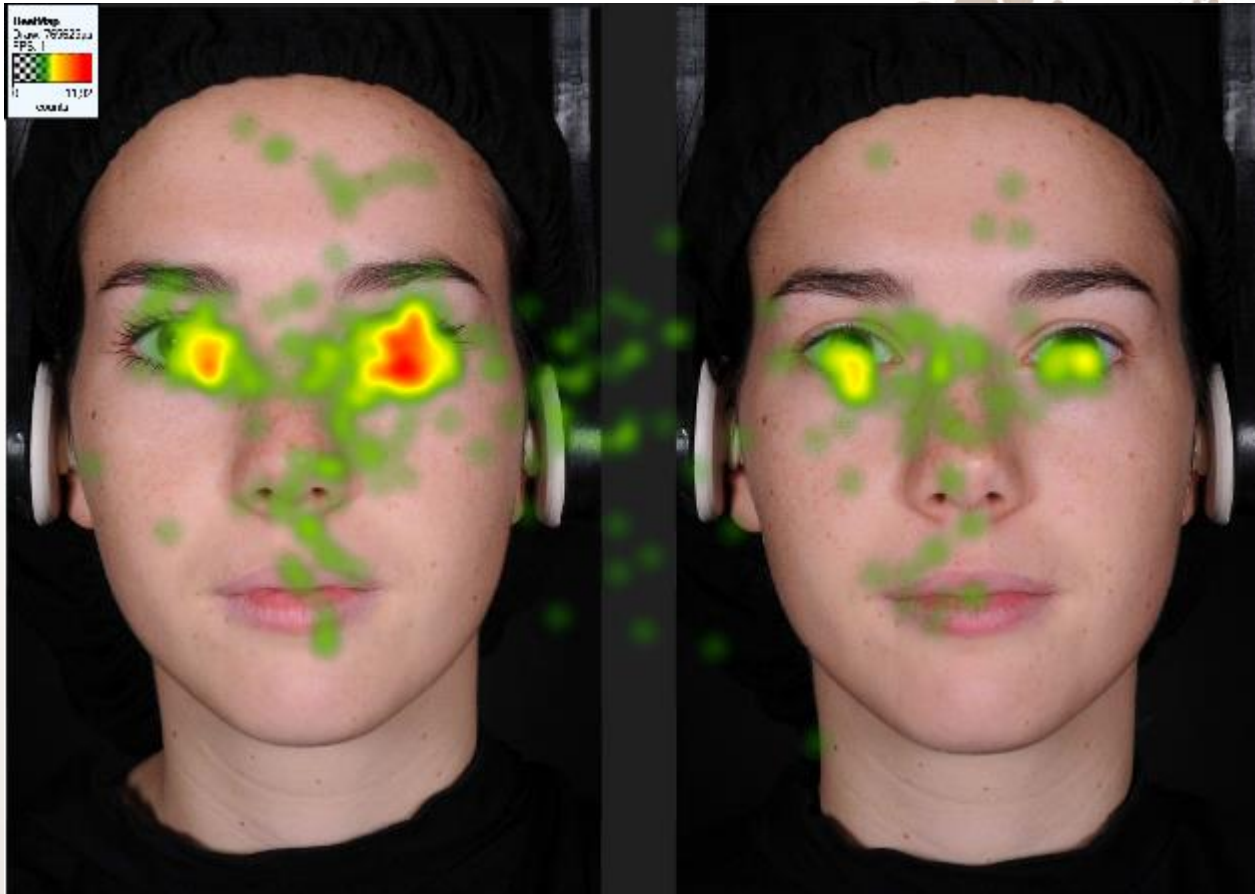
**After**

**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

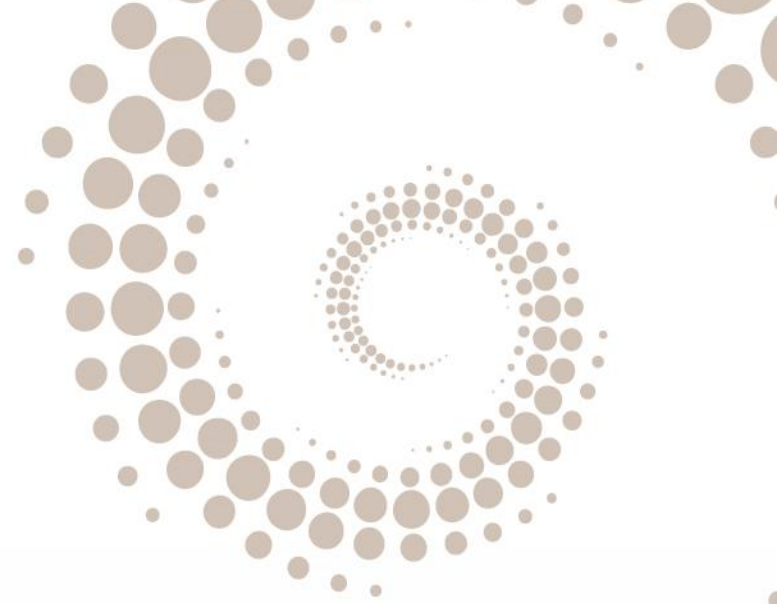


### Evaluation of 3 descriptors :

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







# Foundation



# Image analysis : complexion homogeneity



Before

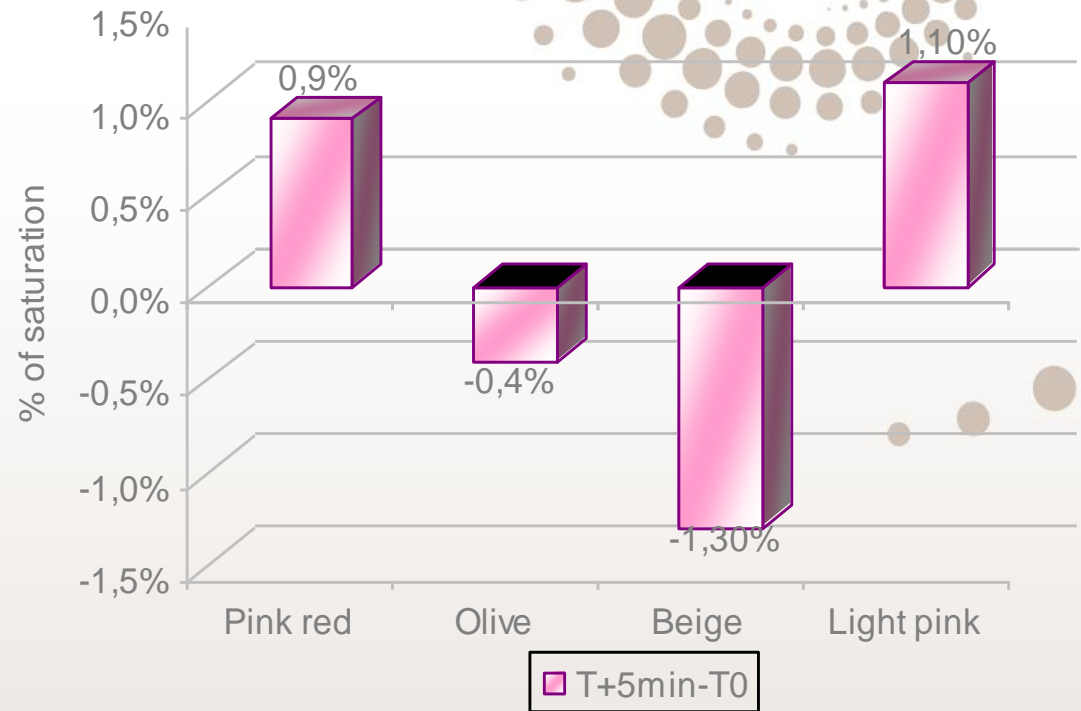
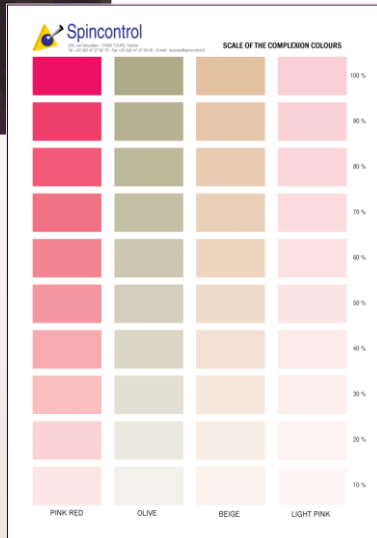


After

Covering effect



# CLBT method : complexion radiance





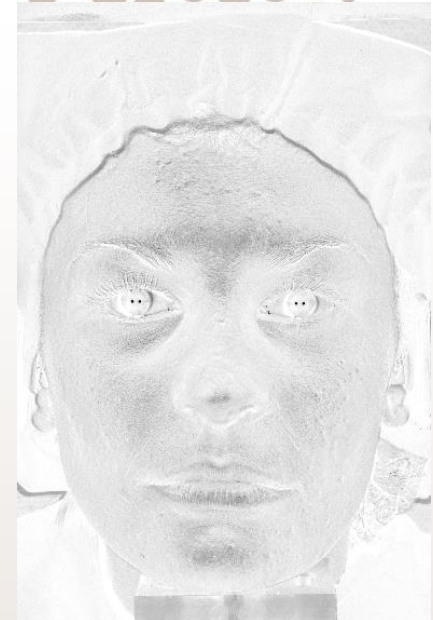
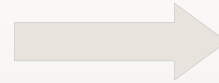
# Image analysis: matifying effect



Parallel polarized  
photograph



Cross-polarized  
photograph



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



# Clinical evaluation on photos

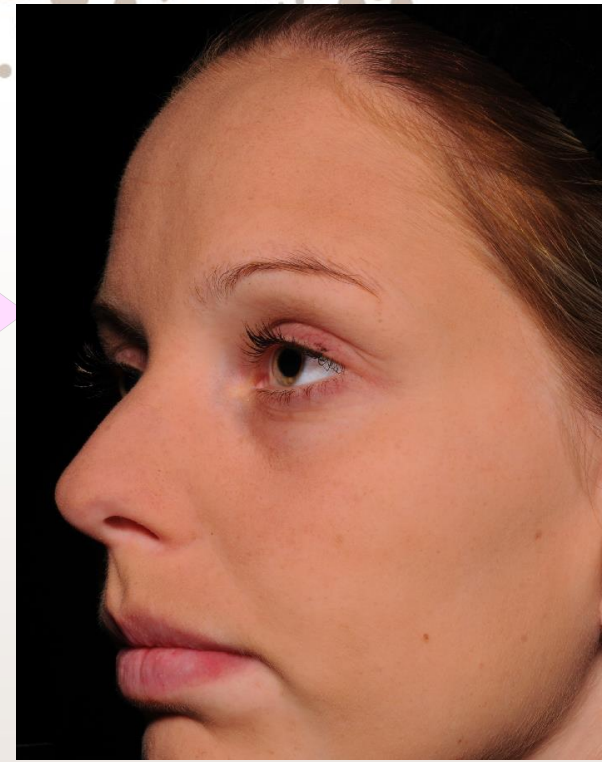
## Long lasting effect



Before

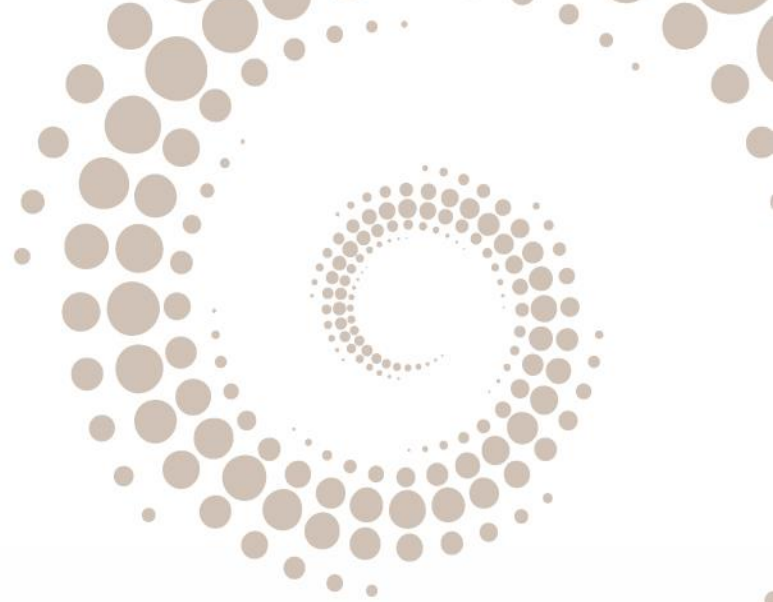


After



n hours

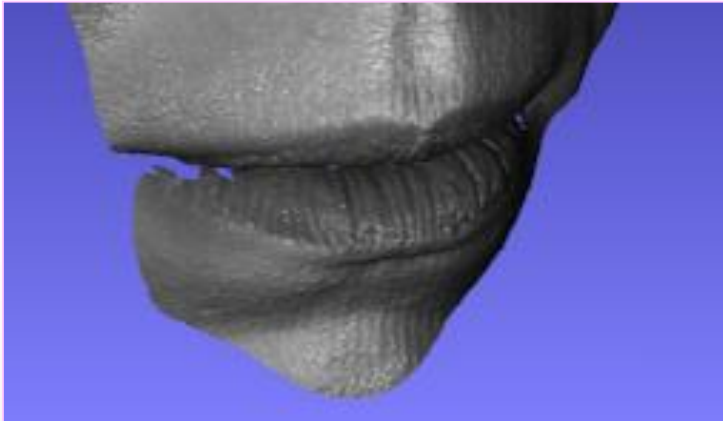




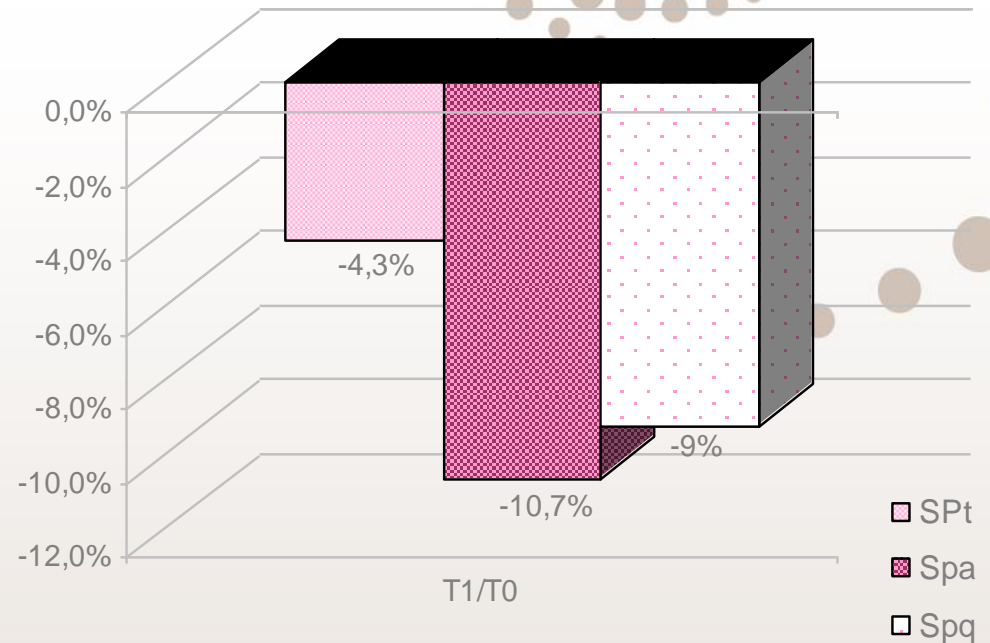
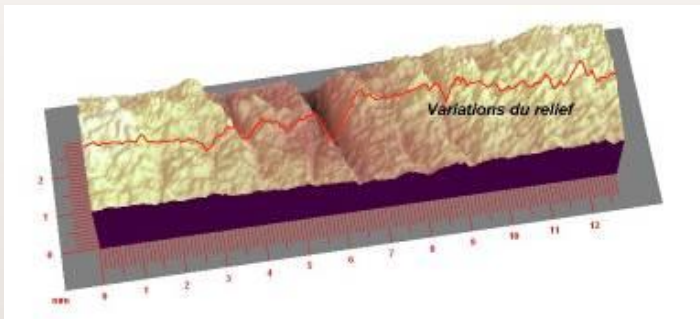
# Lipstick



# 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.



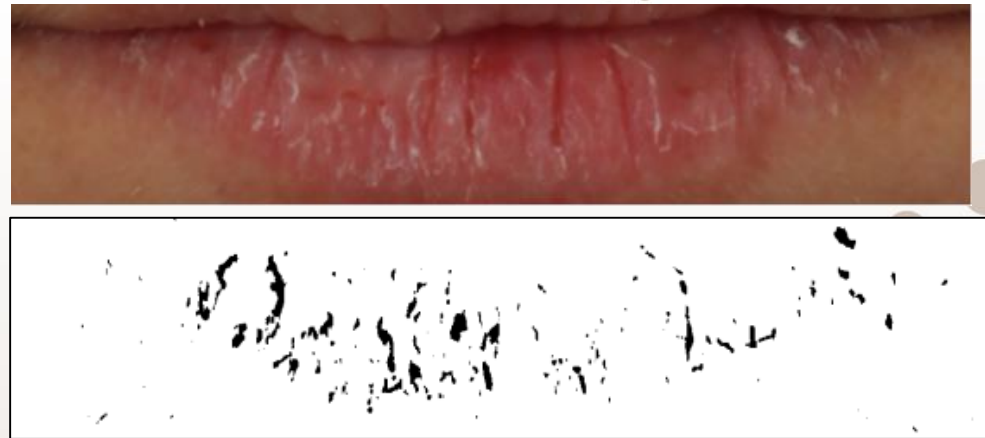
# Moisturizing effect

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 (color 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)

ECHELLE 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





# Clinical evaluation : long lasting effect (color intensity)

**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

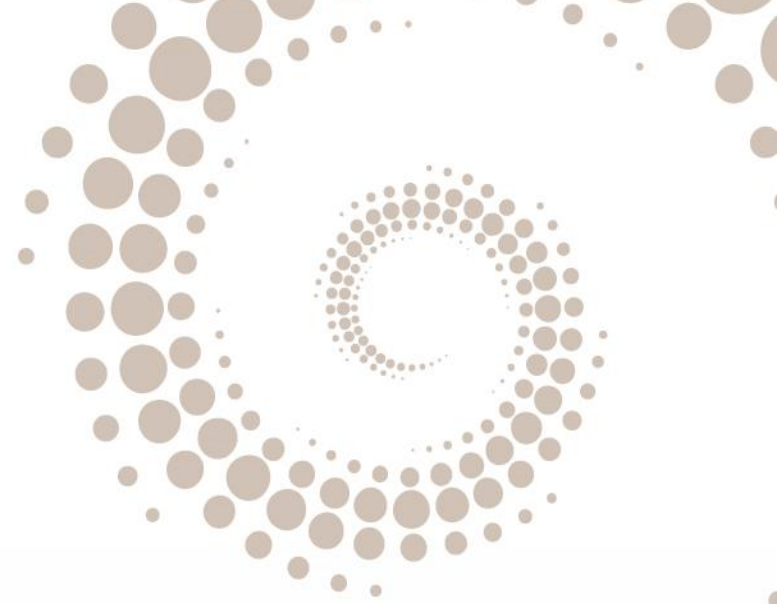


**GRADE 0**

Absence totale de couleur, lèvres naturelles



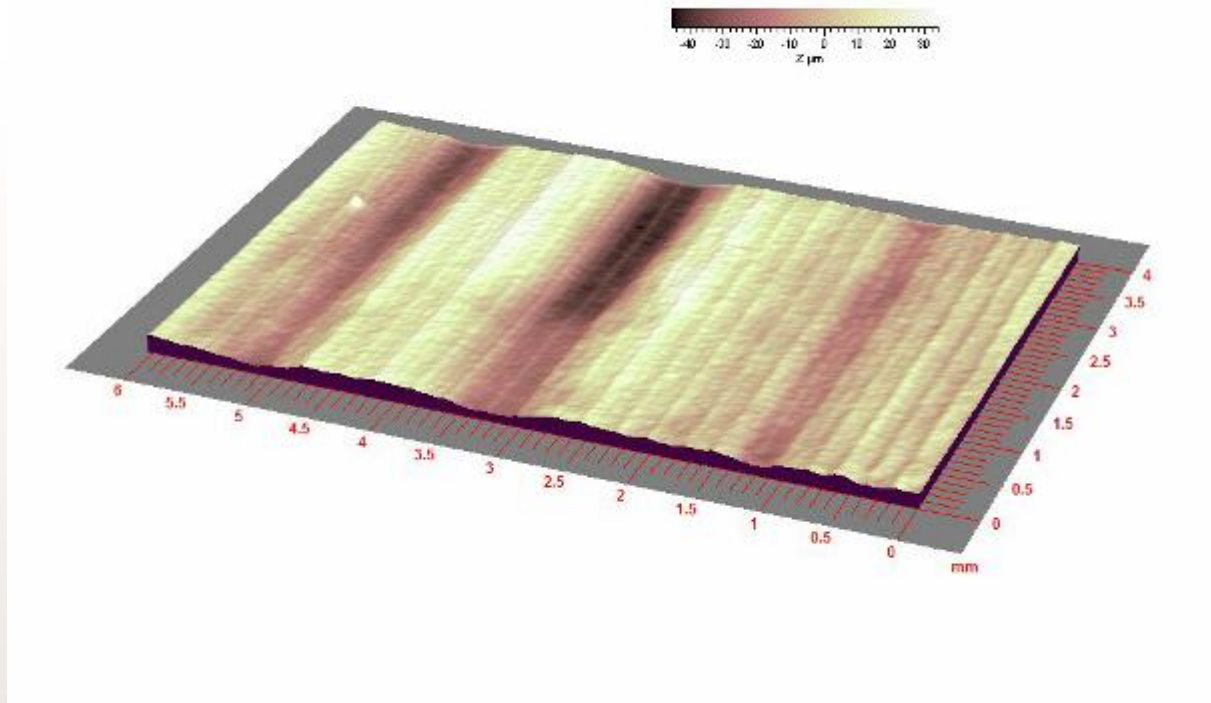




# Nailpolish

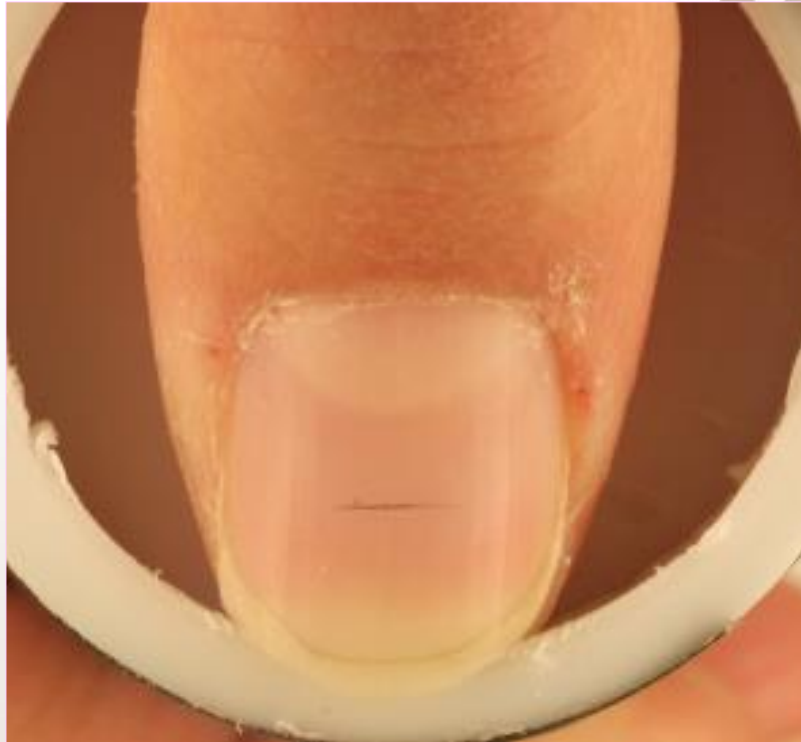


# Fringe projection : roughness evaluation (on replicas)



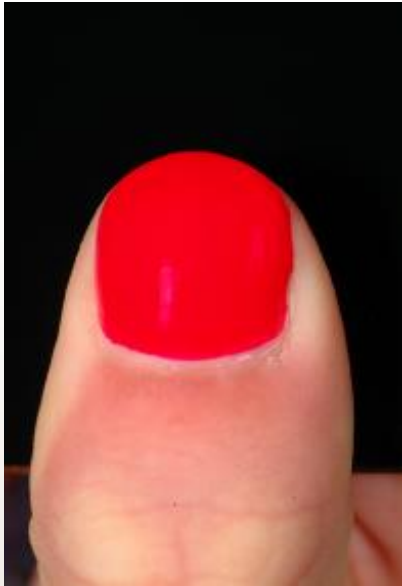


# Image analysis : growth measurements



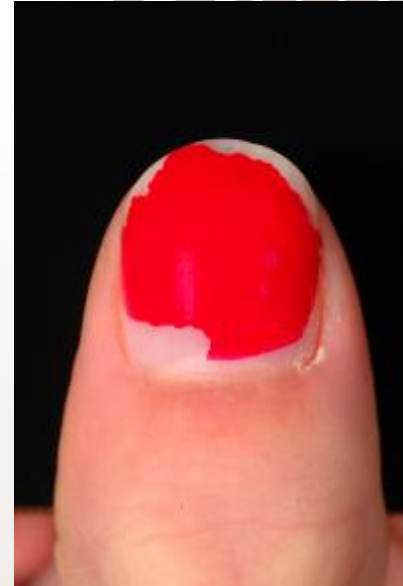
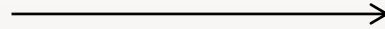


# Clinical evaluation : wear & chipping measurements



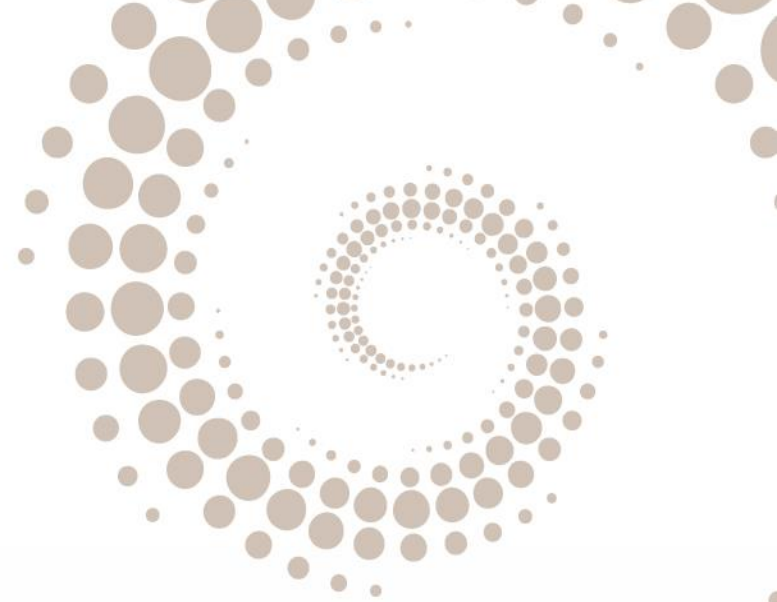
0

Scale 0 to 8



Ex: wear 6  
Chipping 7





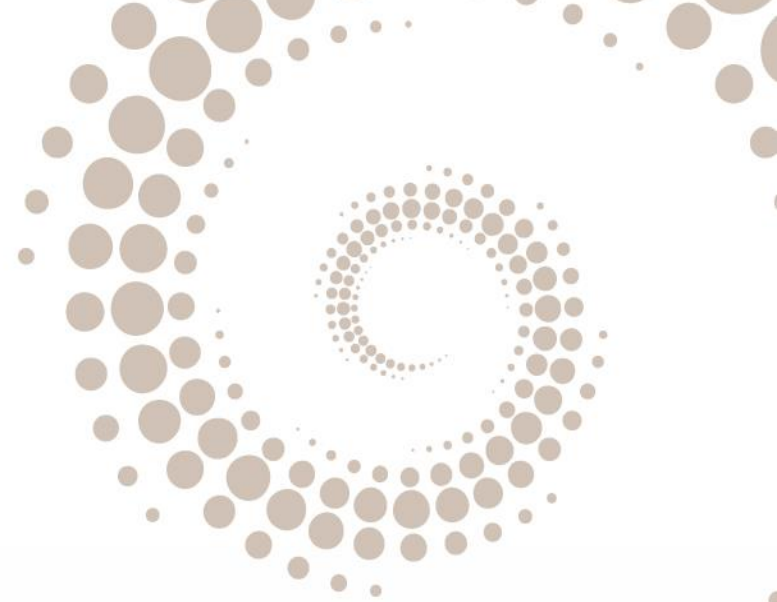
# Make-up removal



# 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)
- Support in the writing of the « investigator's brochure »
- Assistance in submitting to the Independent Ethic Committee (CEI) and the ANSM.



# Food supplements allegations



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



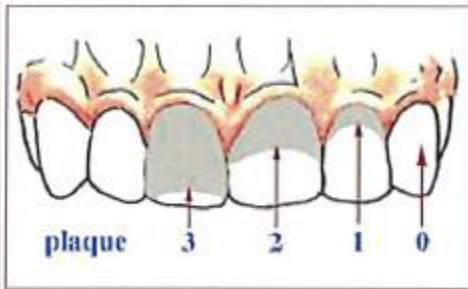
# Dermocosmetics allegations

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



# Dental allegations

- Clinical evaluation by a dentist



- Tooth whitening
- Gingival status
- Dental plaque amount

Odontological tolerance evaluation associated



*“Our emotions often dictate our decisions”*

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

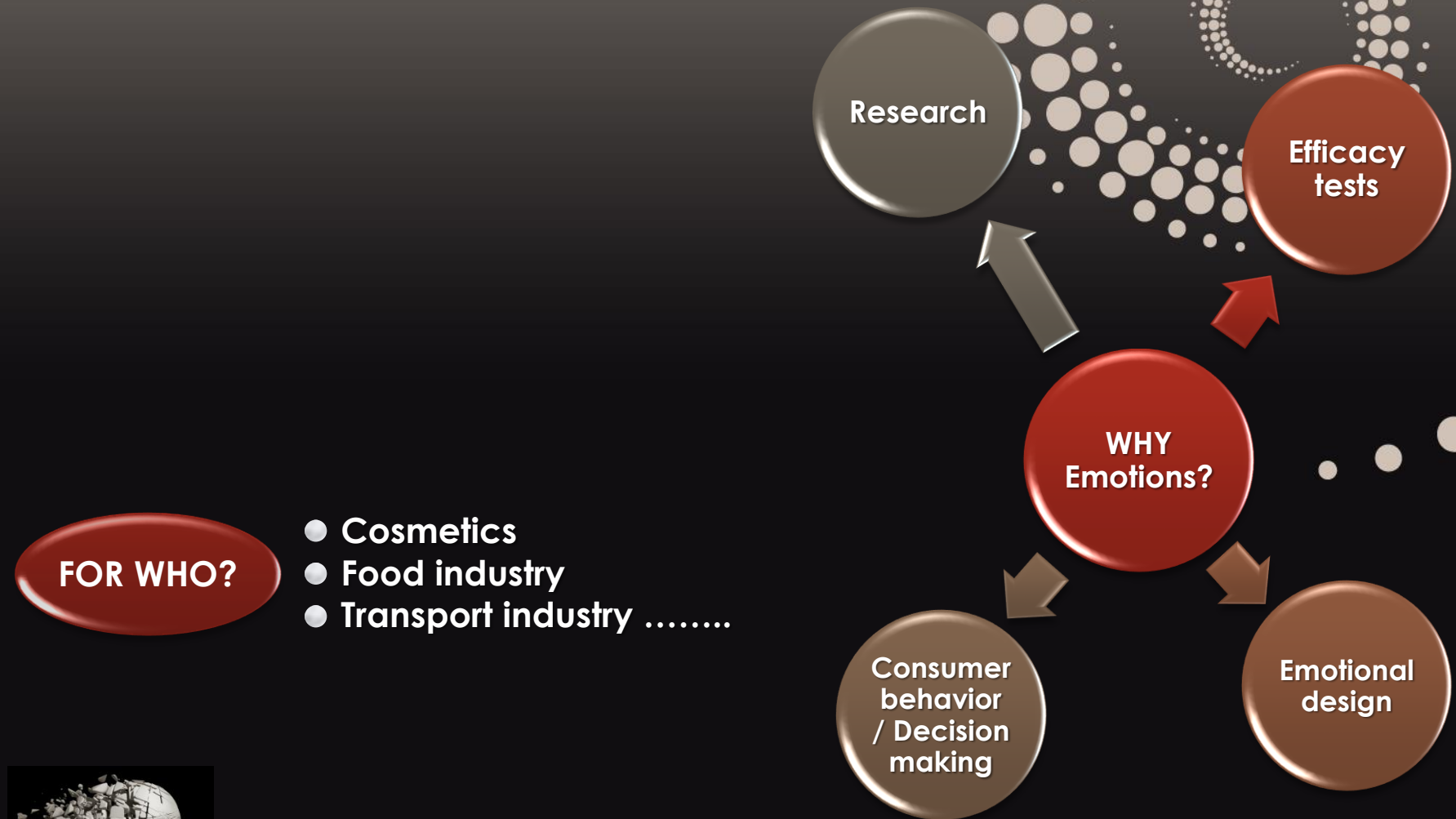
## Emotion claims

*In partnership with*  
Emospin





# Expertise and services





# 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 ?



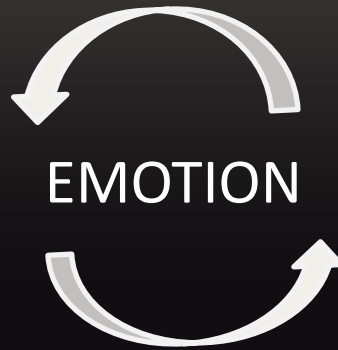


# How to access emotions ?

Cognition



Psychometric  
measures



Behaviour



Behavioral /  
ethological analyses

Physiological



Visceral component





- 

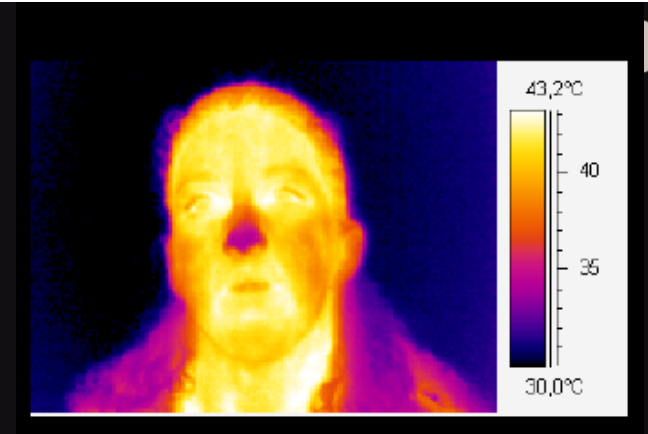
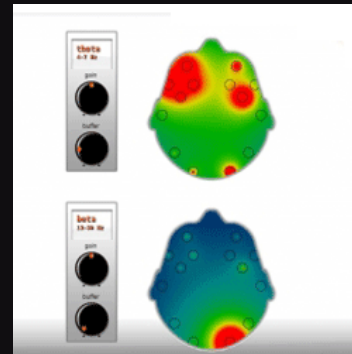




# Psychophysiological methods

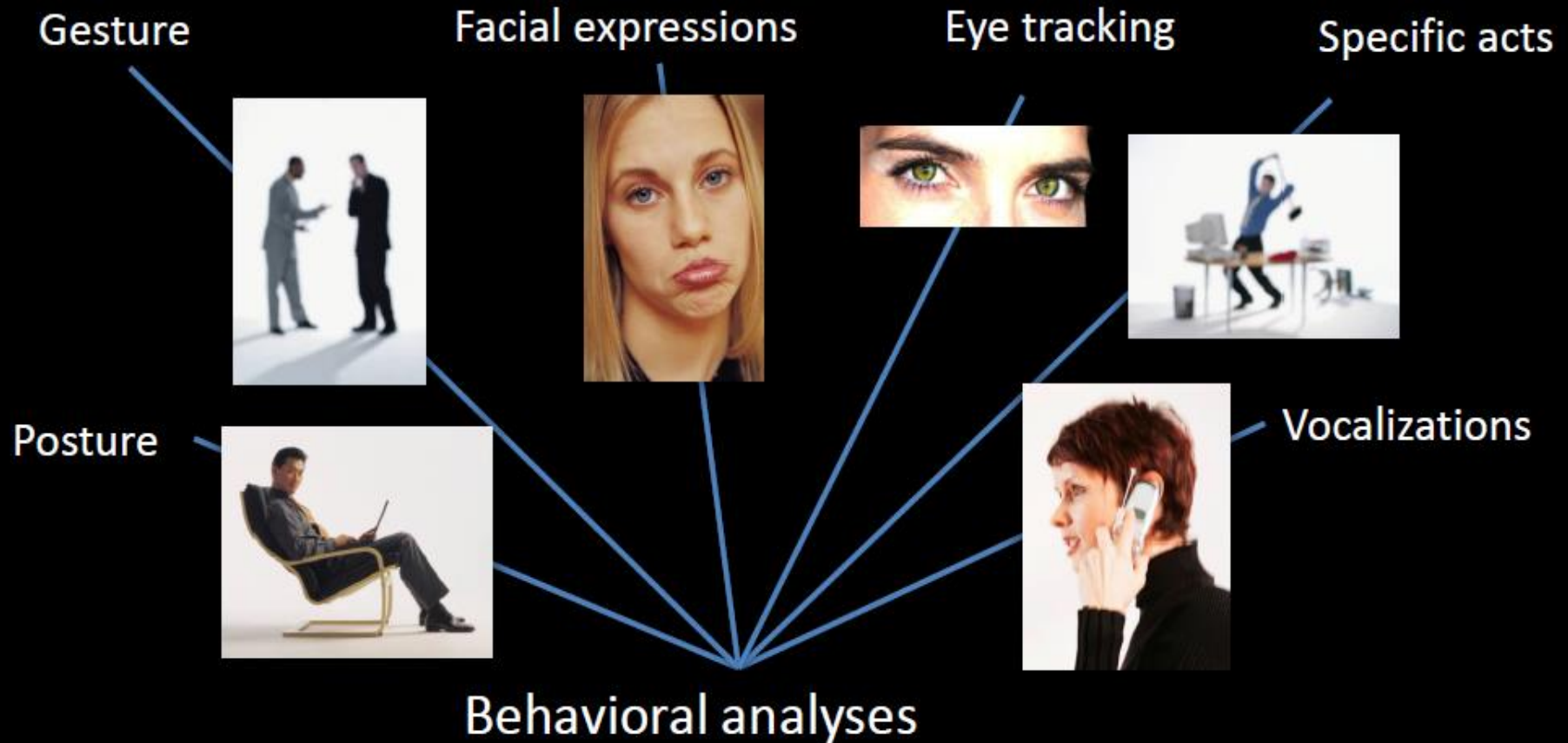
## Visceral component:

- 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





# Specific methods

## MIRROR TEST®

*Auto & Allo perception evaluation  
Behavioral and psychometric approach*

**Attest and quantify the anti-aging**

**"emotional" benefits of products**

*Because chronological age is important, but the subjective age has a stronger effect*





# Specific methods

## EMOSIGN®

Provide emotional signature of your product...

*In addition to sensorial mapping  
To understand affordance processes*





# Specific methods

**EMOIM®**

***Test your product by  
emotional 3D immersion***





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

[www.spincontrolgroup.com](http://www.spincontrolgroup.com)