

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)



Our clinical studies can be performed according to different protocols

* **Technical approach**

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

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

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

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

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

* **Consumer approach**

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

* **Emotional approach**

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



In vivo tolerance assessments

In vivo tolerance assessments

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



Efficacy Tests

Consumer
Tests

Technical
Tests

Clinical
Tests

Sensorial
Tests

Emotional
Approach

Consumer tests

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

Consumer tests

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

Cosmetovigilance follow-up for all our studies

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



Technical methods & clinical evaluation

Innovation dedicated to claims' substantiation

Cosmetic studies



Face claims

Body claims

Well-being claims

Hair claims

Make-up claims

Biomedical researches



Food supplements

Dermocosmetical products

Face claims



Anti ageing

Anti dark-circles

Anti dark spots

Anti pollution

Anti sagging effect

Anti sebum effect

Anti under-eye bags

Anti wrinkle

Astringent

Cell renewal

Complexion homogeneity

Complexion radiance

Elasticity/firmness

Healthy skin

Mattifying

Moisturizing

Refreshing

Self tanning

Sun care products

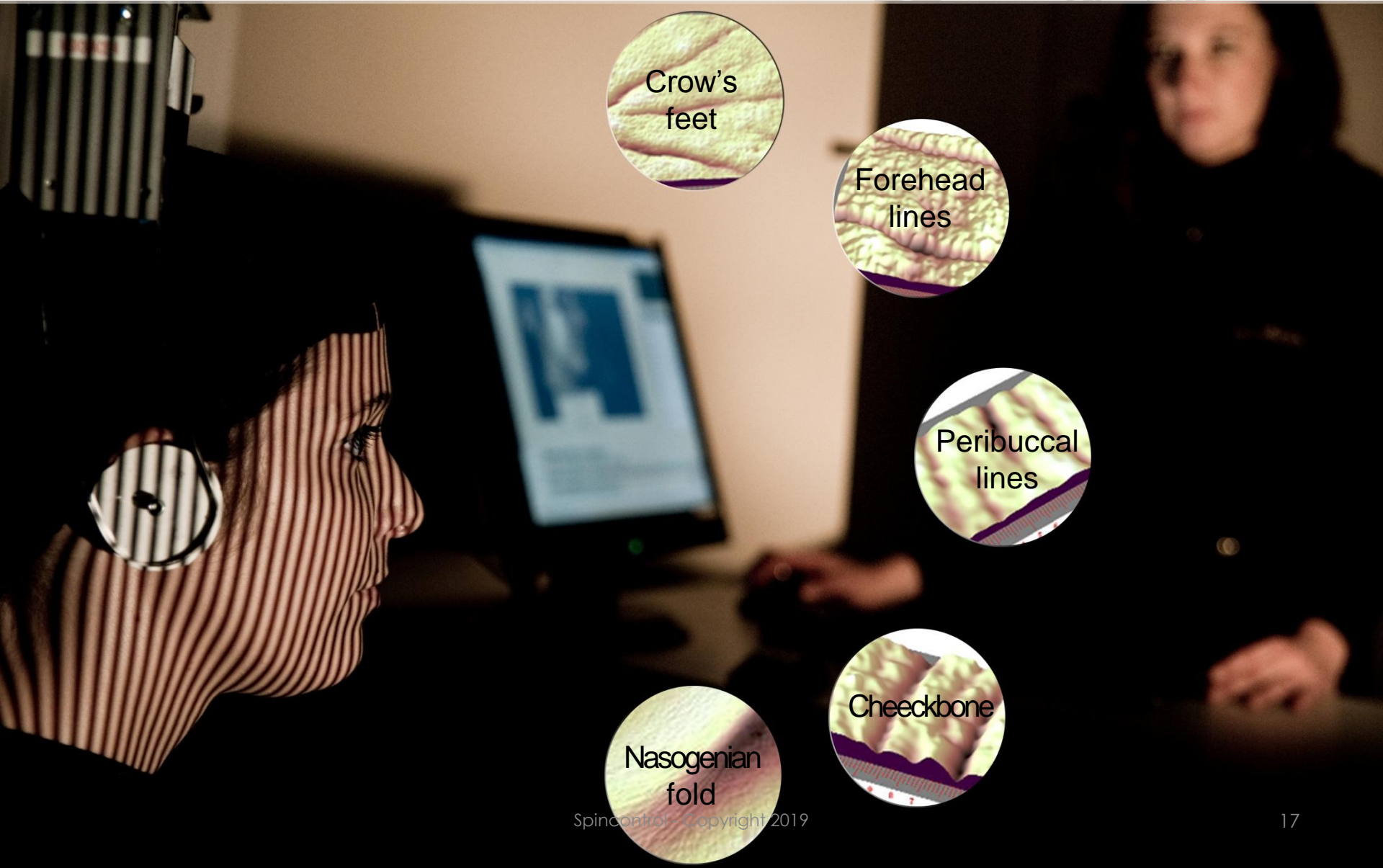
Volume of the hollow cheeks



Anti wrinkles

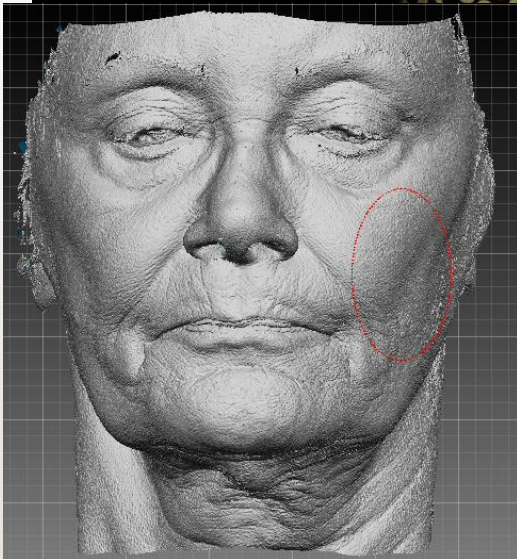
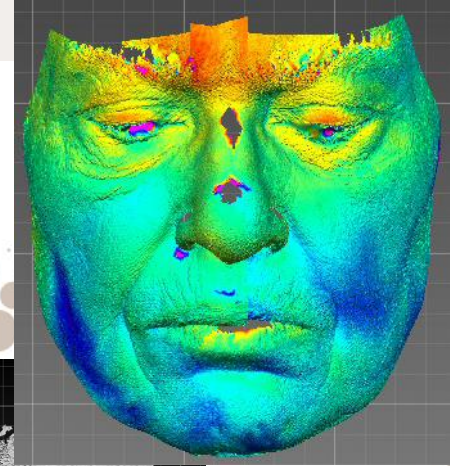
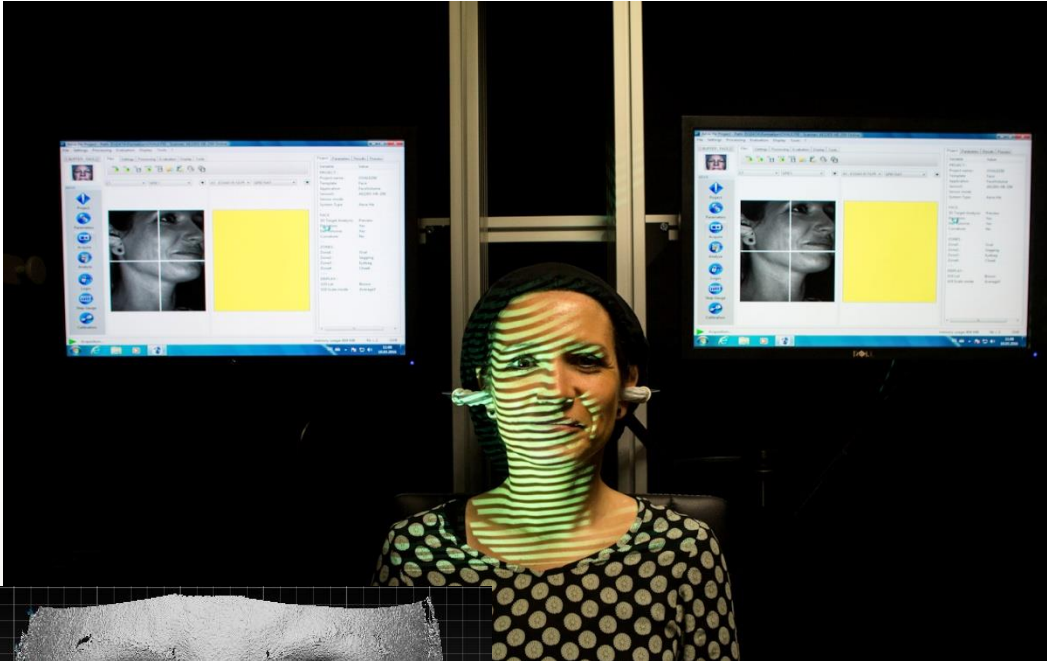
Fringe projection – 3D topography : volume and area

analysis performed *in vivo* or on replicas

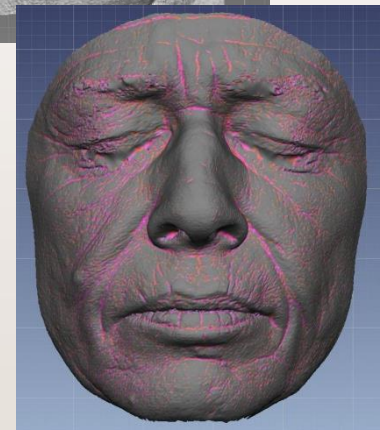
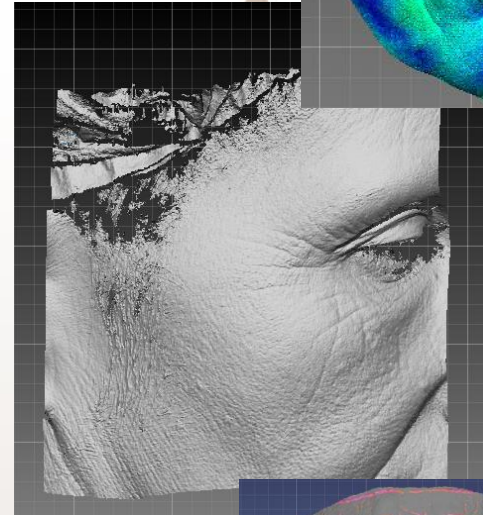


NEW

Global 3D topography : AEVA-HE

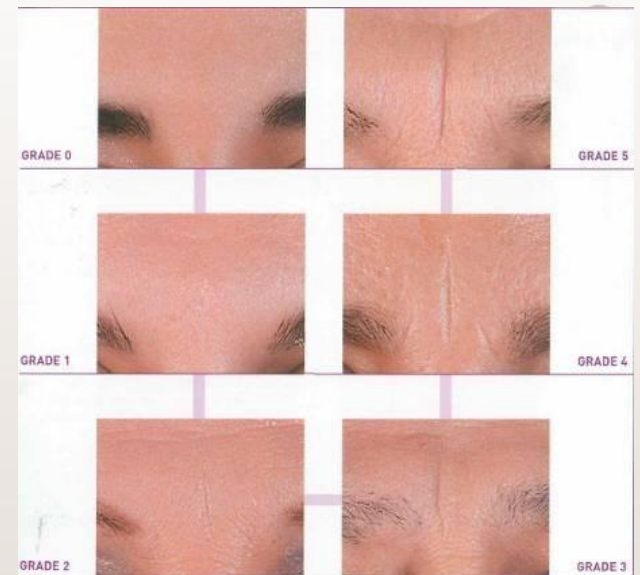
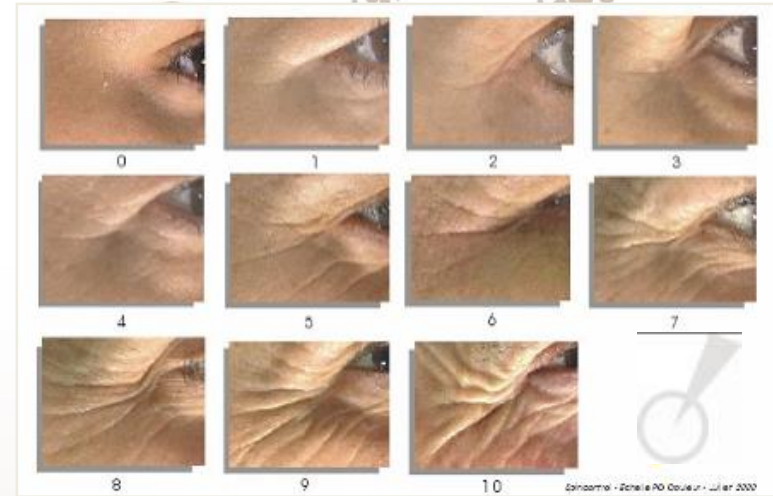


Retexturizing & plumping effect (overall roughness of the face by “radius of curvature” approach)



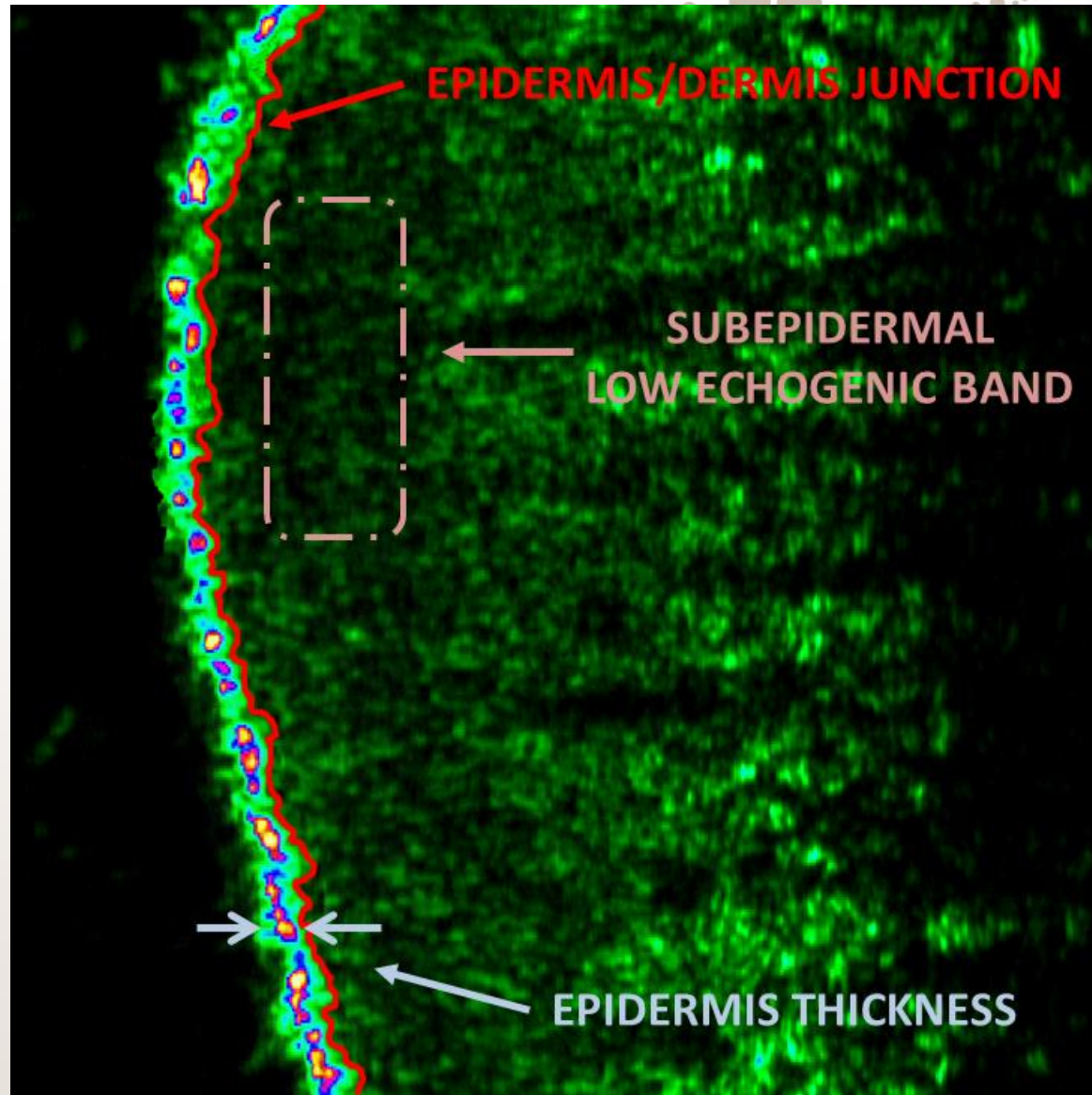
Clinical Assessment: grading by trained experts *in vivo or on photos*

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



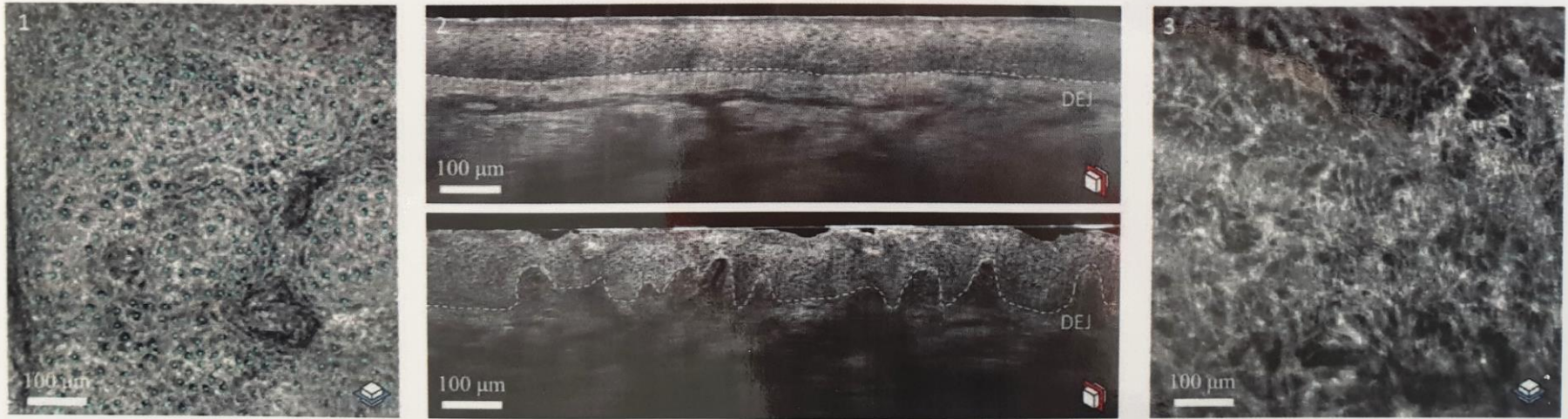
Ultrasound imaging: skin thickness & homogeneity measurement

75 MHz



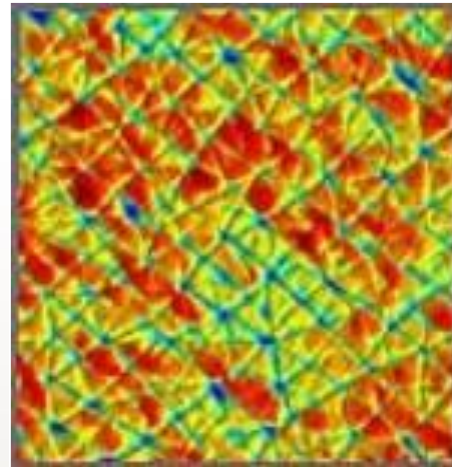
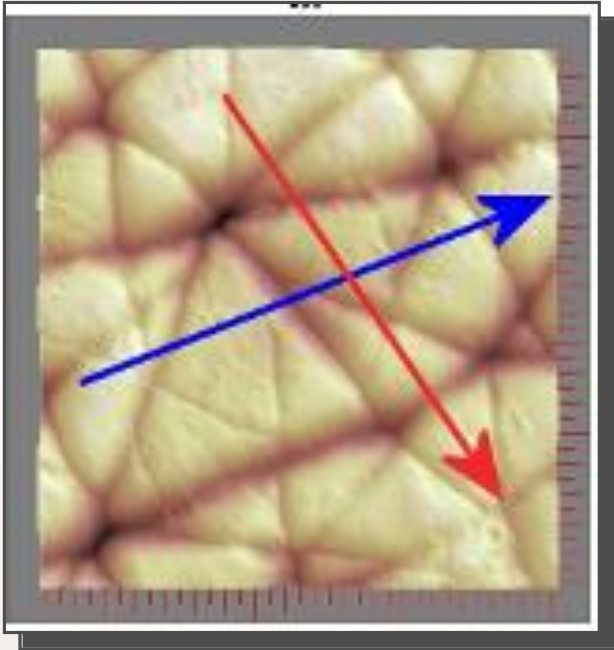
LC-OCT

Epidermis thickness

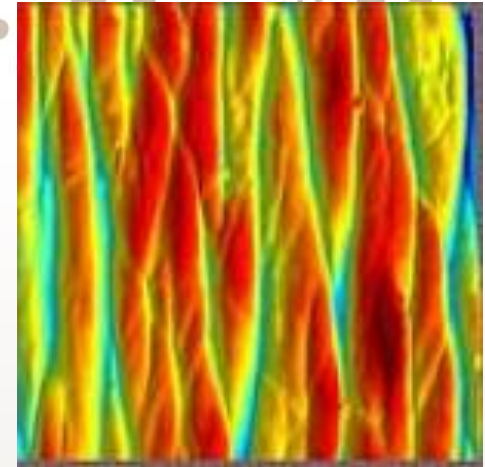


Collagen network

Skin micro relief: 3D Microscopy

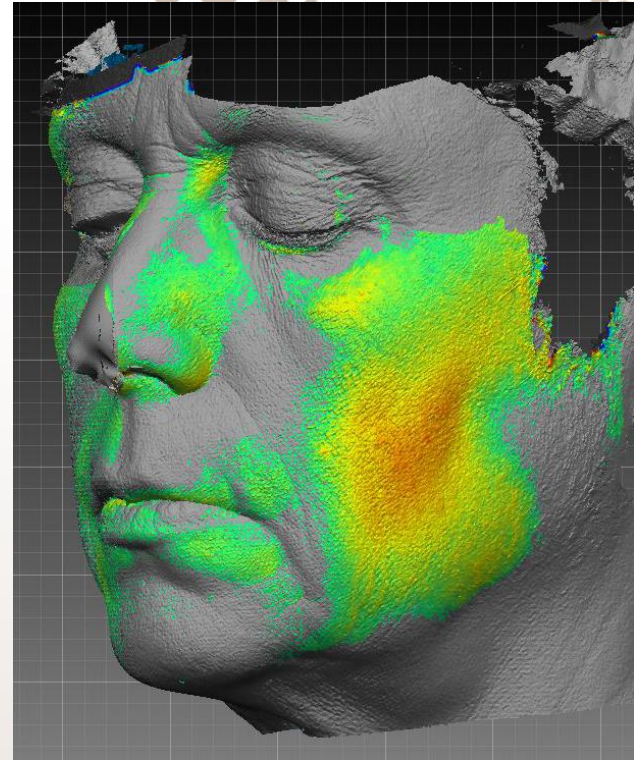
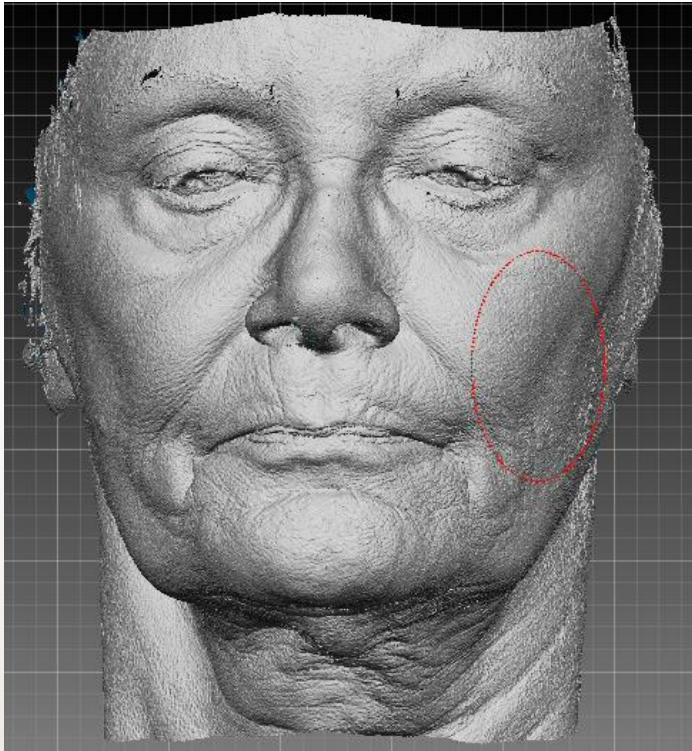


<30 years old



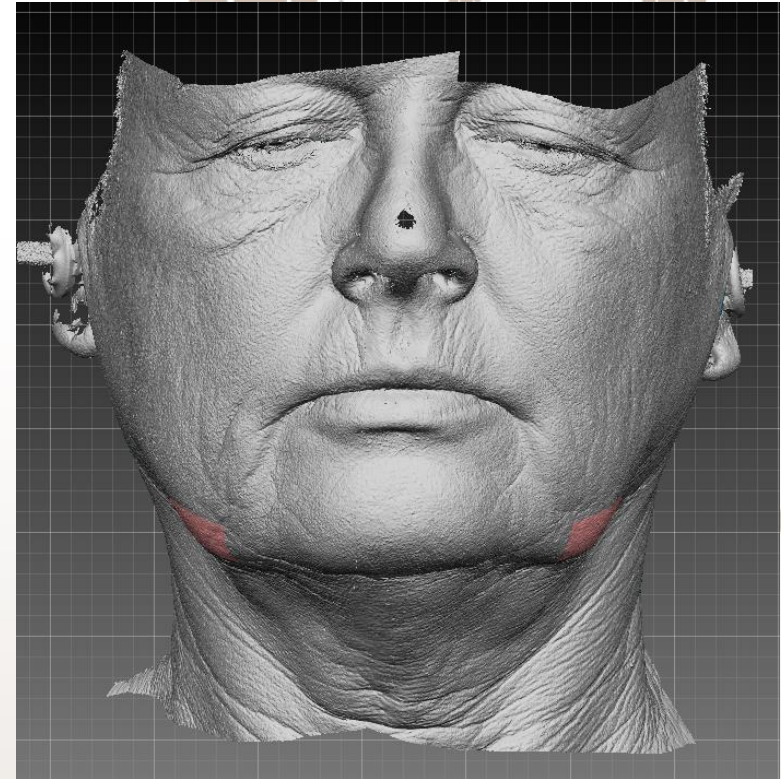
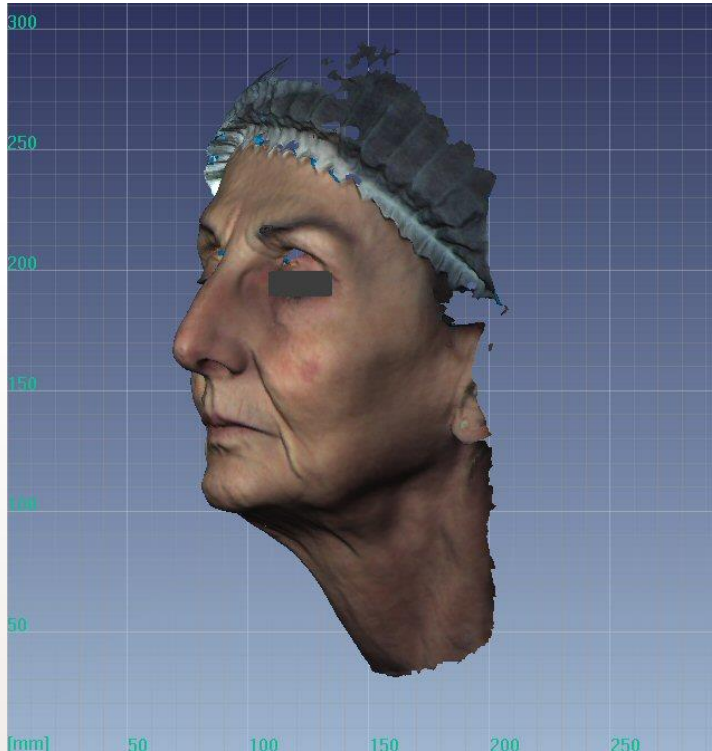
>70 years old

Fringe projection: volume of the hollow cheeks



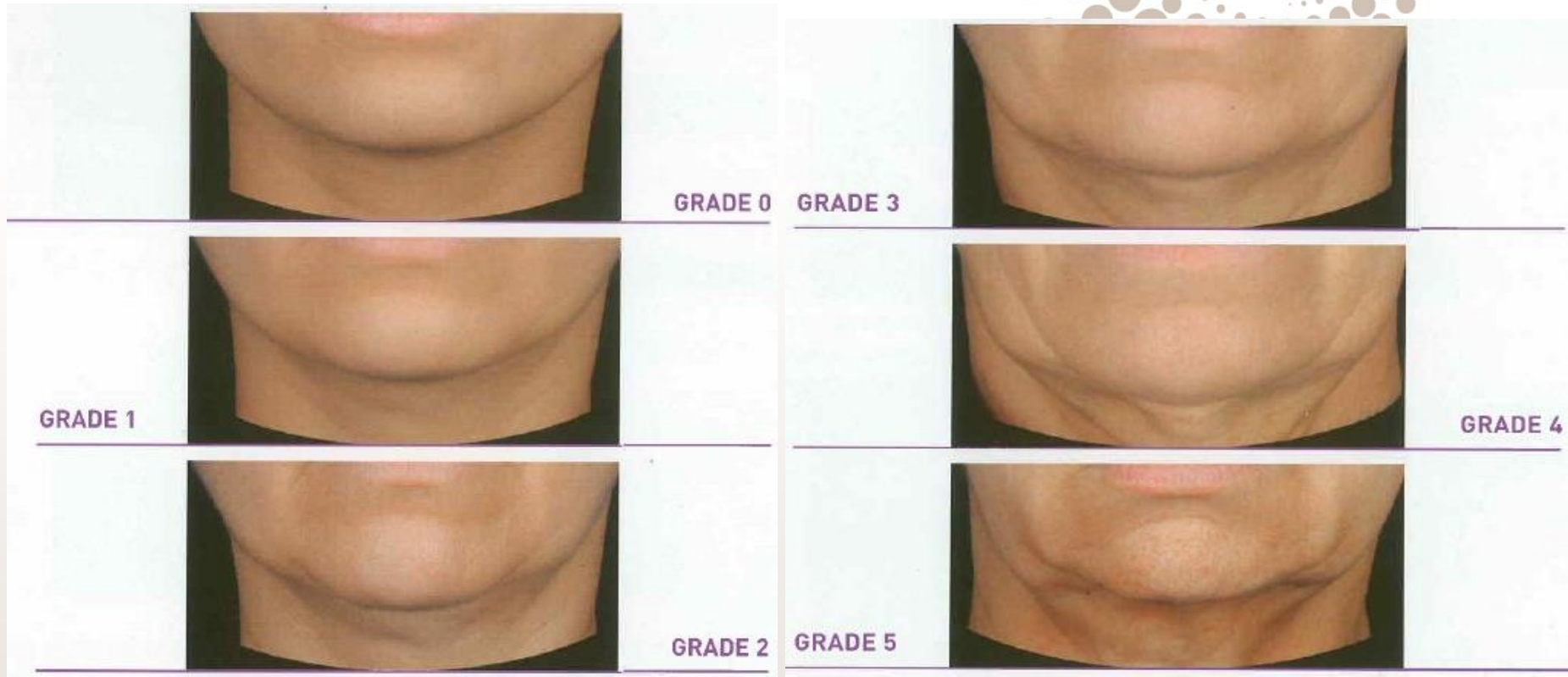
Modification of the volume

Fringe projection: sagging effect



Analyzed parameter : jawlines relative volume expressed in mm^3

Clinical evaluation of the jaw line on photos

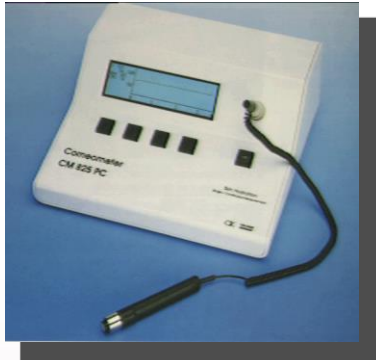




Moisturizing

Usual techniques

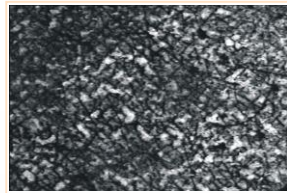
CORNEOMETRY



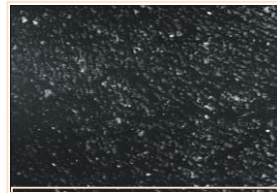
TEWL



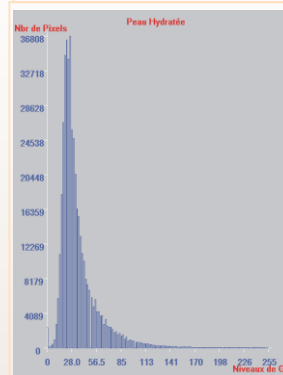
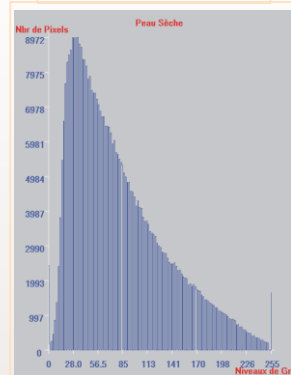
MOISTUREMETER



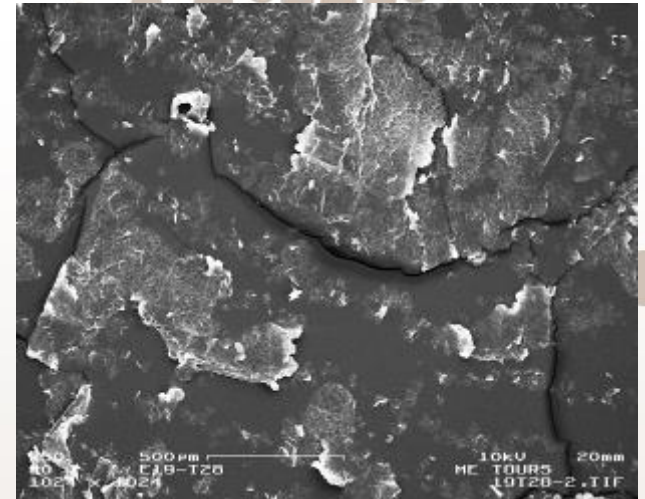
Dry skin



Hydrated skin



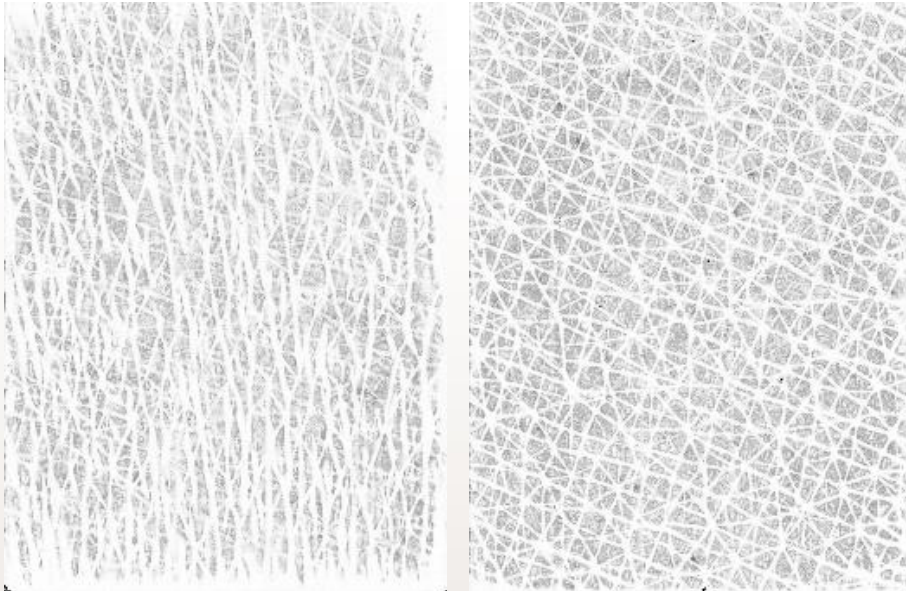
D'SQUAME



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

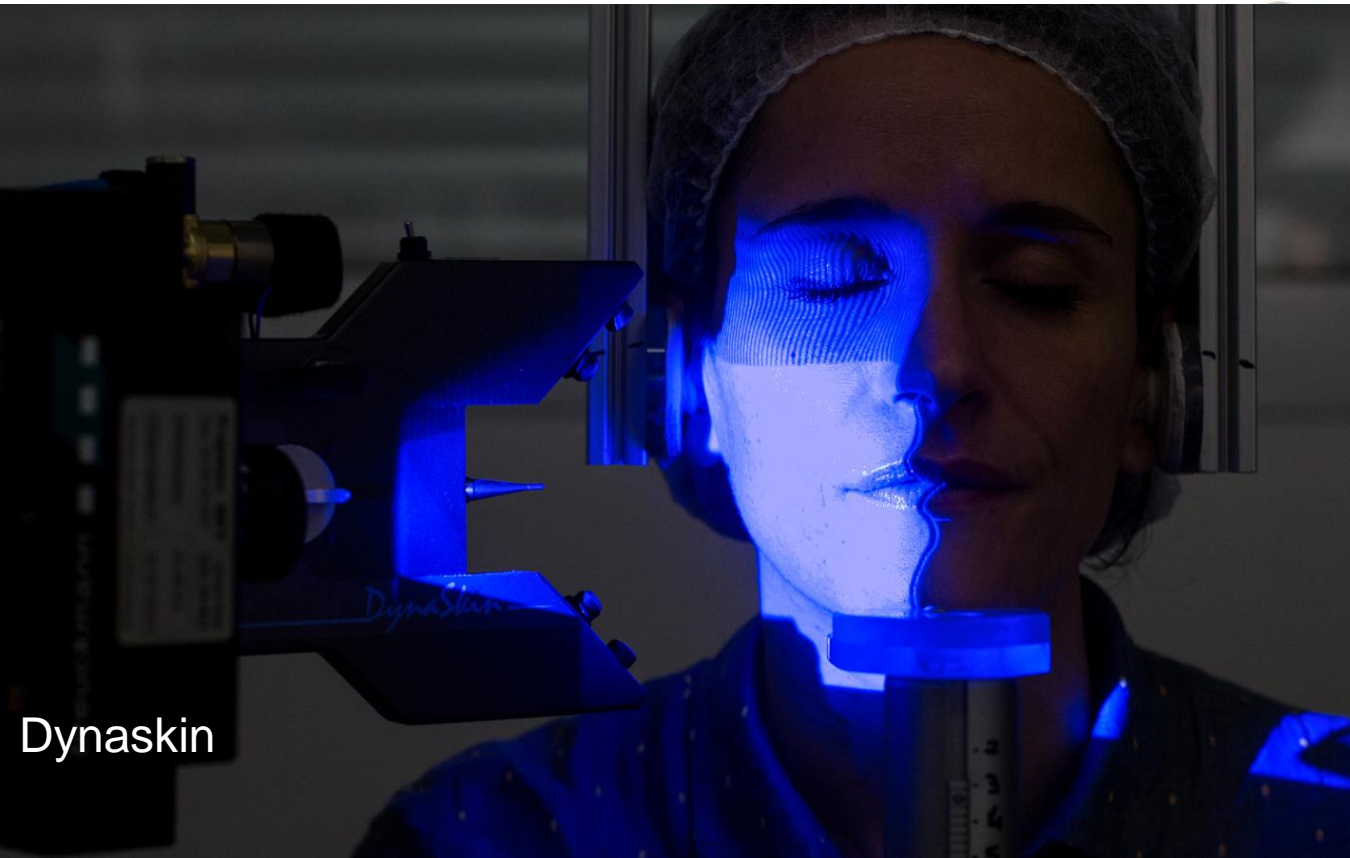


Index of tightness feelings

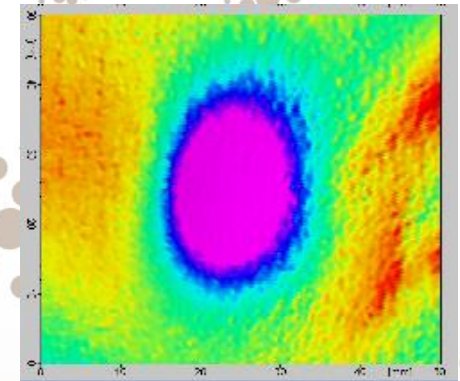


Firmness - Elasticity

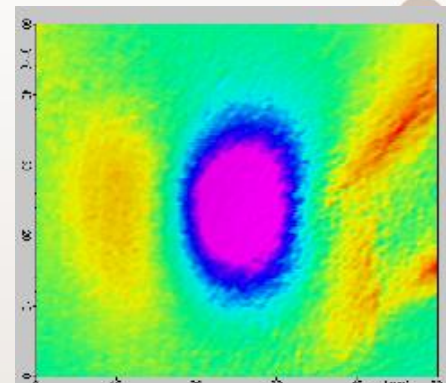
Mechanical properties



Before



After



and also Ballistometer, Cutometer and Clinical evaluation



« Healthy skin »

MICROBIAL IDENTIFICATION

NEW

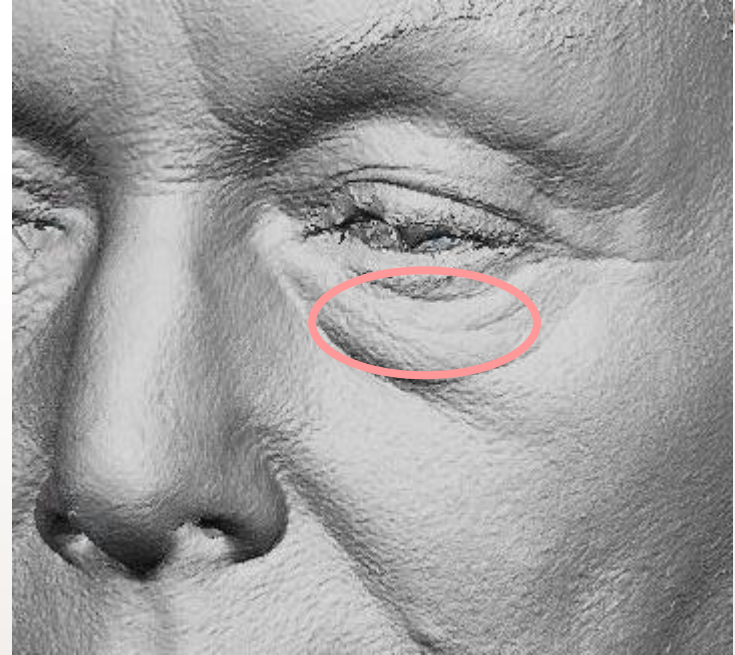
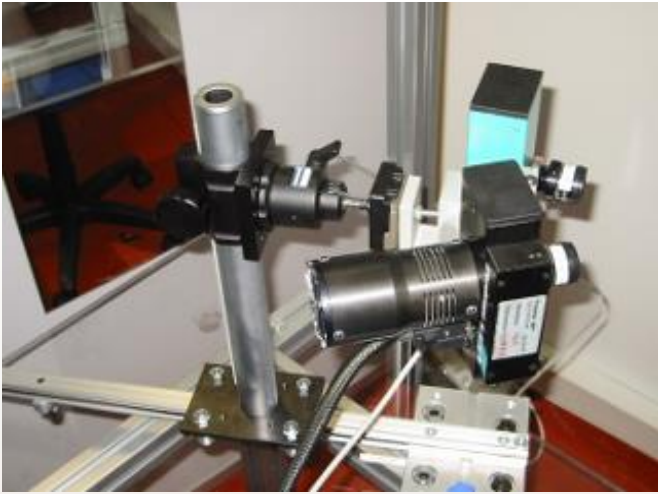


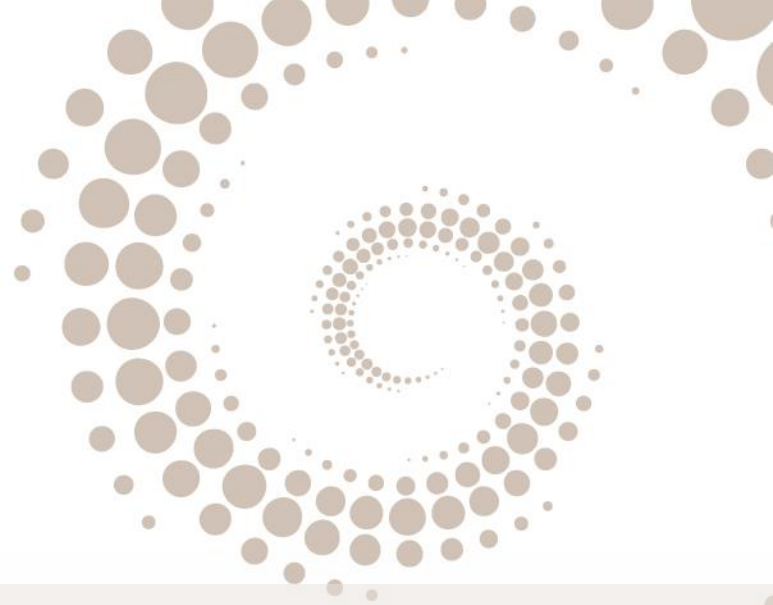
Partnership: SYNELVIA



Under-eye puffiness

Fringe projection





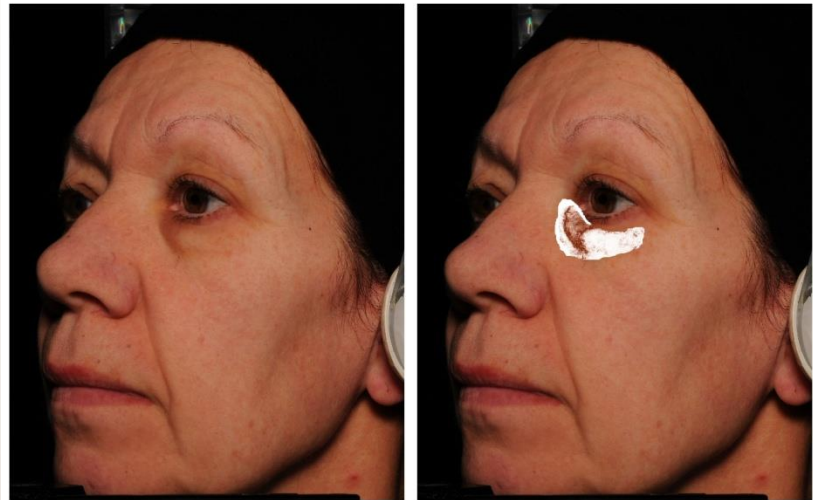
Anti dark circles



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



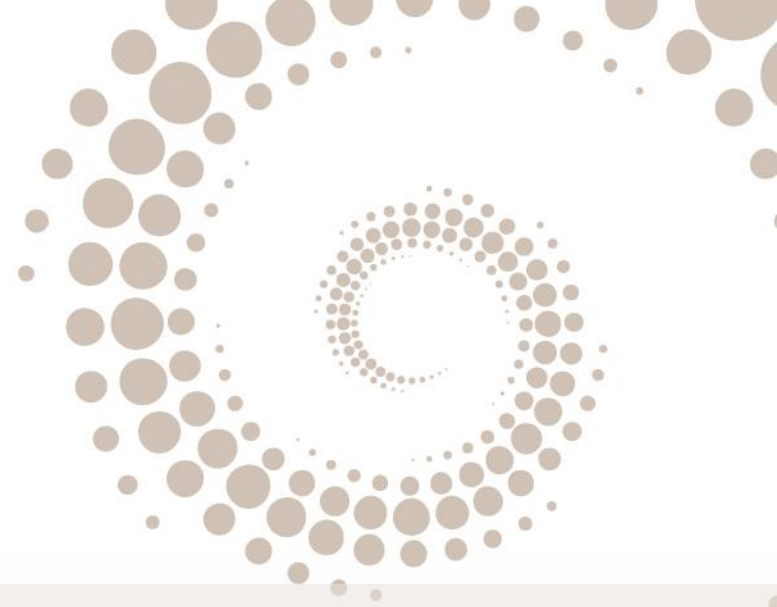
Grade 7



Grade 2



Grade 5



Whitening & Tanning effect

Image analysis: By Visioface® or Visia-CR®

On Caucasian skins for a tanning effect

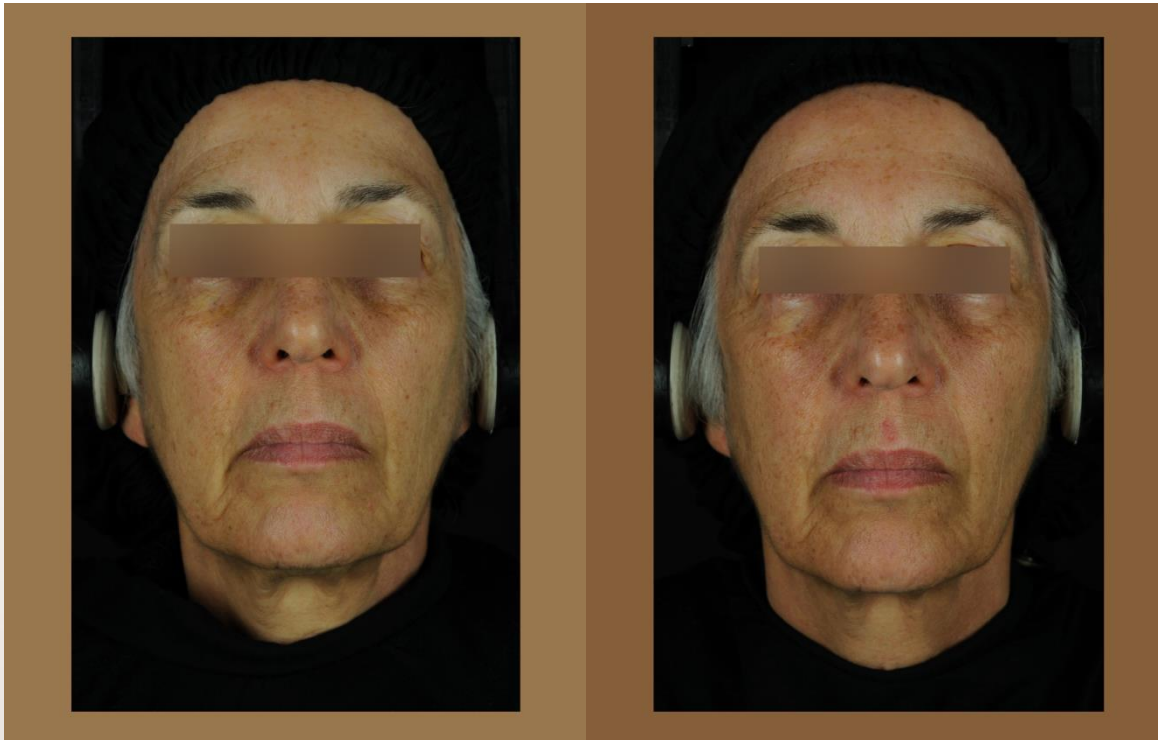
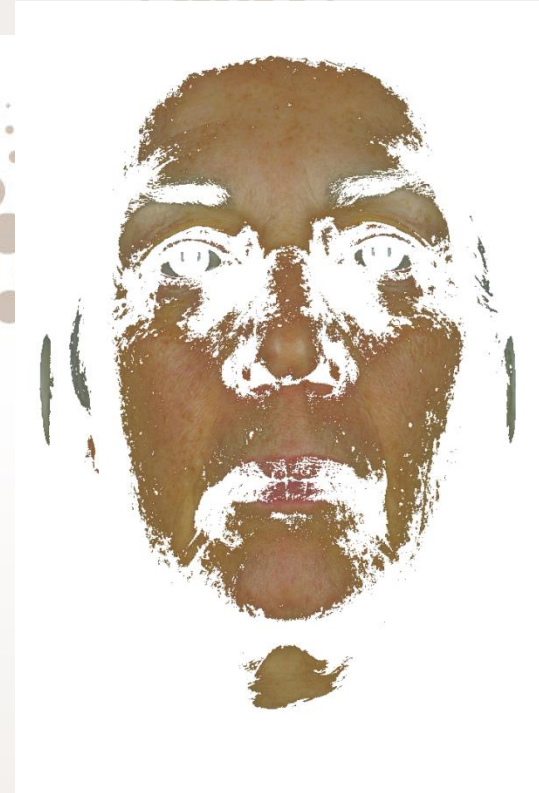


On Asian skins for a whitening effect



Image analysis: By Visioface® or Visia-CR®

Charasteristic color of skin tone



Chromameter & Mexameter





Anti-dark spots

Image analysis: By Visioface® or Visia-CR®



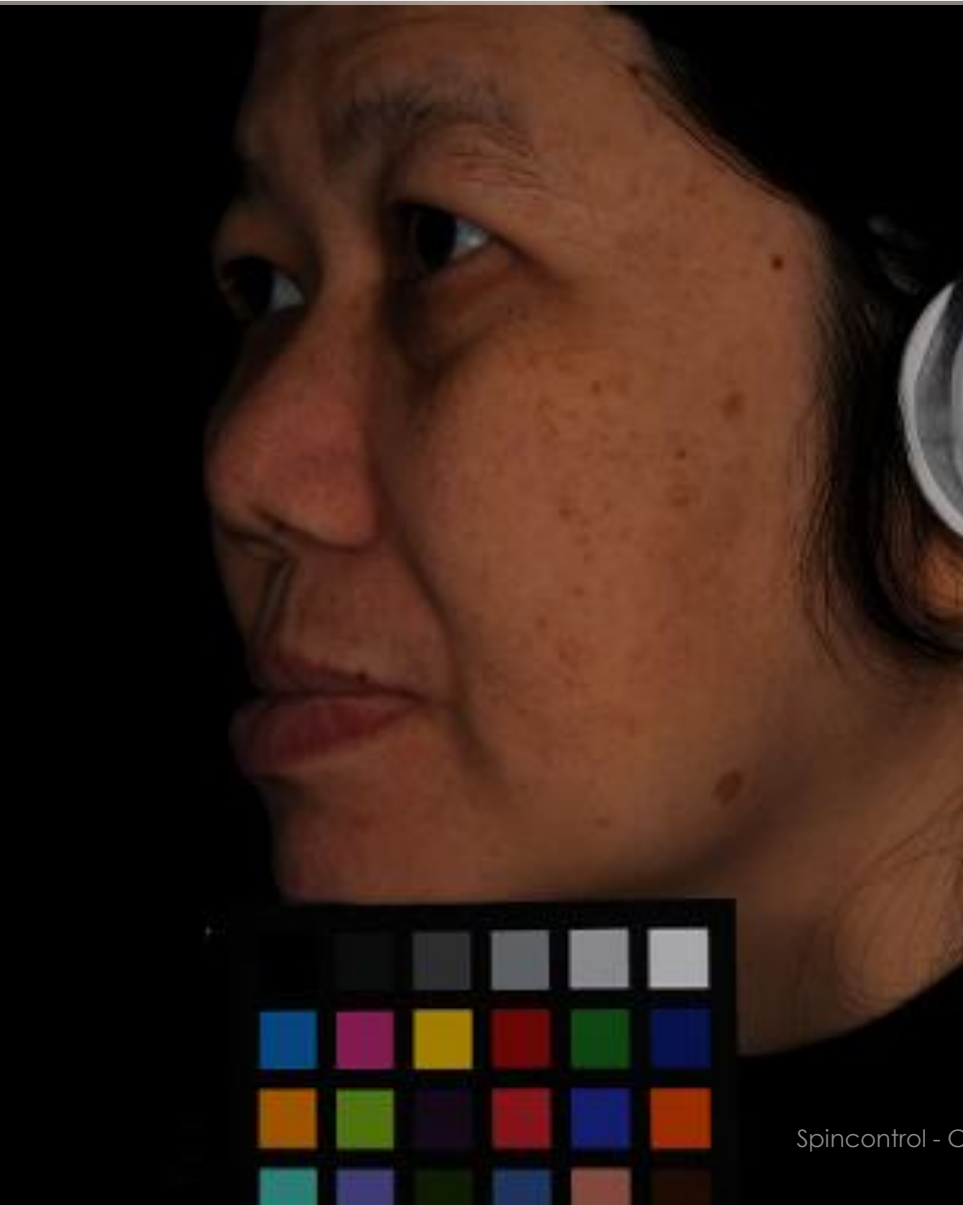
Calculated parameters
:

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



Image analysis: By Visioface® or Visia-CR®

Melanin component





Focus on complexion

Complexion homogeneity by image analysis

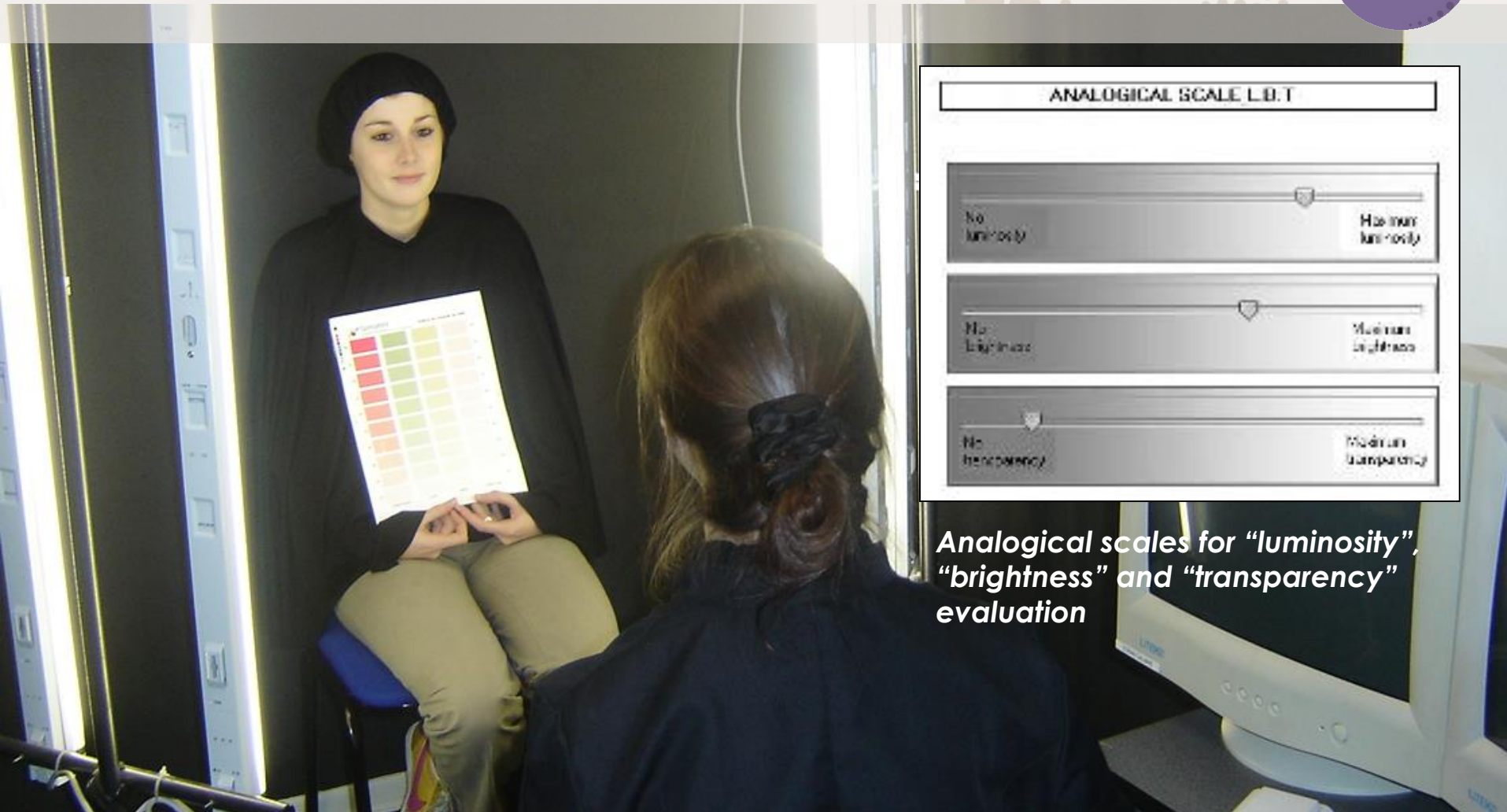


**skin is more
homogeneous /
skin is much smoother**



By color homogeneity

Complexion radiance by CLBT method

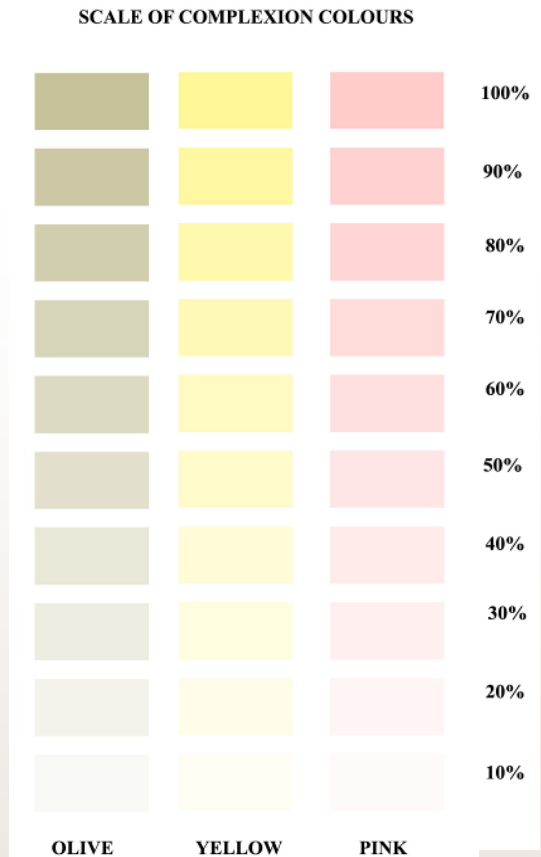


Analogical scales for “luminosity”, “brightness” and “transparency” evaluation

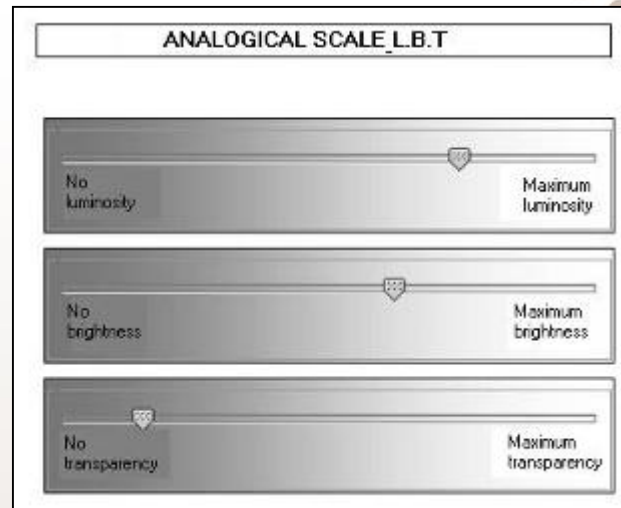


Calculation of a C.L.B.T index based on the colours, luminosity, brightness and transparency of the skin

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

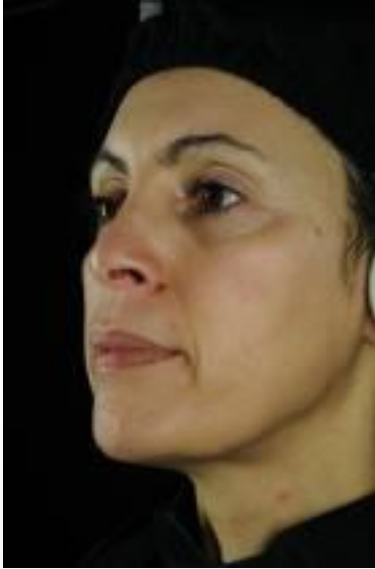


Photo under "Daylight" condition



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

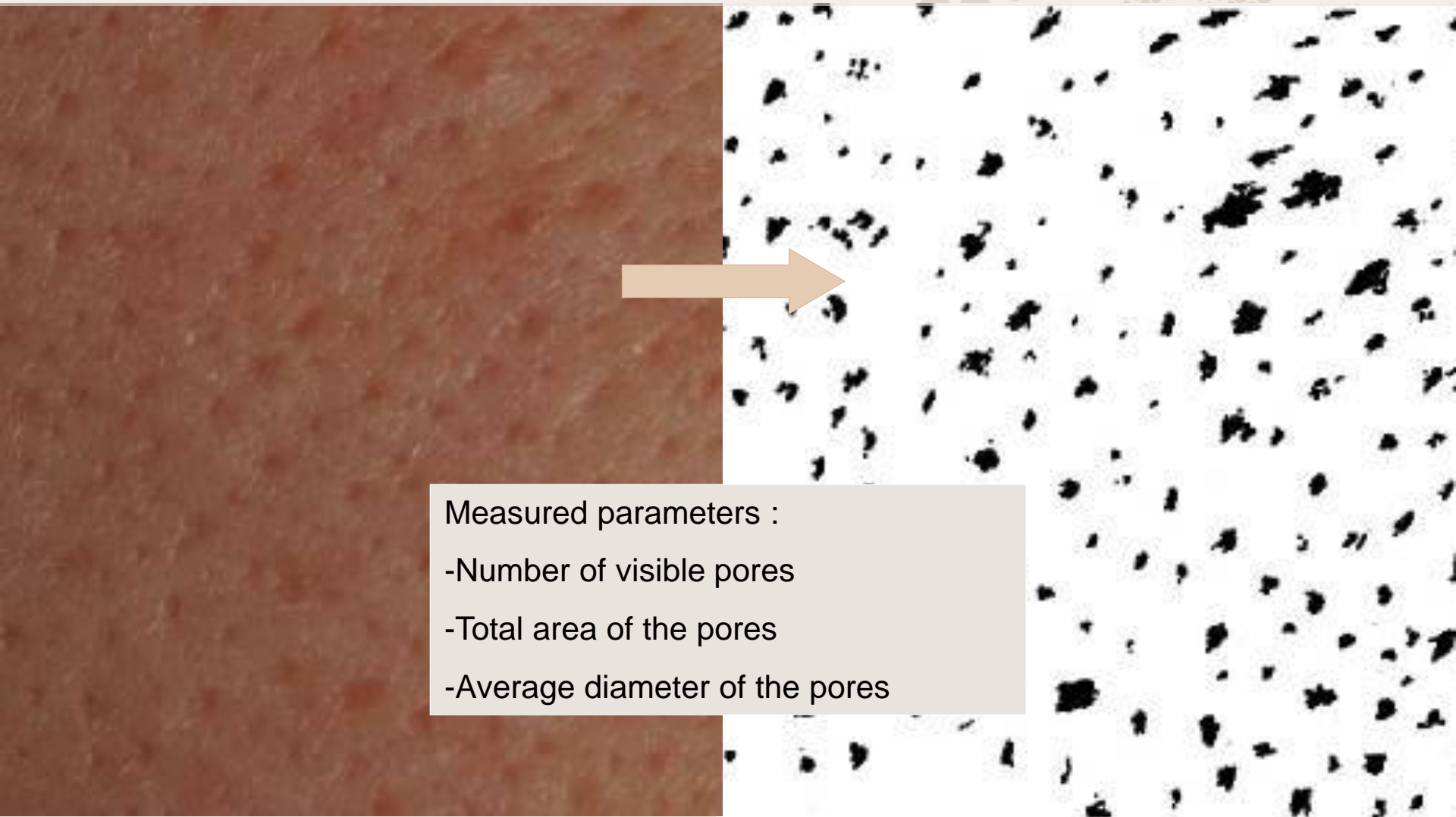


Analysis of the red component

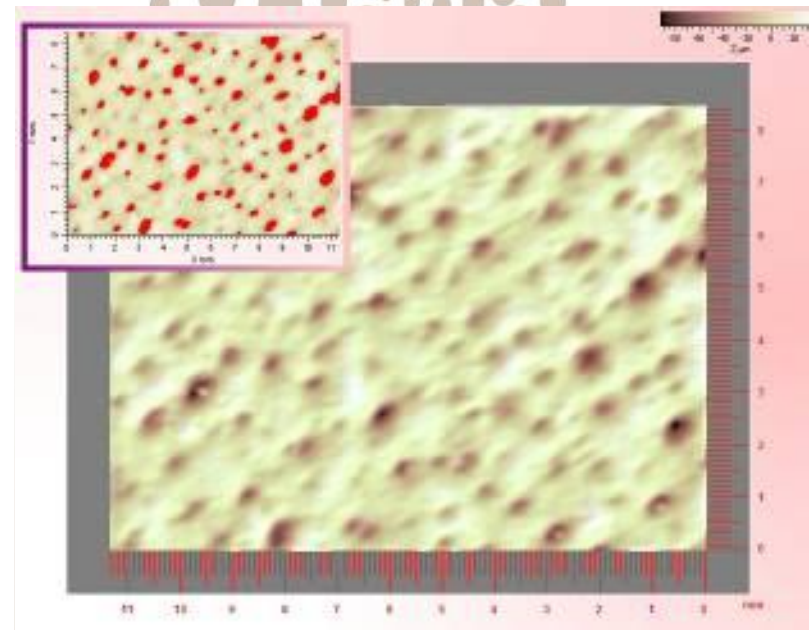
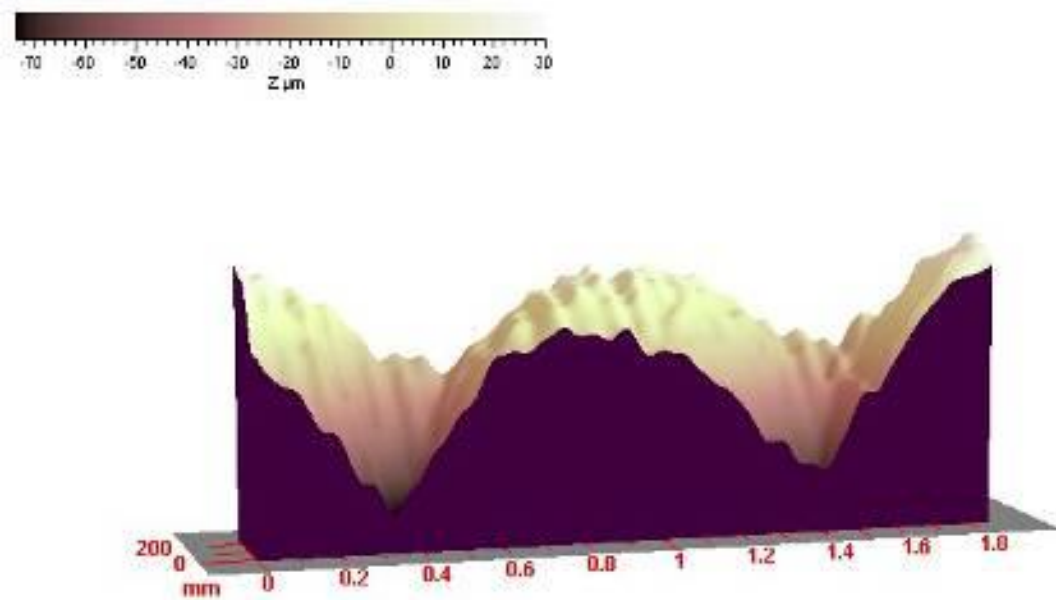


Anti-oily skin effect

Image analysis

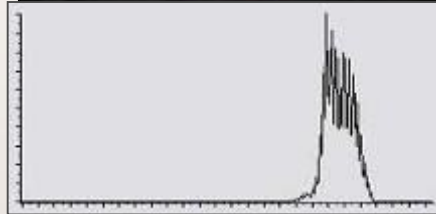


Fringe projection : diameter of the pores on replicas

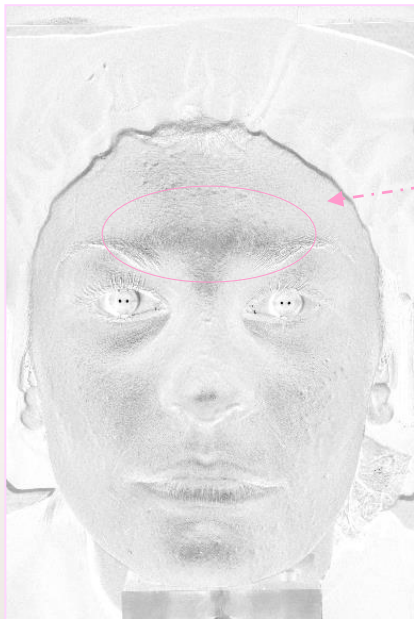
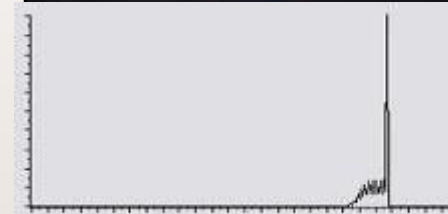


Matifying effect by Image analysis

Before



After

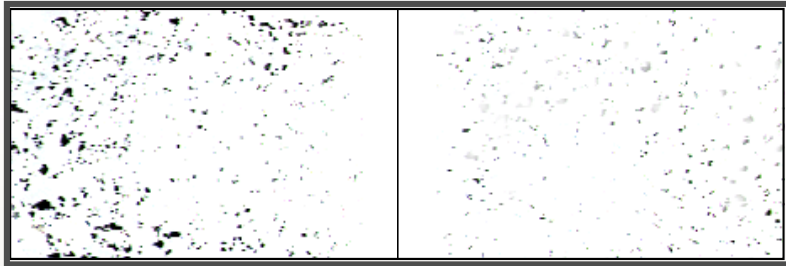


Intensity of grey
level in pixels

Anti-sebum effect

BY SEBUTAPE

Before treatment



After treatment

Intensity of sebum in grey level

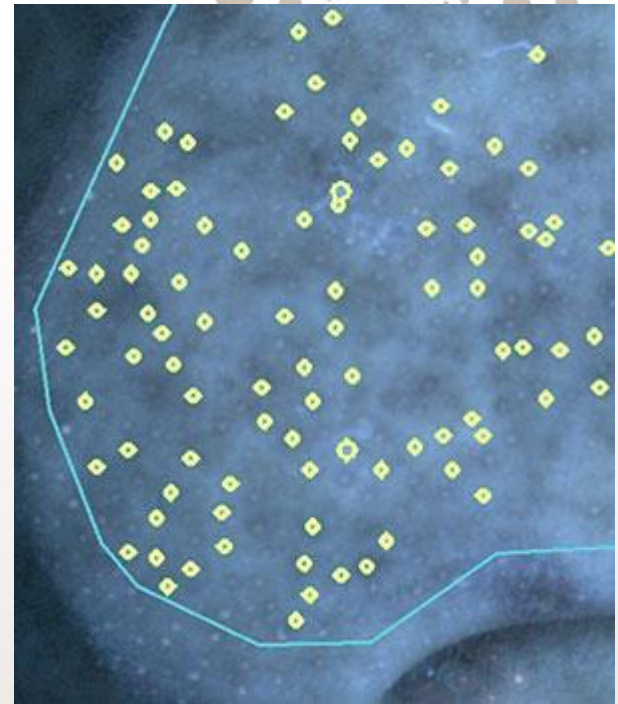
BY SEBUMETER



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 :

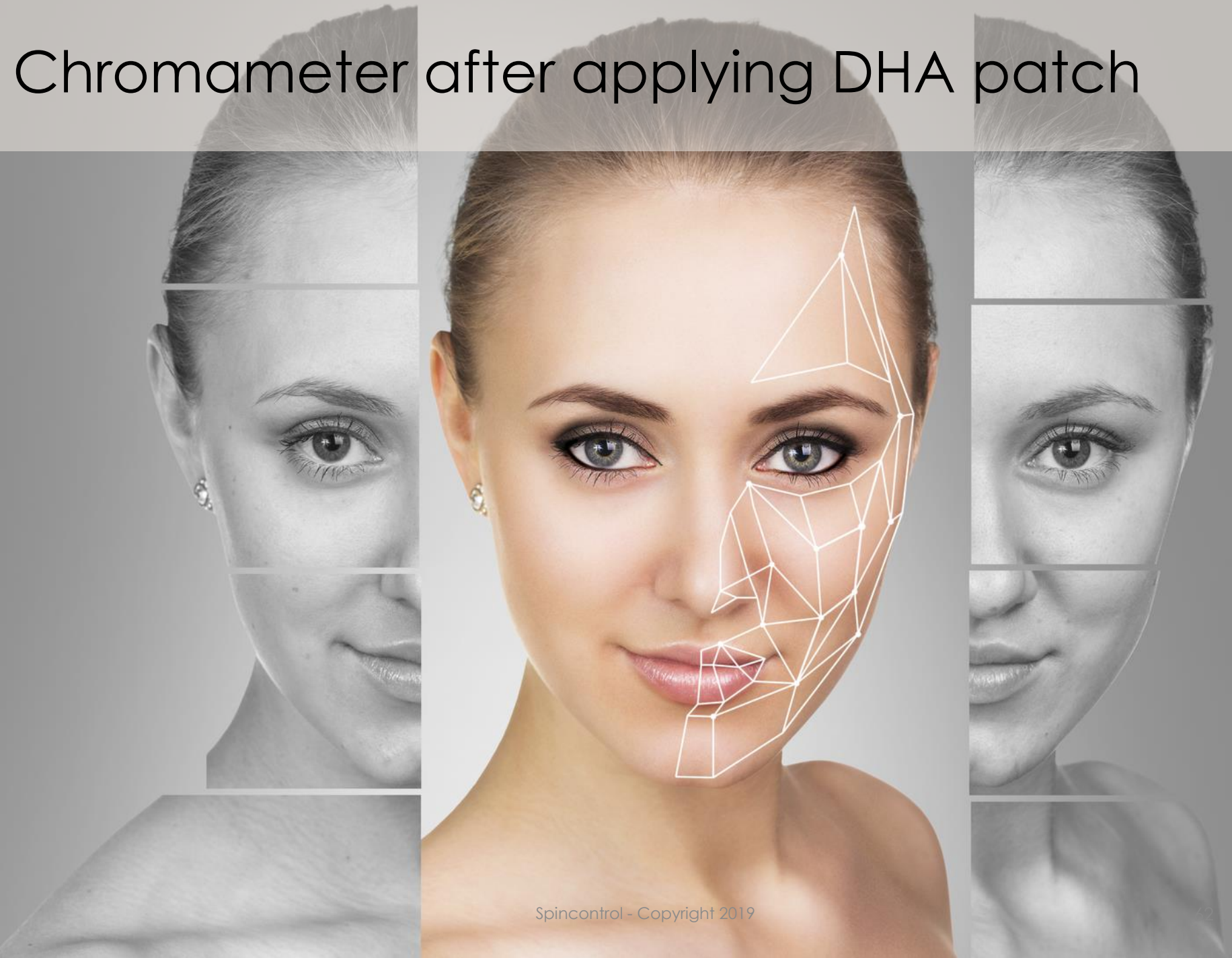
- levels of elements as heavy metals : V, Cr, Mn, Fe, Co, Ni, Cu, Zn, Pb, As, Si et Ti
- Lipids alteration assessment

Partnership: SYNELVIA



Cell renewal

Chromameter after applying DHA patch

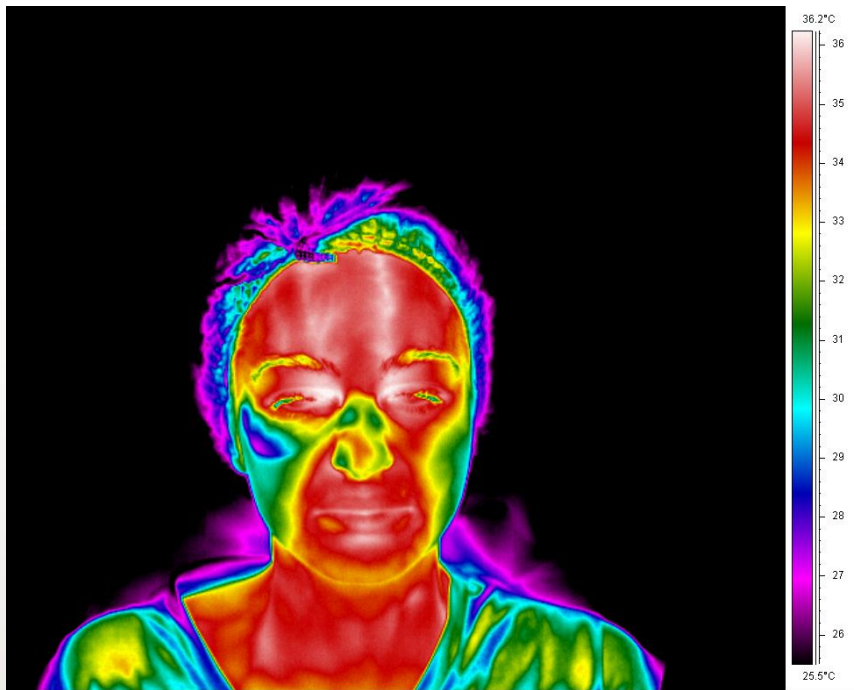




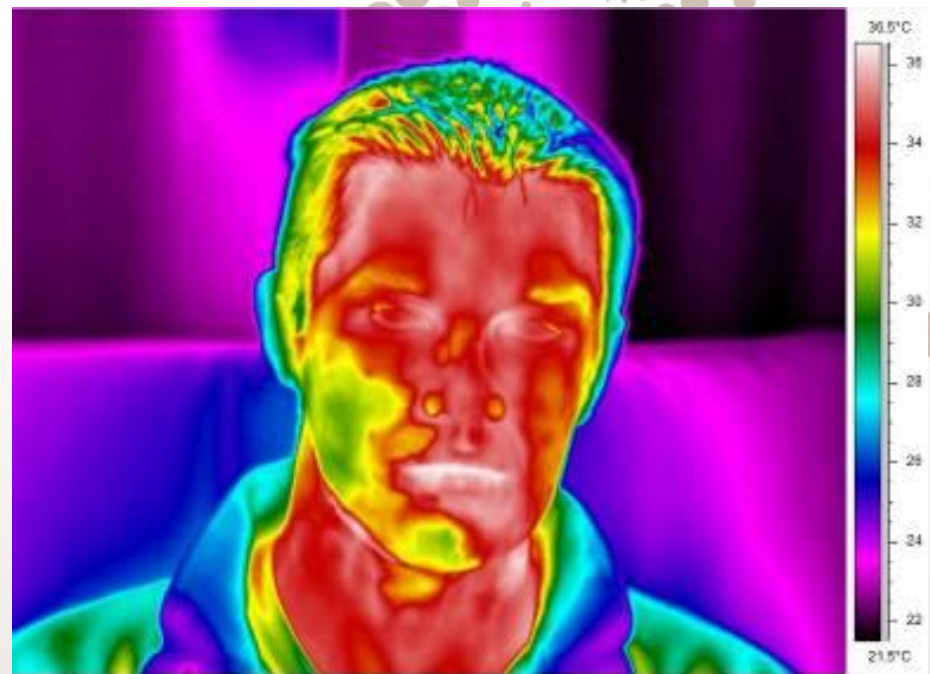
Refreshing effect

Thermal camera

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



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





Soft beard

By sound analysis



Body claims



Anti-stretch marks

Anti-dimples

Anti-heavy legs

Elasticity

Exfoliating

Firmness

Hair removing effect

Heating effect

Slimming

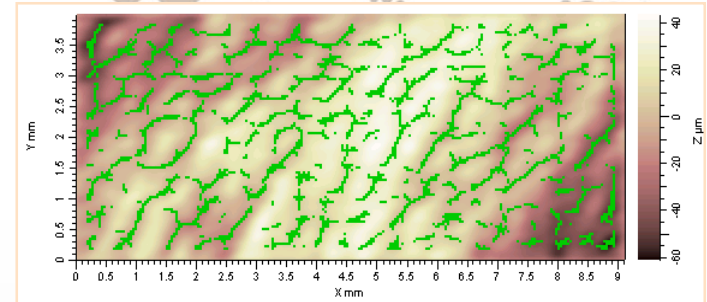


Anti-stretch marks

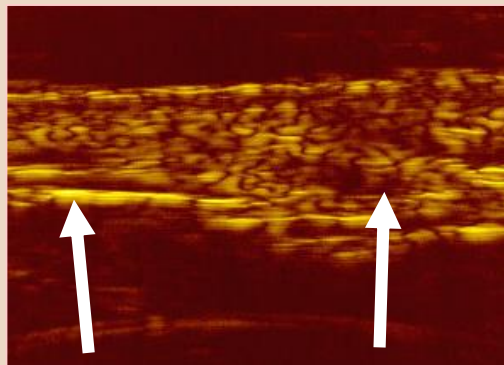
Image analysis



3D topography

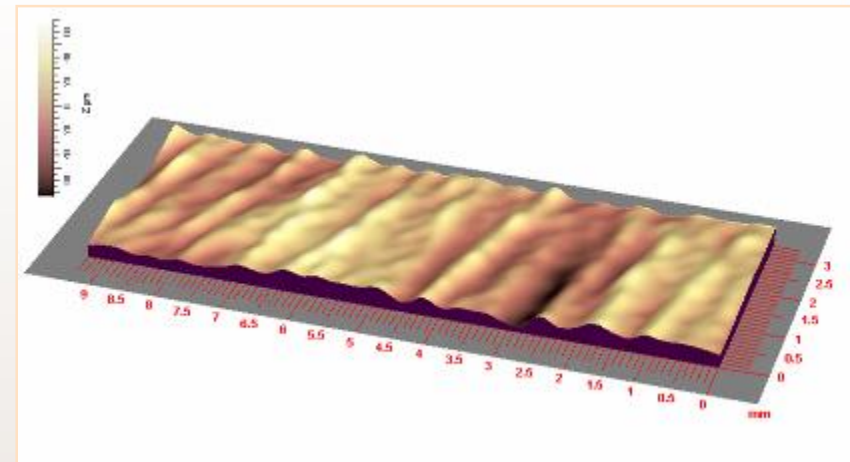


Ultrasound



Stretch
mark

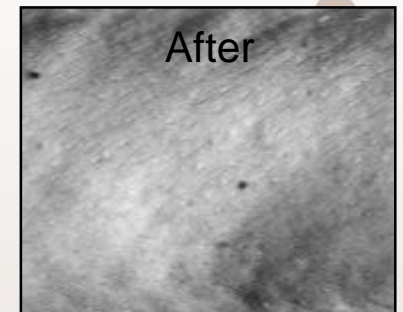
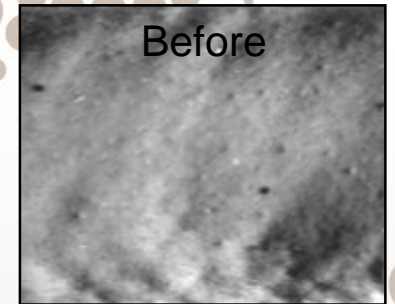
Healthy
tissue





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

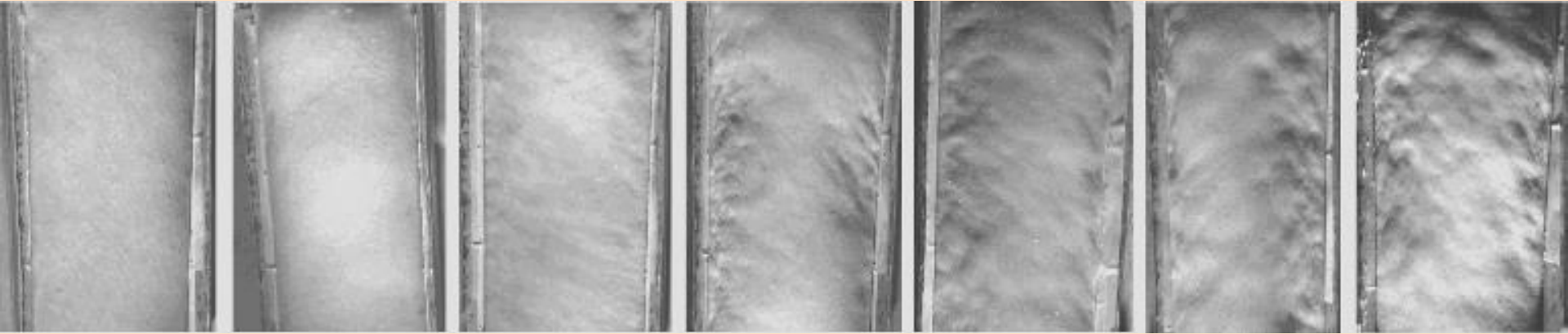


Fig 1 : structured scale for the visual evaluation of the severity of orange peel/dimpling on pinched thighs

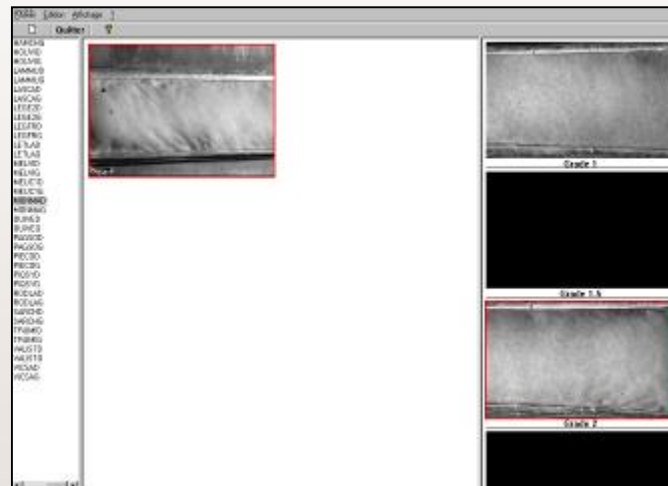
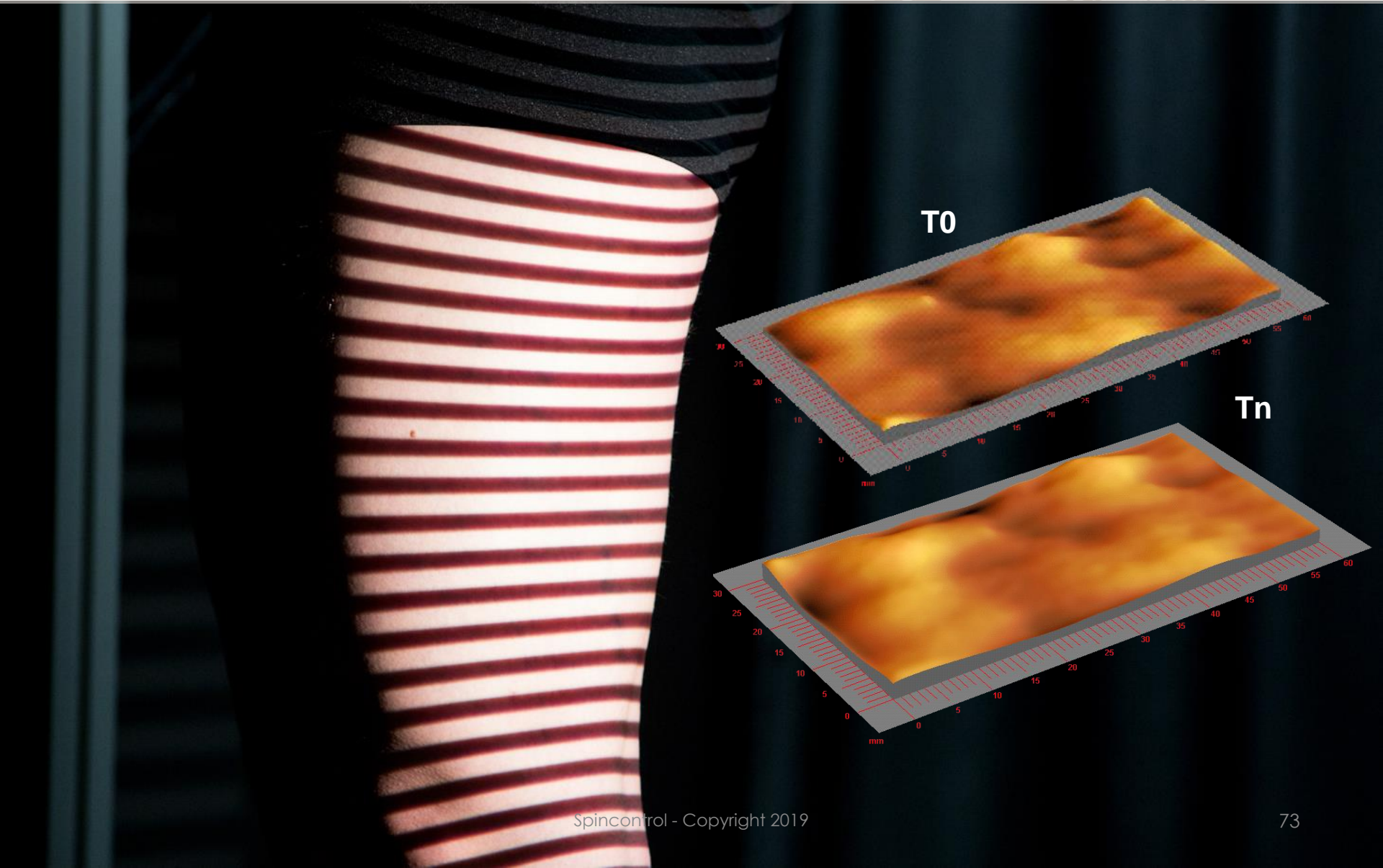
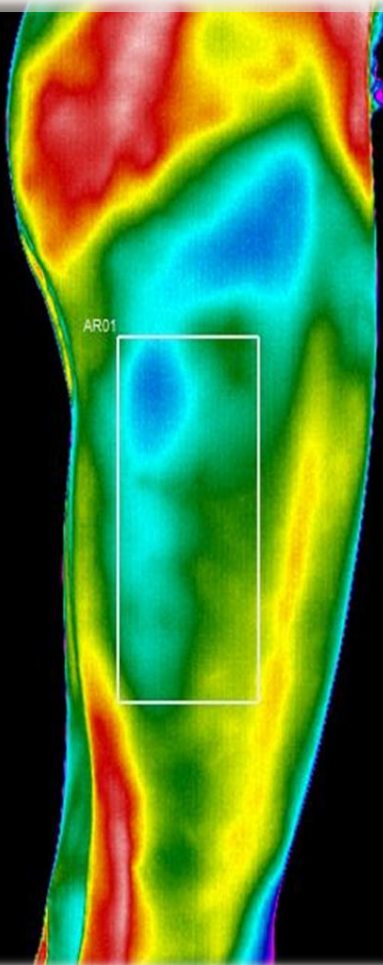


Fig 2 : Software for the evaluation of pinched thighs (Notephoto software)

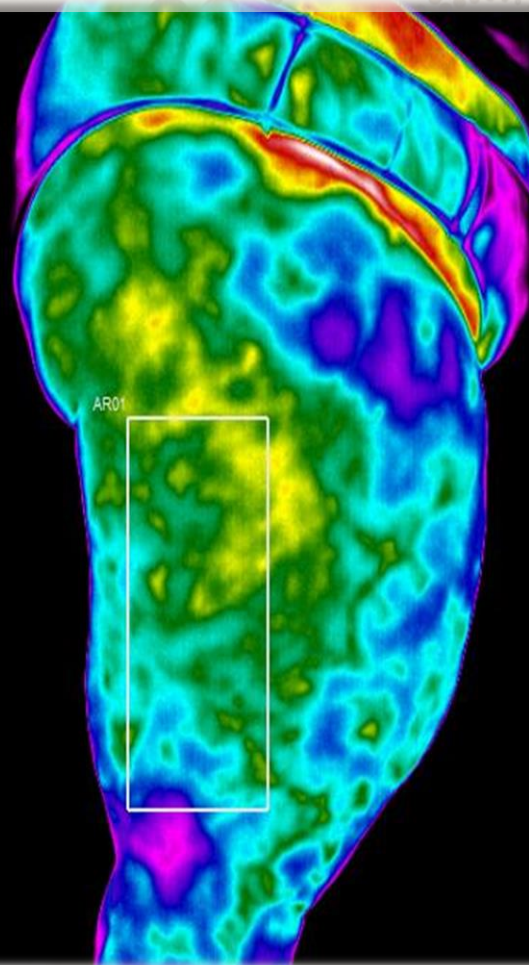
Fringe projection : roughness of the dimples



Thermal camera



Uniformity of
temperature

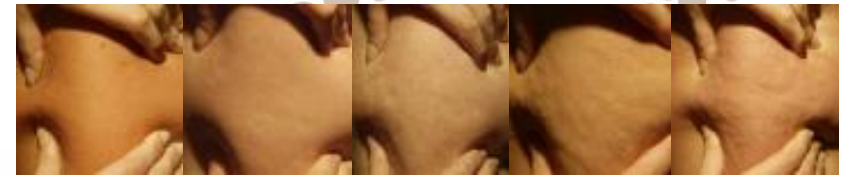


Heterogeneity of
temperature

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



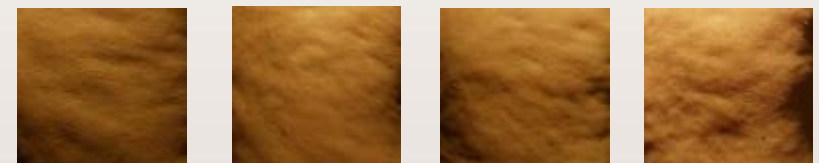
GRADE 0

GRADE 1

GRADE 2

GRADE 3

GRADE 4



GRADE 5

GRADE 6

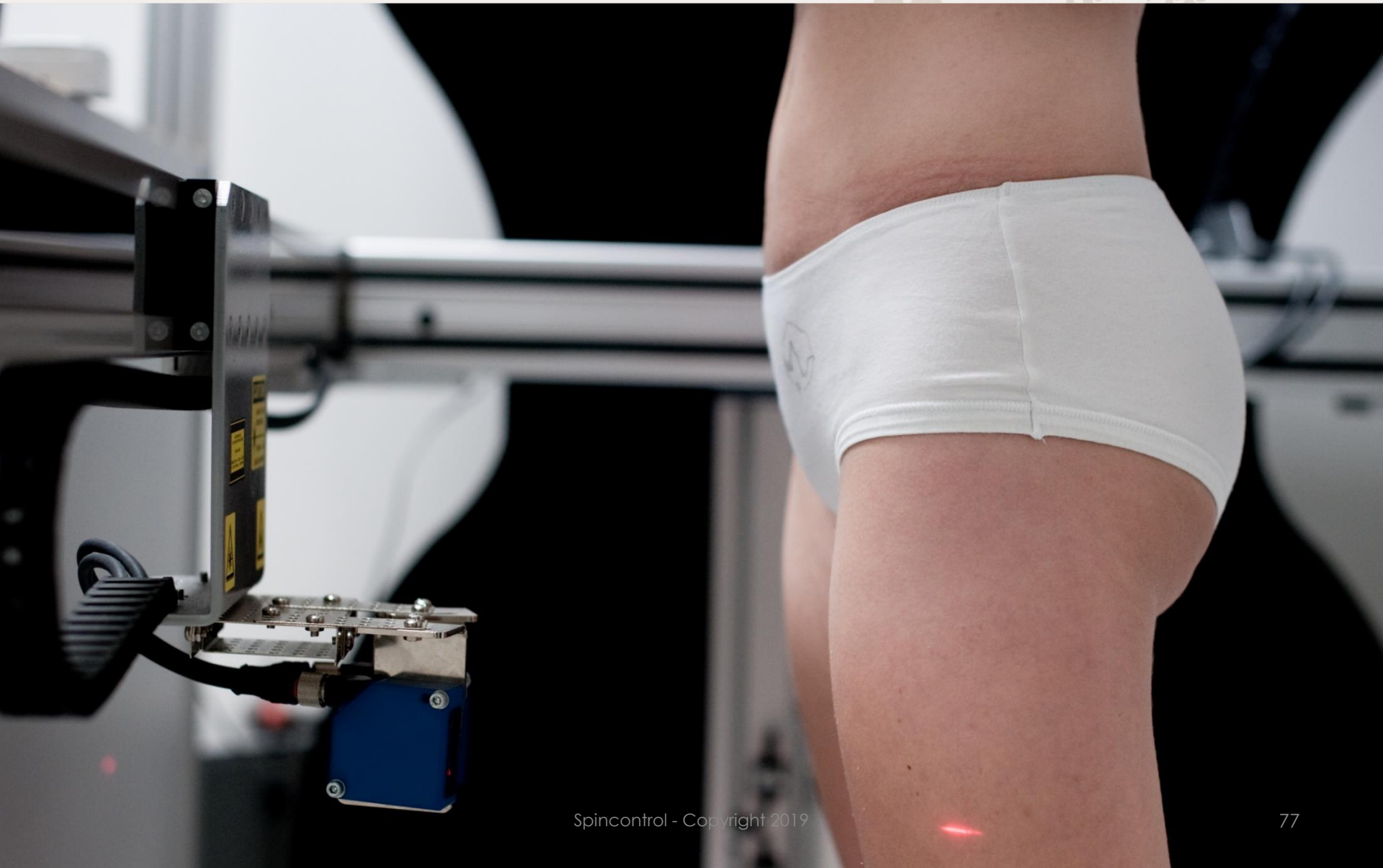
GRADE 7

GRADE 8

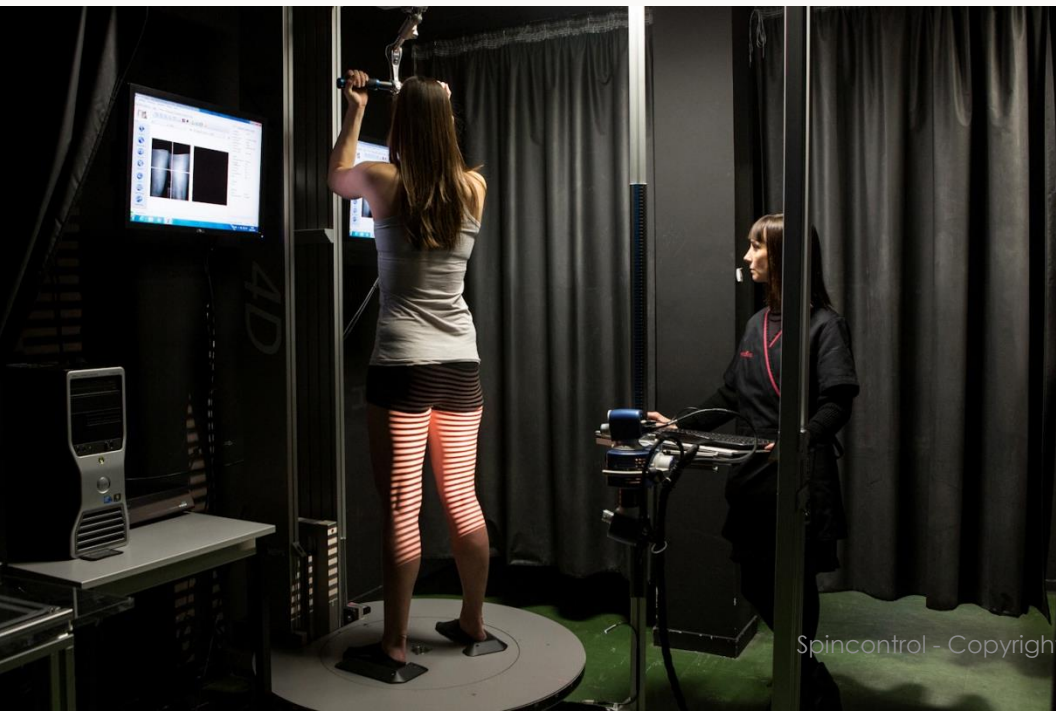
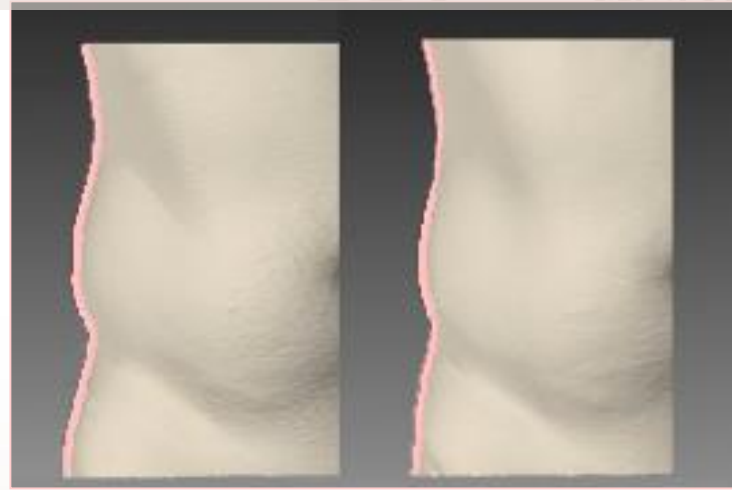


Slimming

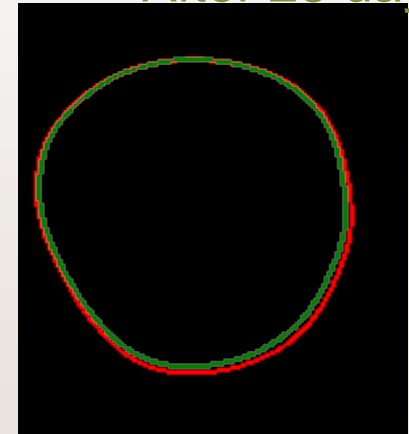
Laser centimetry *without contact*



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



— Baseline
— After 28 days



Volume of buttocks & saddlebags

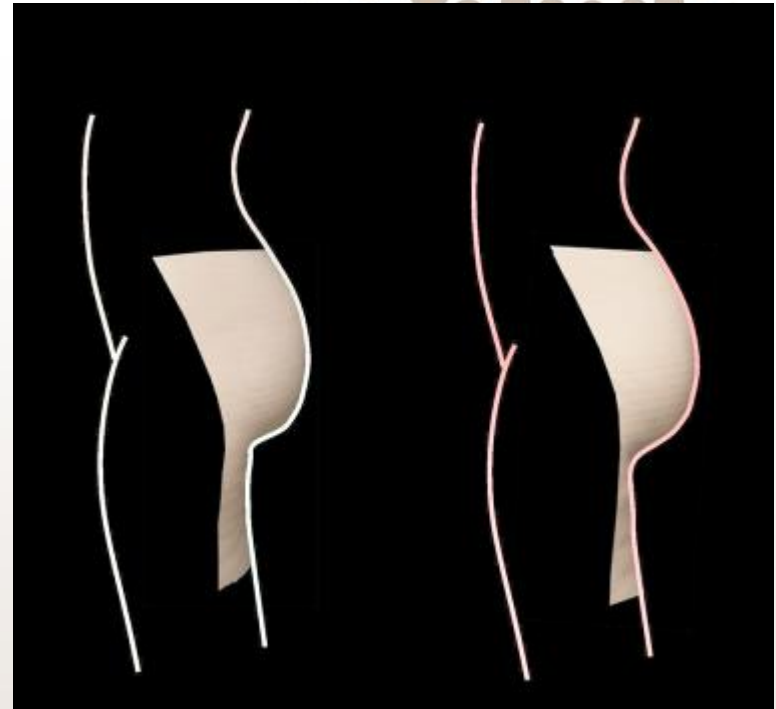
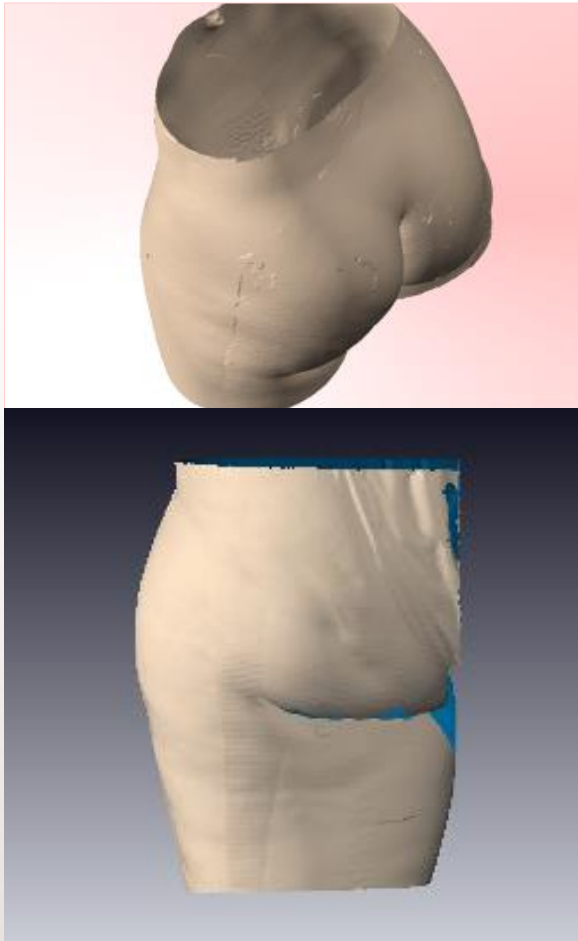
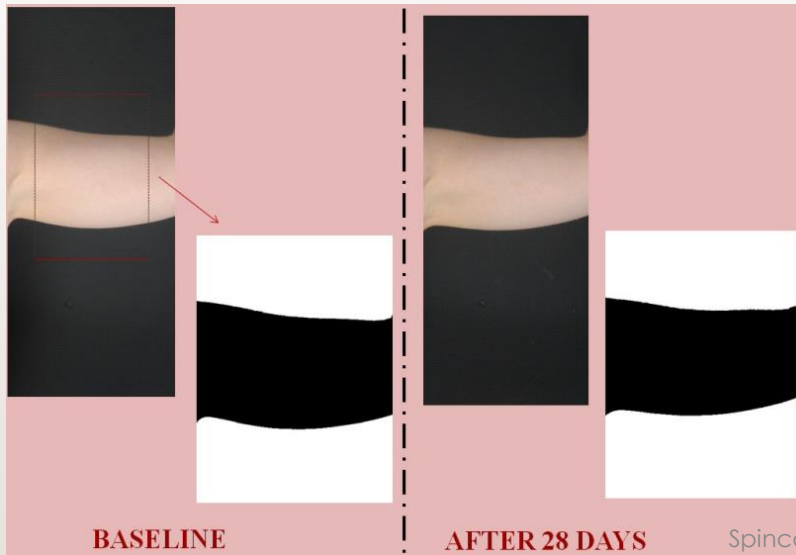
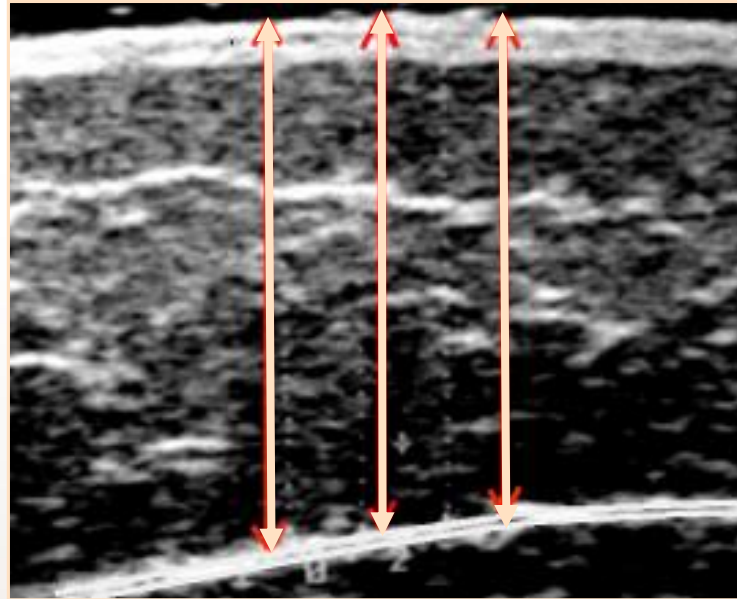


Image analysis : area of thighs, arms & lower abdomen



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



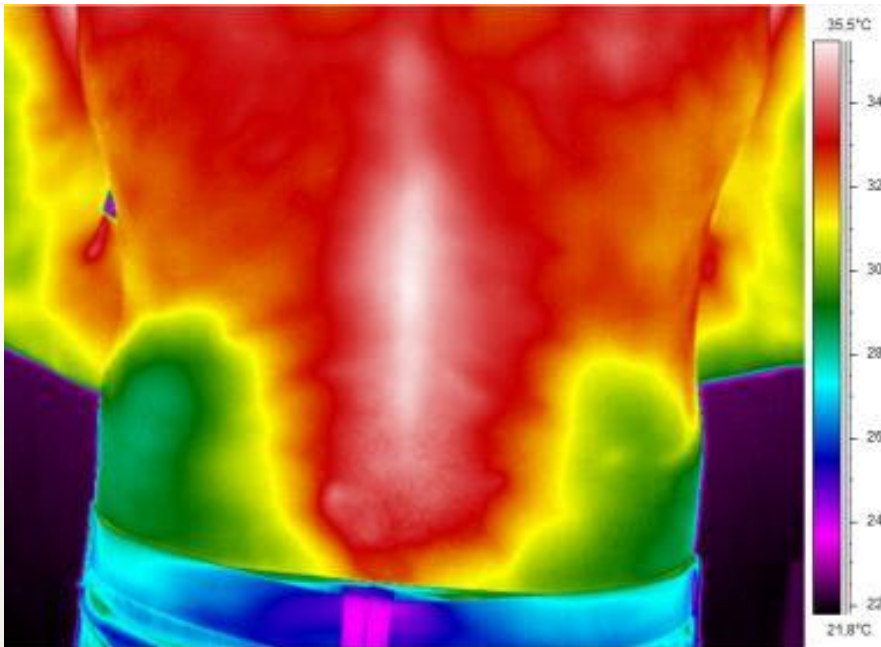
Reference: PERIN et al. Methodological aspects of the ultrasonic measurement of subcutaneous adipose-tissue thickness for the evaluation of the efficacy of slimming treatments. Journal d'Echographie et de Médecine par Ultrasons, vol 20, n° 5(6) : 318-325, 1999.



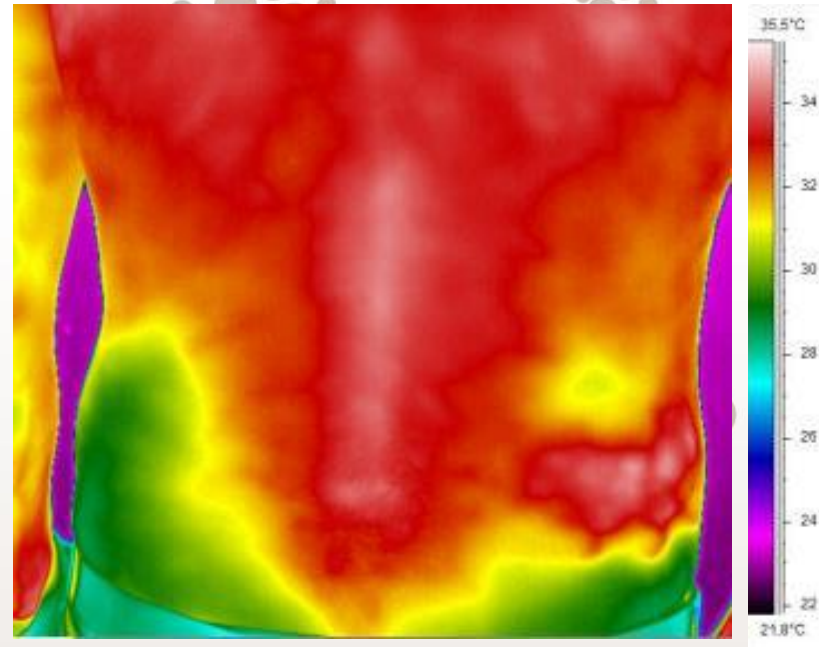
Heating & refreshing effect

Thermal camera : heating effect

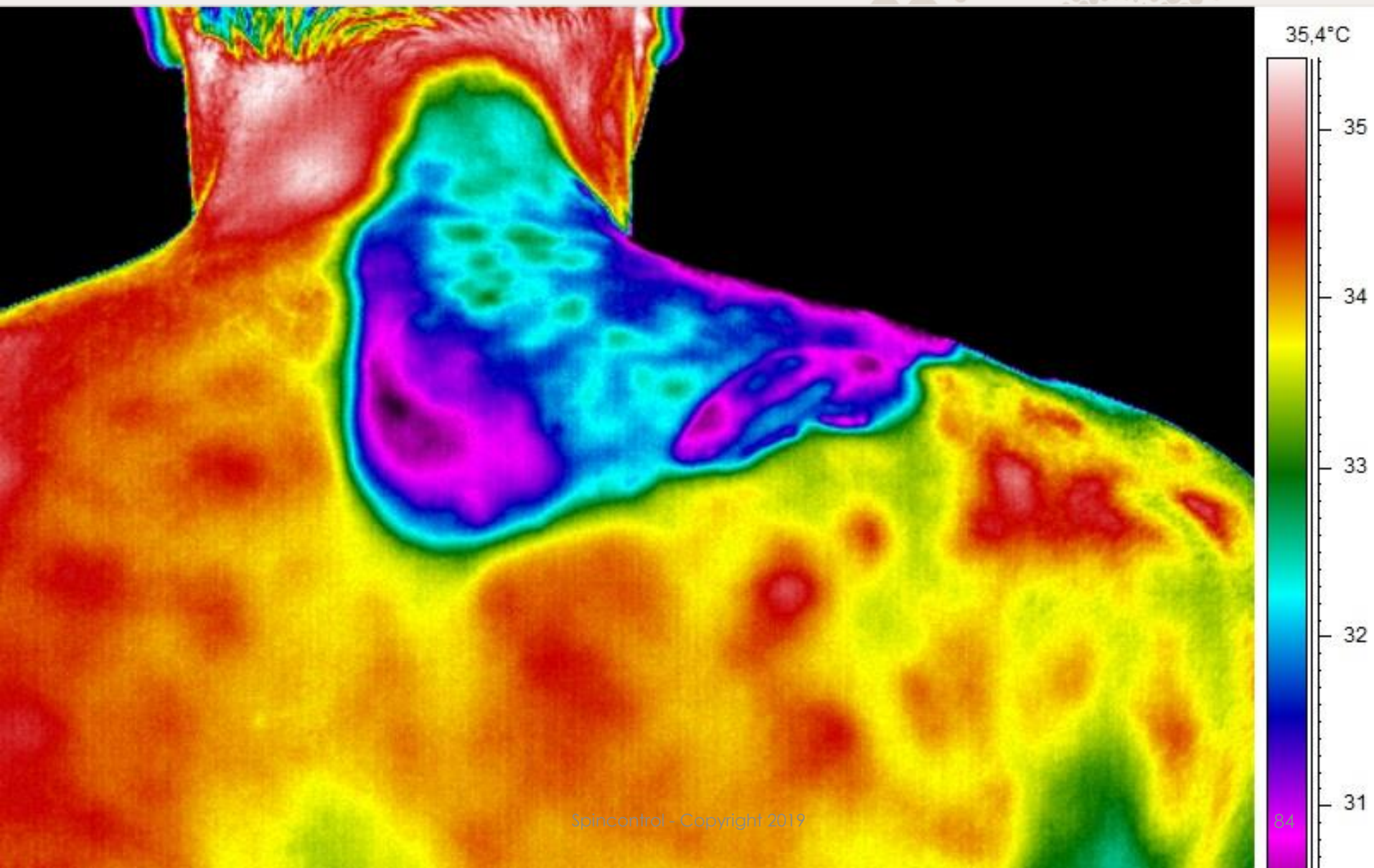
Before



After



Thermal camera : refreshing effect





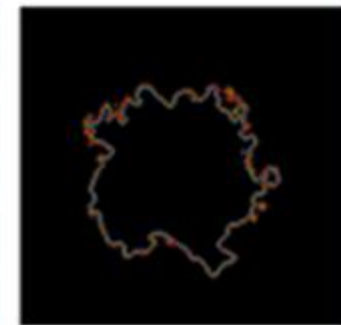
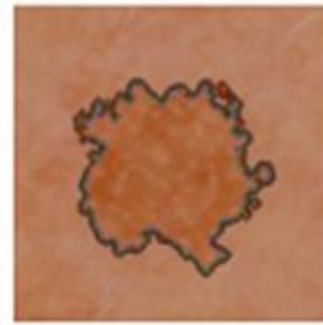
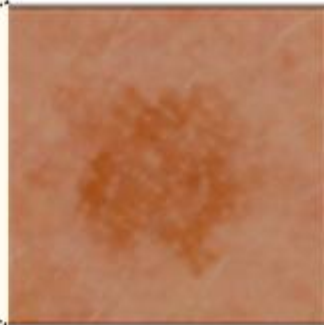
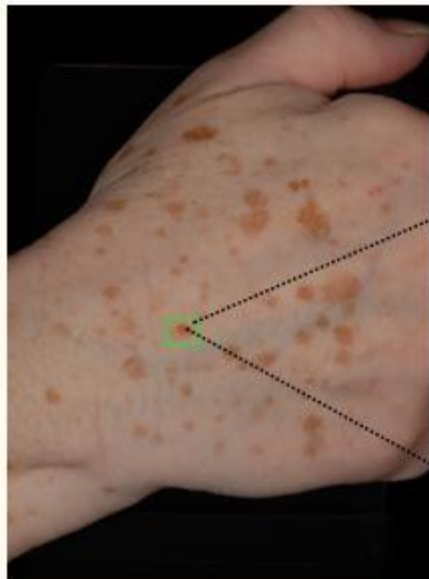
Anti-dark spots

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 (mm²)





Firmness & elasticity

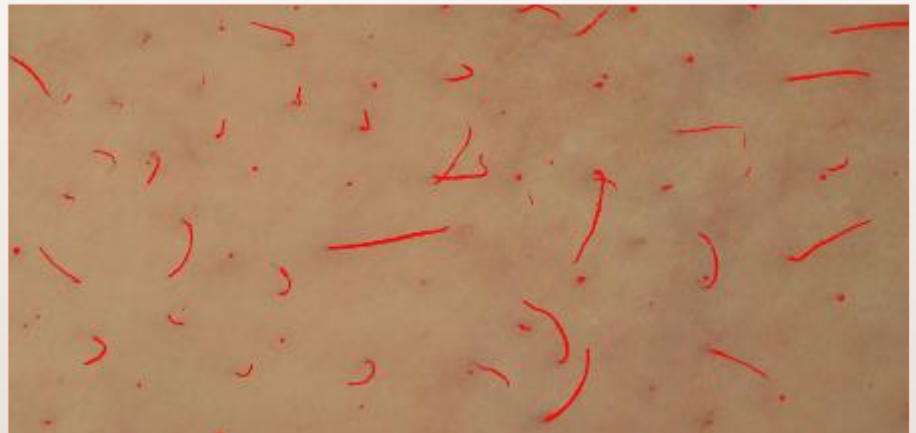
Torquemeter, Cutometer, Ballistometer or Dynaskin, Clinical assessment





Hairs removal effect

Image analysis: length & density measurements



Sensorial metrology: softness of the skin

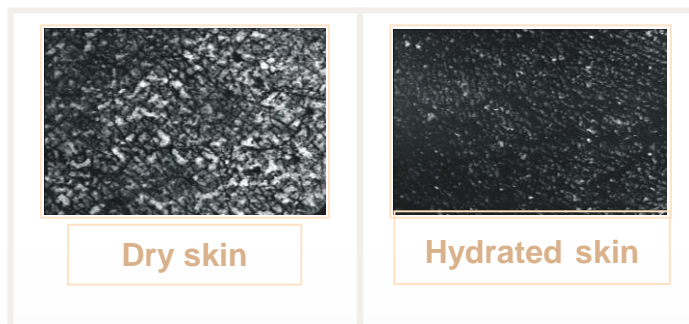




Moisturizing

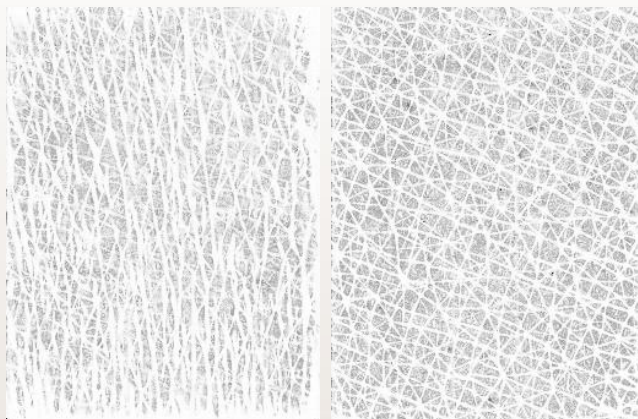
Several techniques

CORNEOMETRY



D'SQUAME

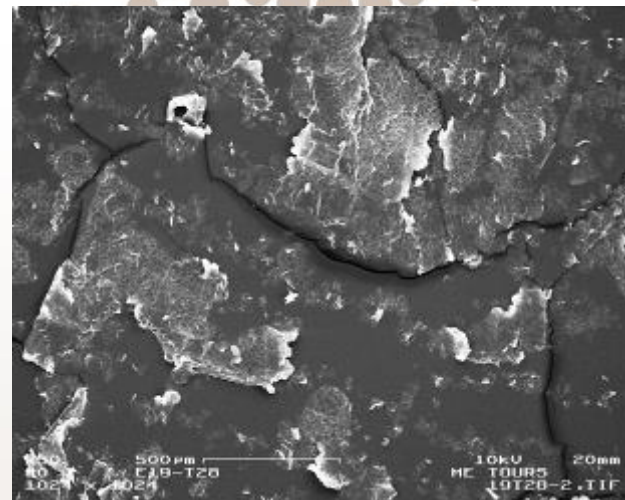
TEWL



MOISTUREMETER



MOISTUREMAP®

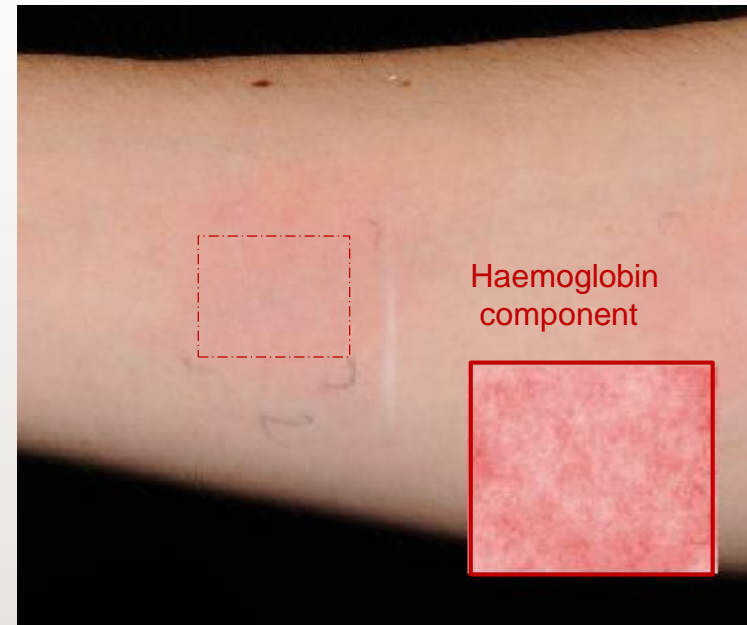
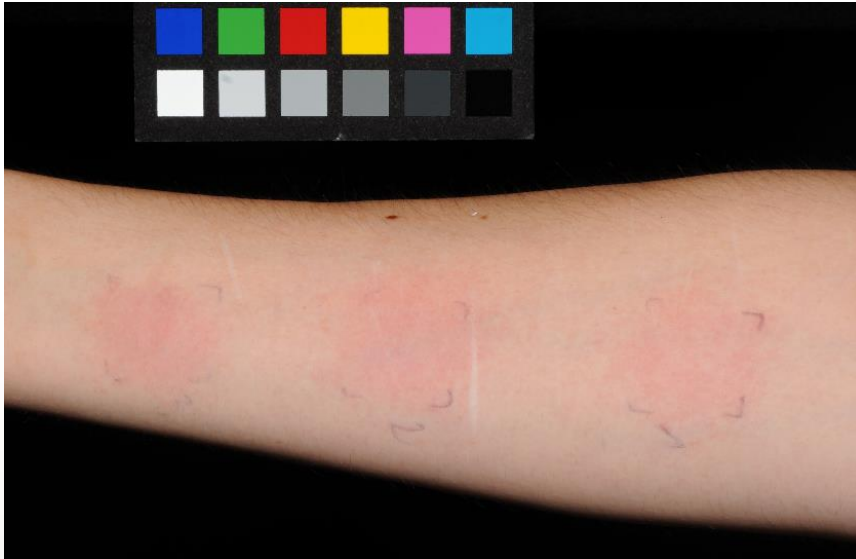


ELECTRONIC MICROSCOPY



Soothing effect

Image analysis: haemoglobin component analysis

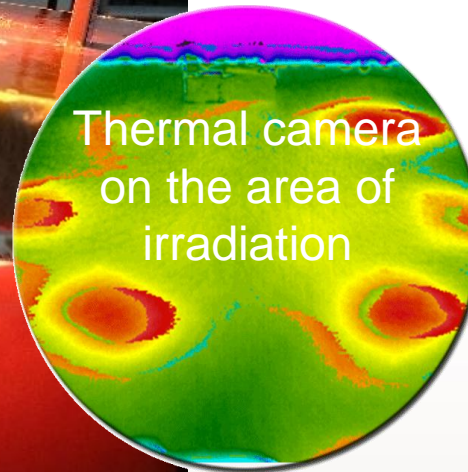




Sun claims

Protocols for sun care products

NEW



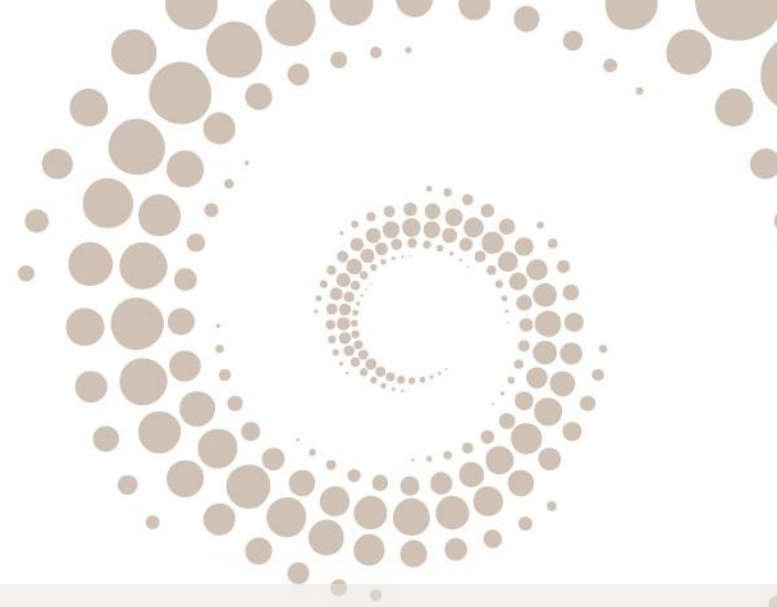
- SPF (partnership IDEA)
- Infra-red protection
- Anti-sticky sand
- Anti-sun cream traces
- Anti-salt traces

Salt traces
analysis without
product



Salt traces
analysis with
product





Tensing & Uplifting effect of the bust

Fringe projection : volumizing & uplifting effect

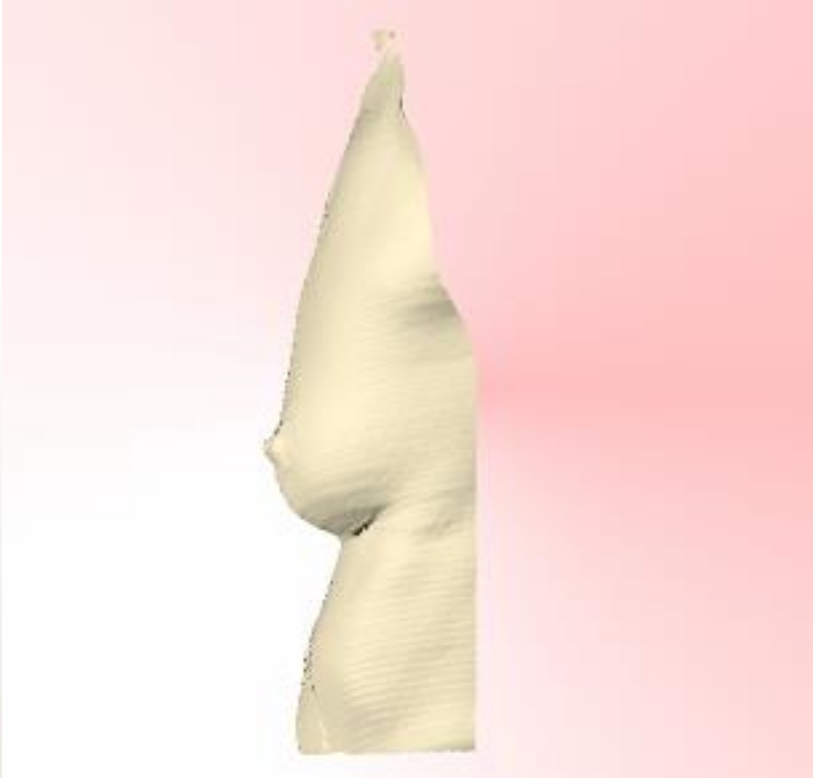


Image analysis : uplifting effect

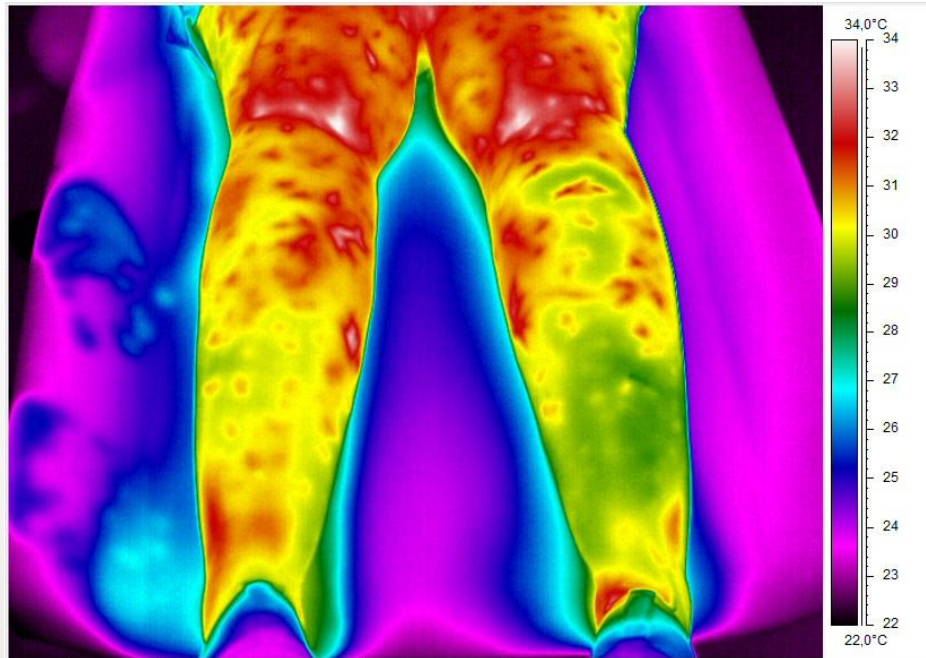




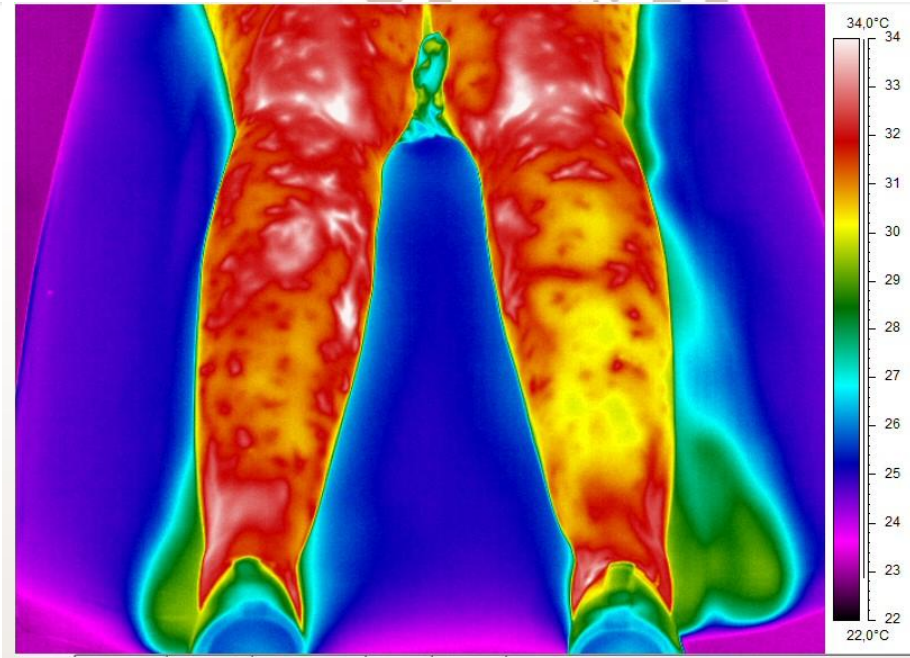
Tired legs

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



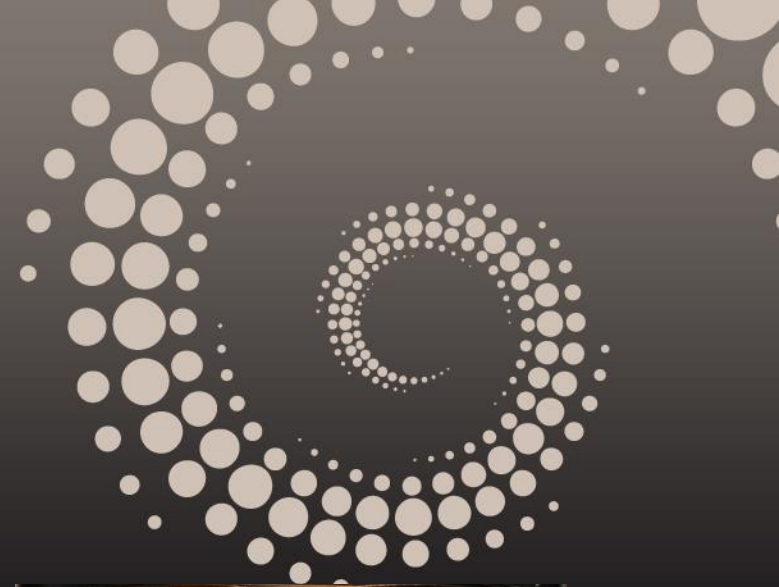
Ultraviolet light, friction from brushing, heat from blow dryers, curling irons, and straighteners, and possible chemical exposure through coloring, perming or straightening

Hair sheen

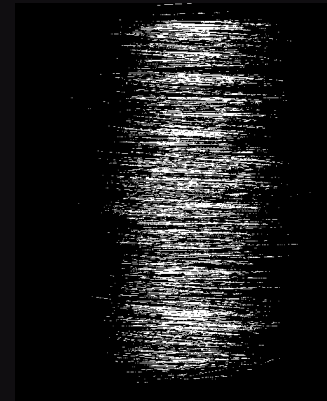
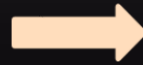


Hair sheen

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

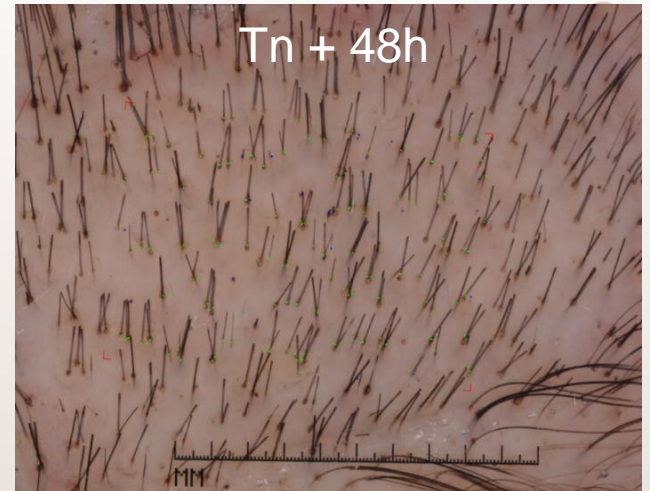
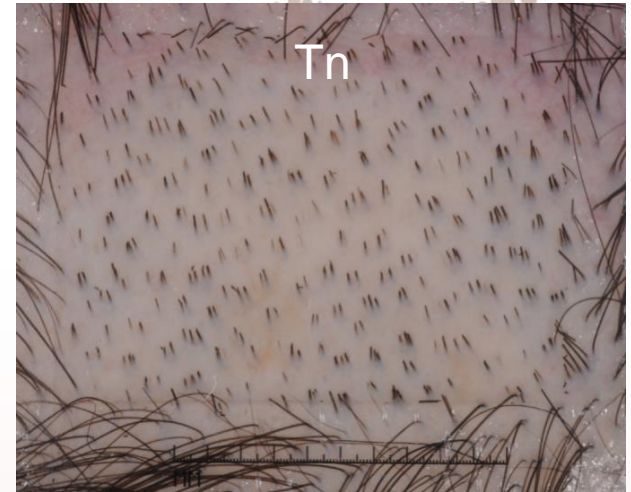


T_n

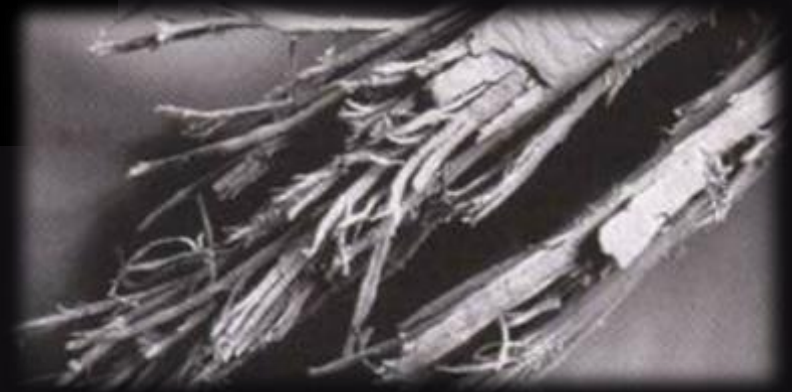
Anti hair loss



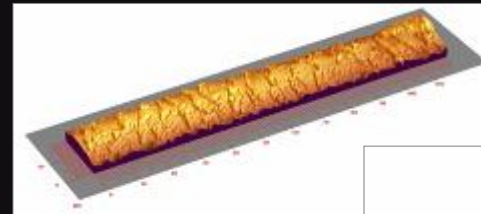
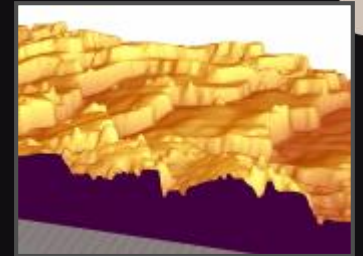
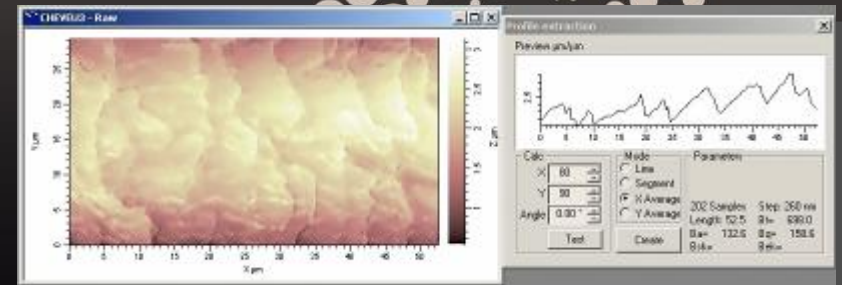
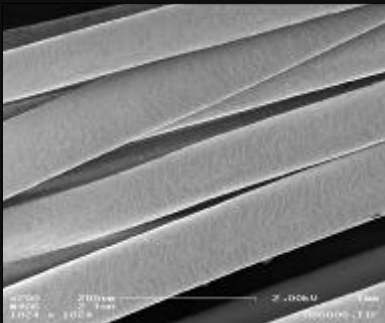
Phototrichogram



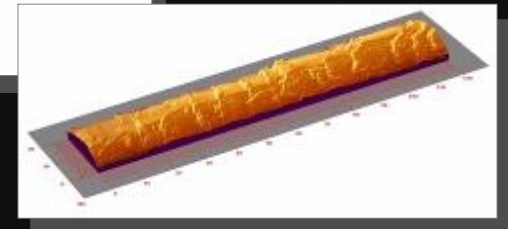
Anti damaged effect



metric



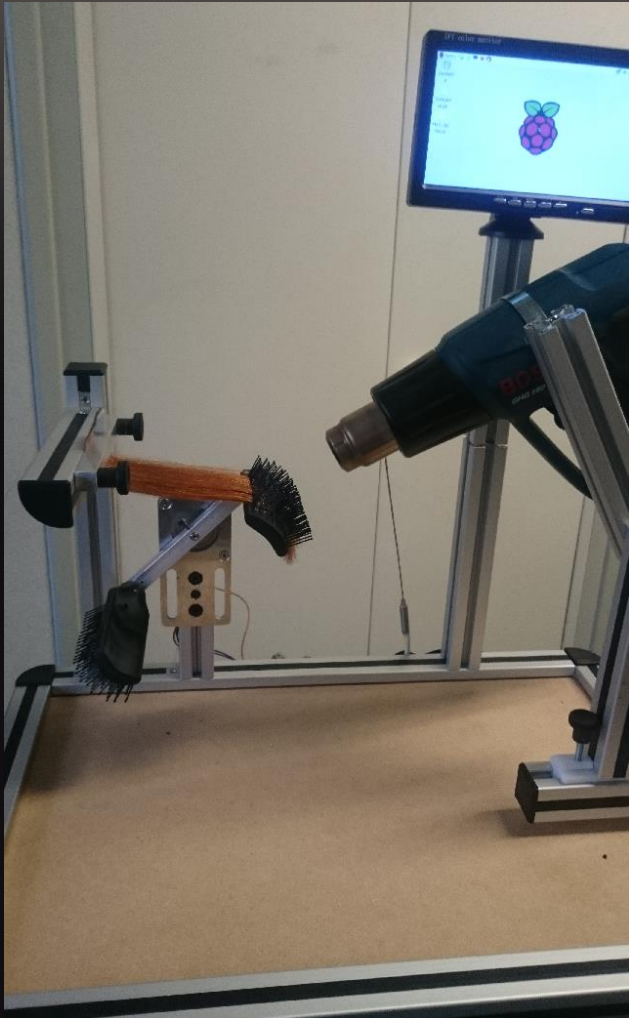
Before treatment



Anti-breakage and split ends



*on natural hair tresses
(Caucasian or Asian)*



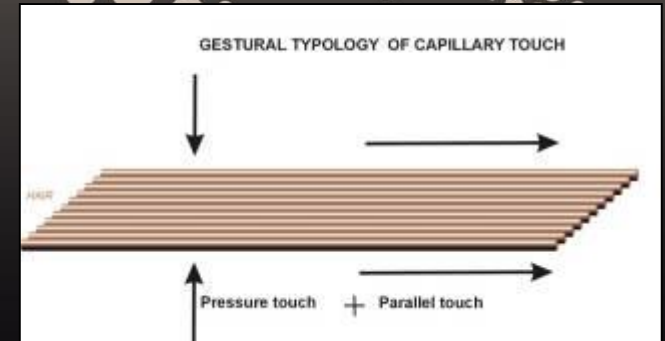
Dryness



By sensorial metrology



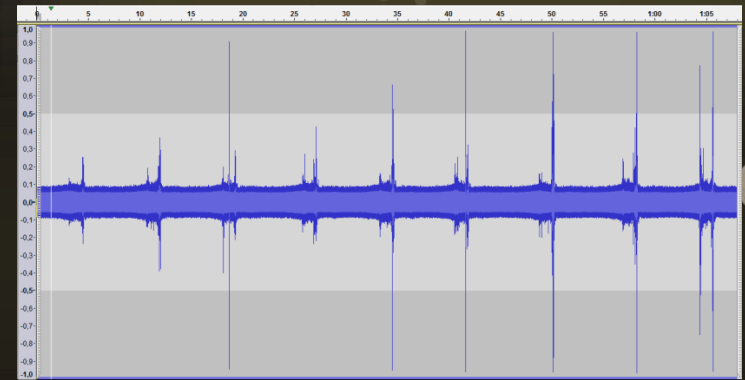
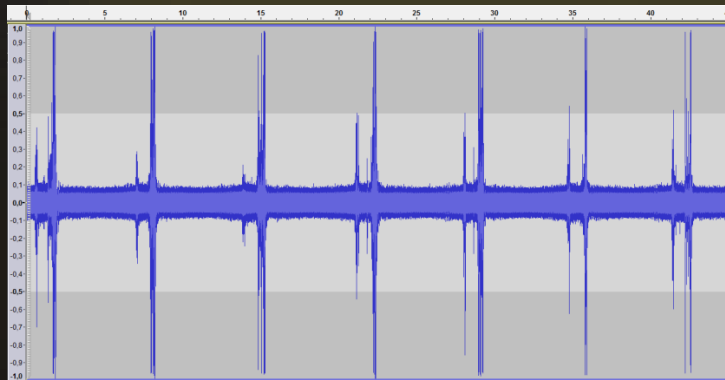
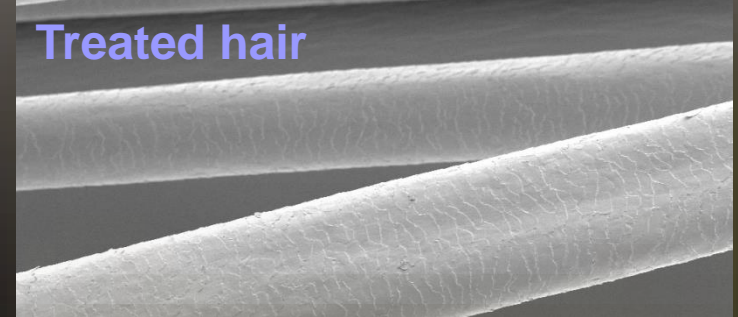
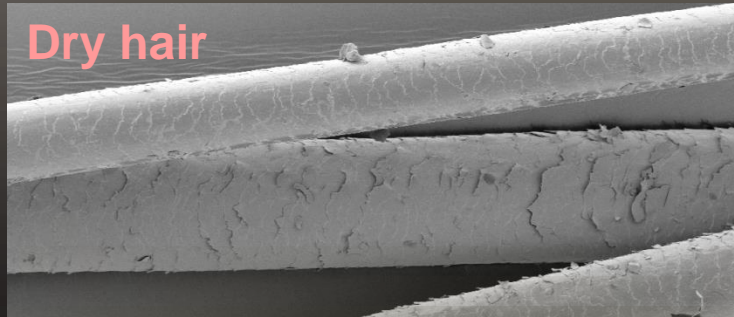
Expert panels



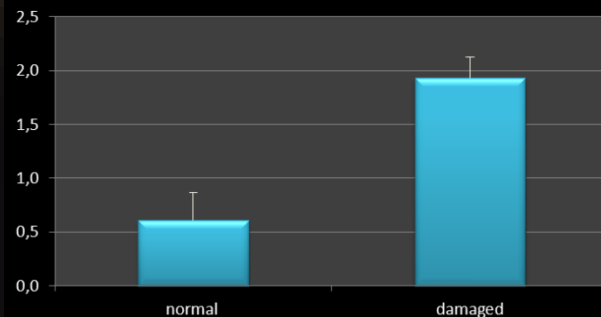
Hair surface evaluation

NEW

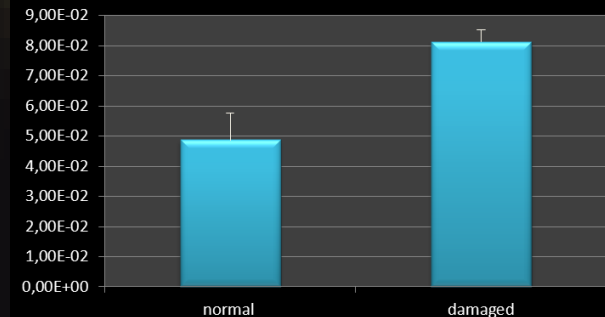
« Hair Tune » protocol: the sound of hair



Duration



Amplitude

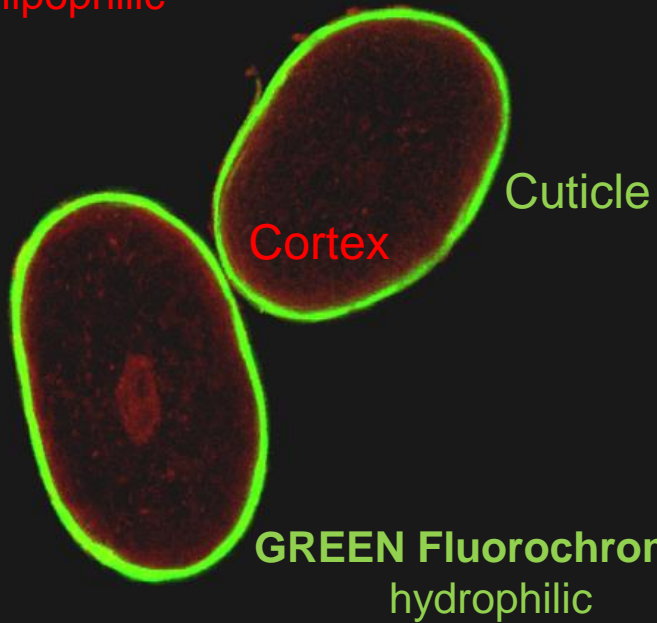


Sound
parameters

Permeability



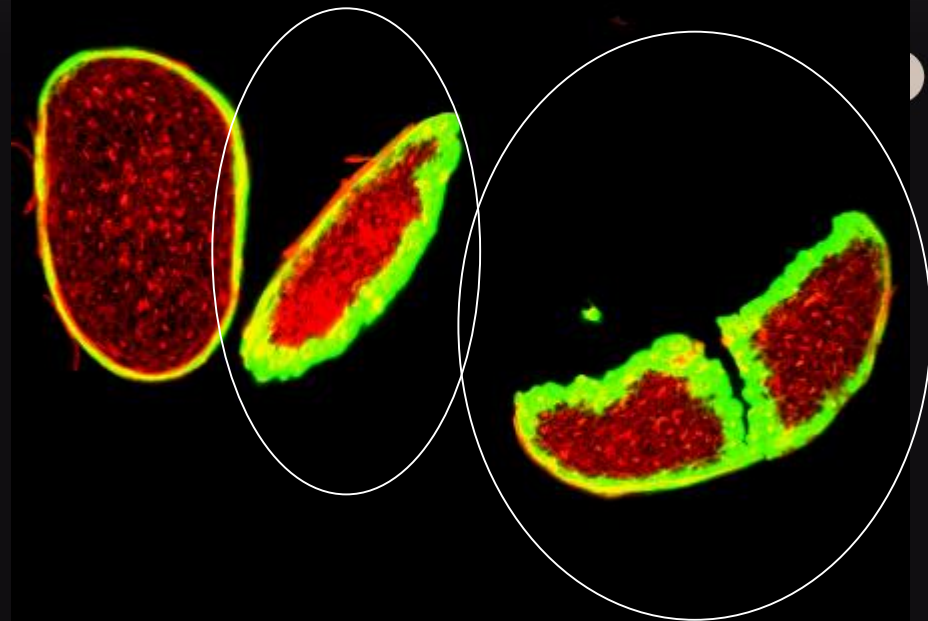
RED Fluorochrome
lipophilic



GREEN Fluorochrome
hydrophilic

By confocal
microscopy

Damaged hair



Partnership Transderma Systems - France

Pollution



By biochemical dosages



NEW

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

* Possible dosages :

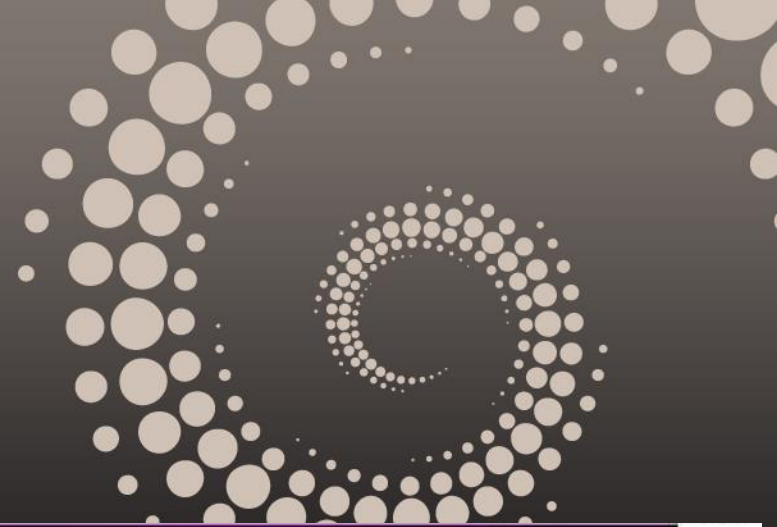
- Hair: levels of elements as heavy metals
- Hair: Lipids peroxydation (MDA)
- Hair: cysteine oxydation
- Scalp: squalene peroxydation

Partnership: SYNELVIA

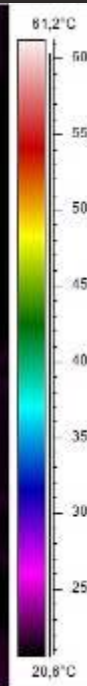
Heat protection effect



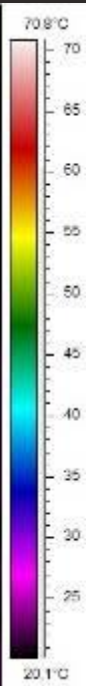
By thermal camera



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

By image analysis



Anti Humidity





By image analysis

Scalp



Anti-sebum Anti-dandruff



Anti-sebum effect

By Sebumeter

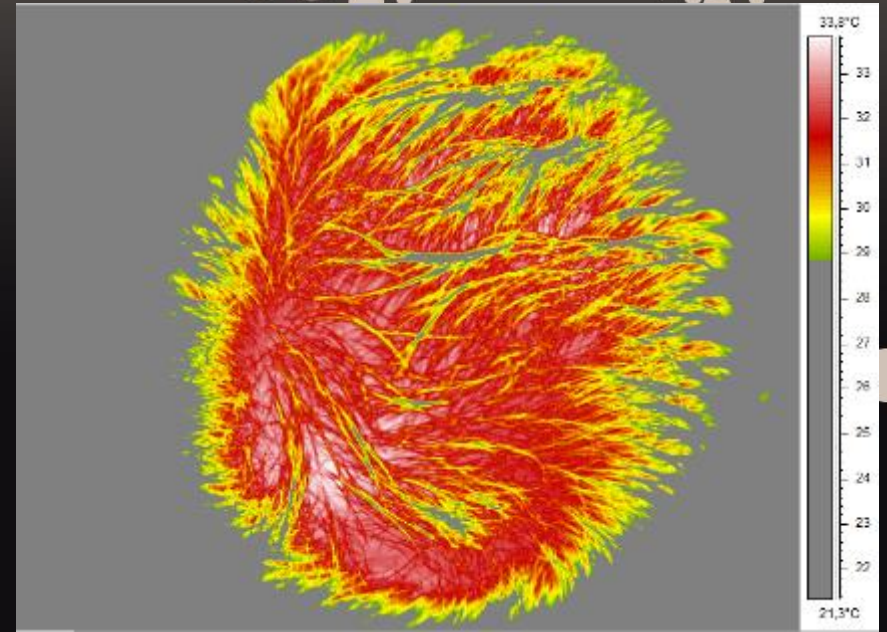
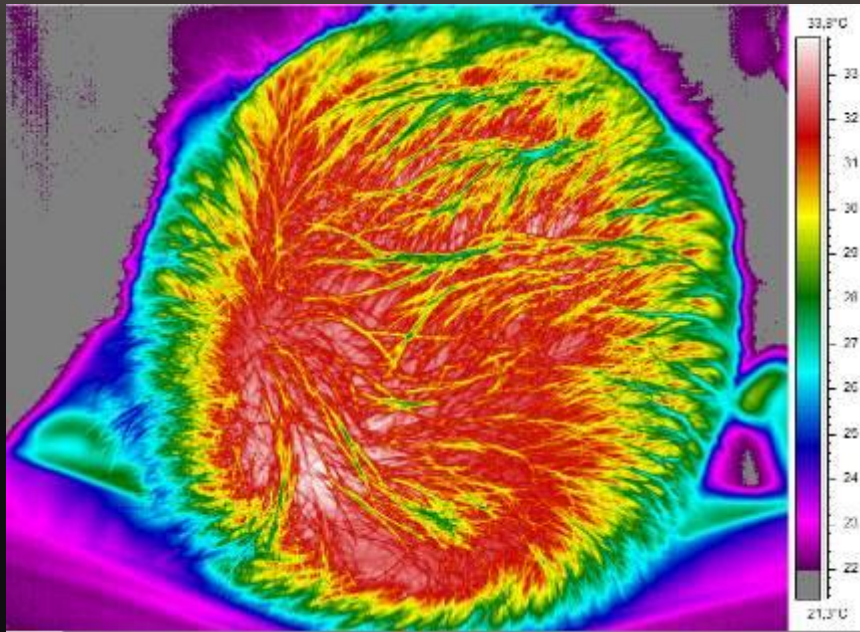
Anti-dandruff effect

By expert/dermatological
evaluation

Refreshing or Soothing effect



By thermal camera



AND

- Self Perception questionnaire
- Dermatological evaluation

Combing effect



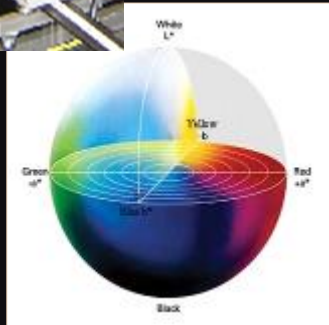
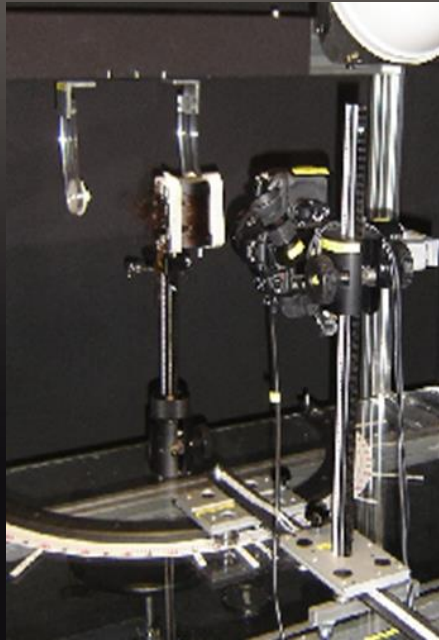
By Dia-stron MTT175



Color protection



By image analysis



PARALLEL POLARIZED
PHOTOGRAPH



CROSS-POLARIZED
PHOTOGRAPH



CROSS-POLARIZED
PHOTOGRAPH

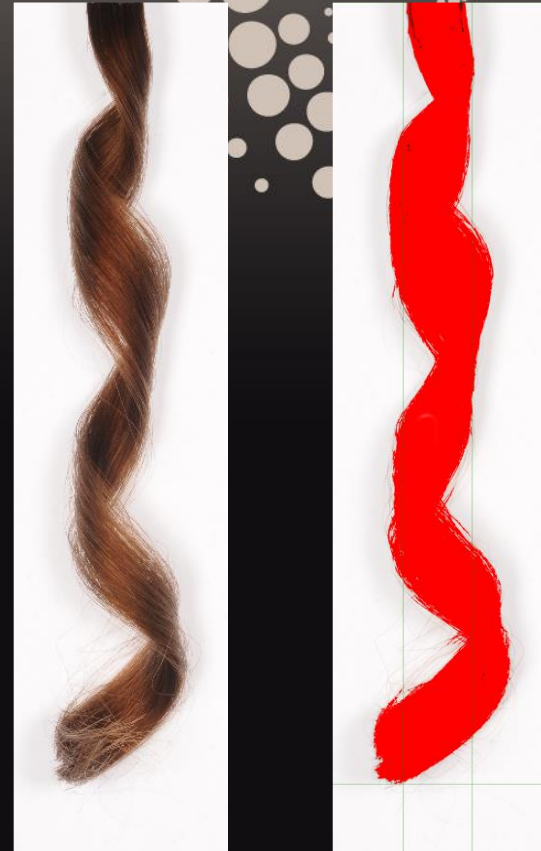
COLORED HAIR



Styling / Fixation effect



By image analysis

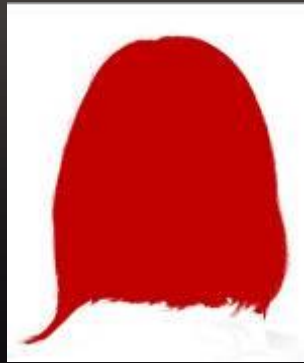


Volumizing effect

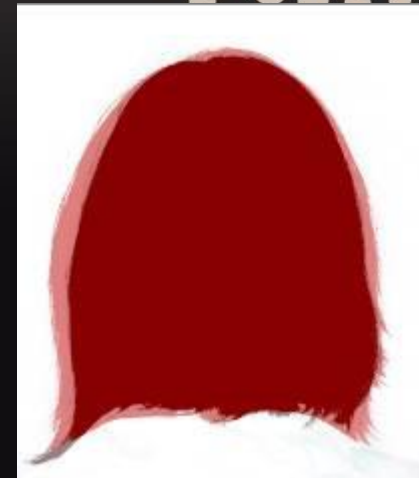


By image analysis

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

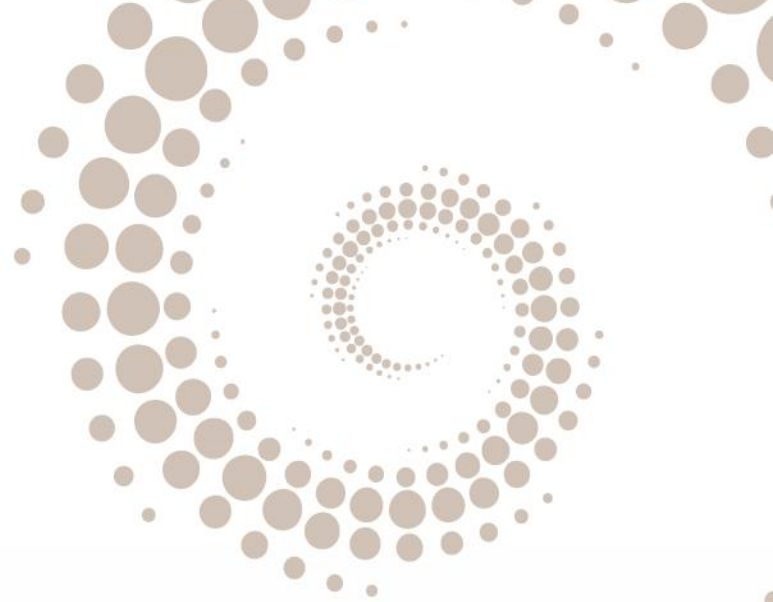
Nailpolish

- "streakfree " effect
- Lasting duration

Lipstick

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

And make-up removal



Mascara

Image analysis : curling measurement

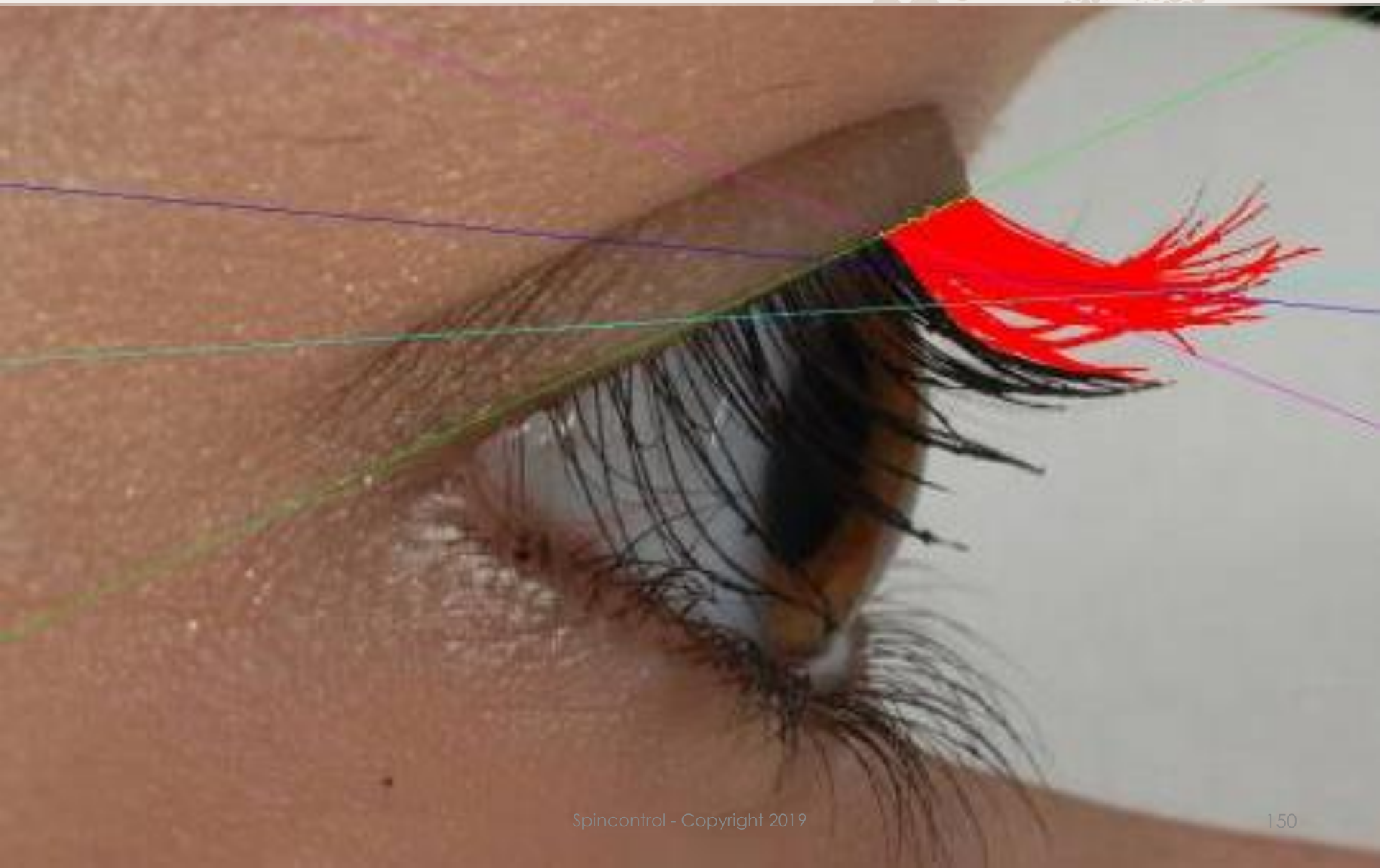
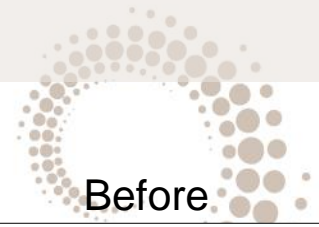
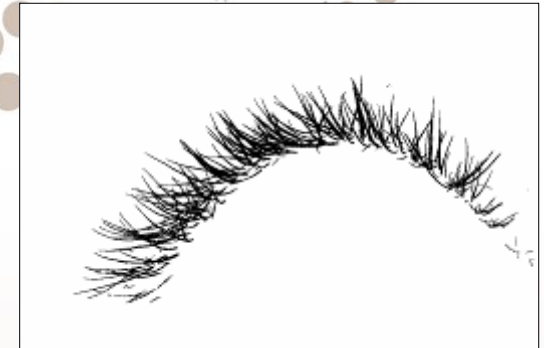


Image analysis : Lengthening, volumizing and separation measurements



Before



After

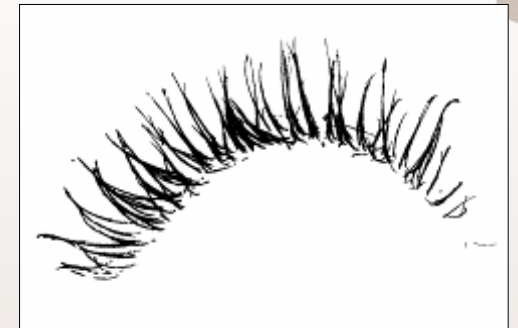
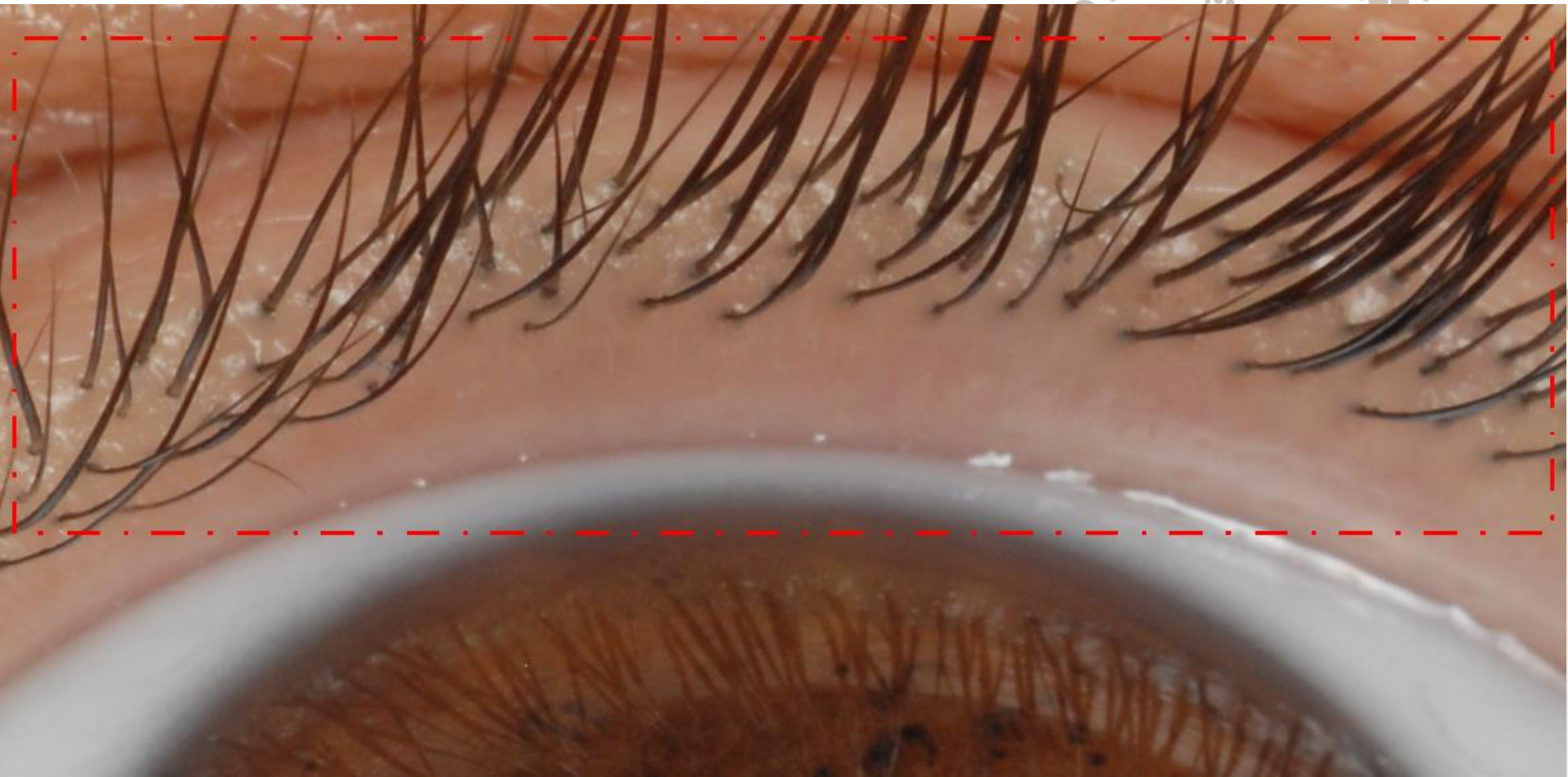


Image analysis : lash density



Clinical evaluation on photos

Long lasting effect



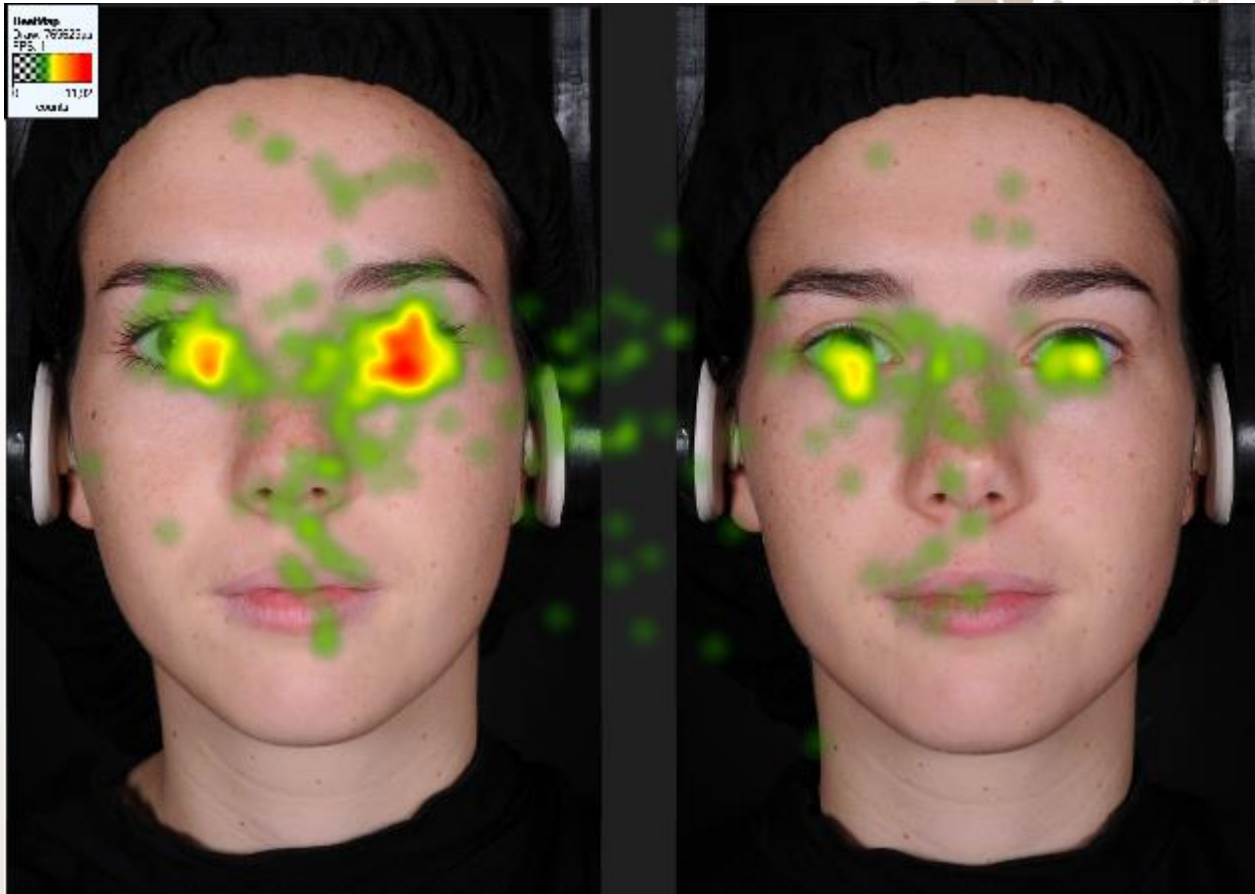
Before

After

n hours

Make-up Impact

EYE-TRACKING



With make-up

Without make-up

Clinical evaluation

Waterproof/water resistant effect

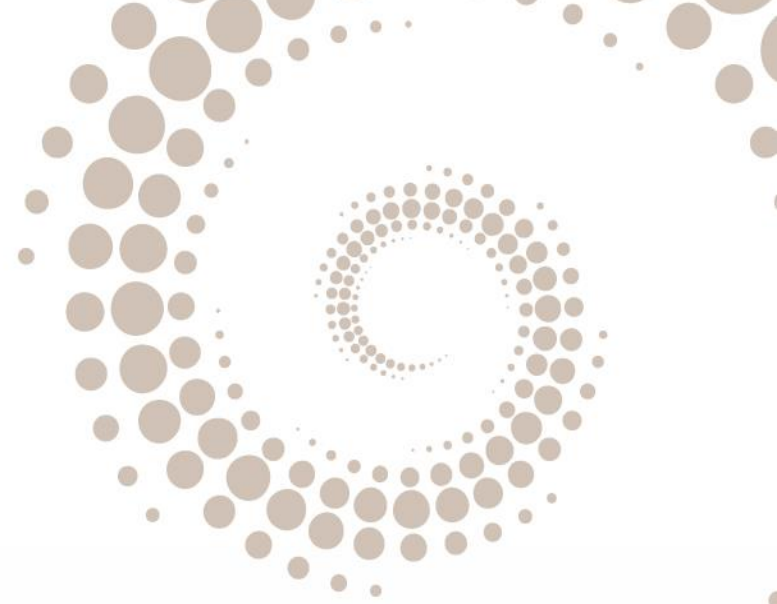
Position of the subject above the eye washes



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

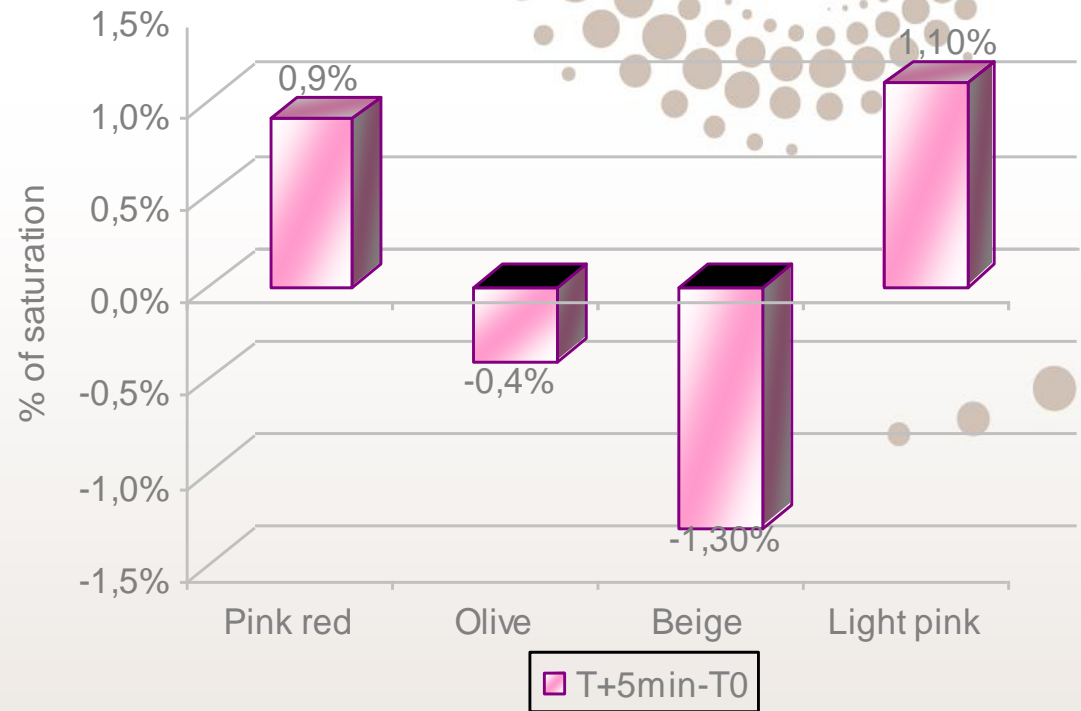
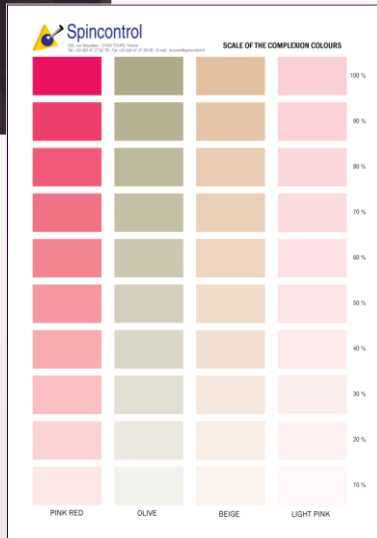


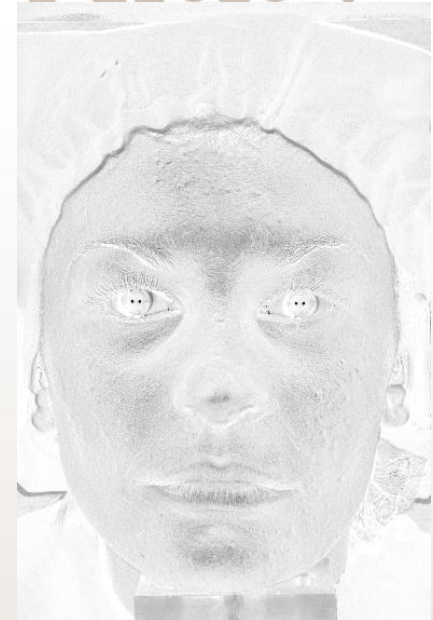
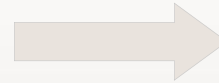
Image analysis: matifying effect



Parallel polarized
photograph



Cross-polarized
photograph



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

Clinical evaluation on photos

Long lasting effect



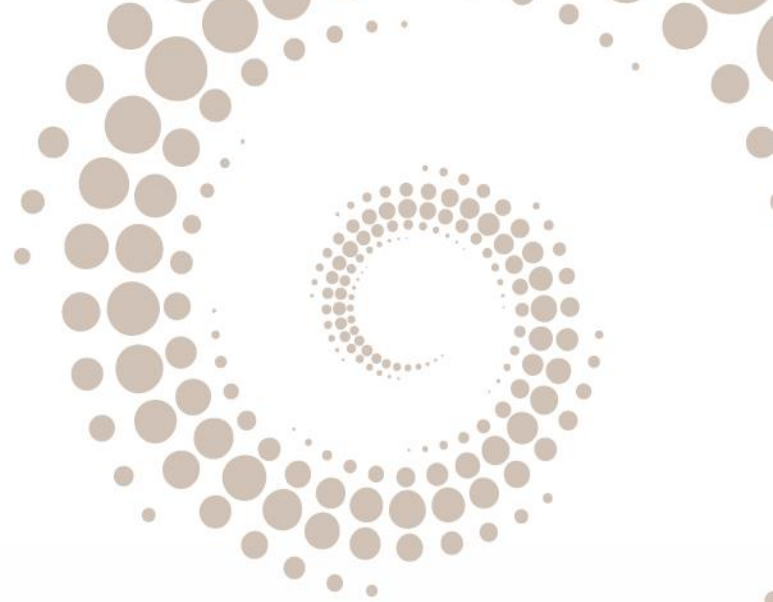
Before



After

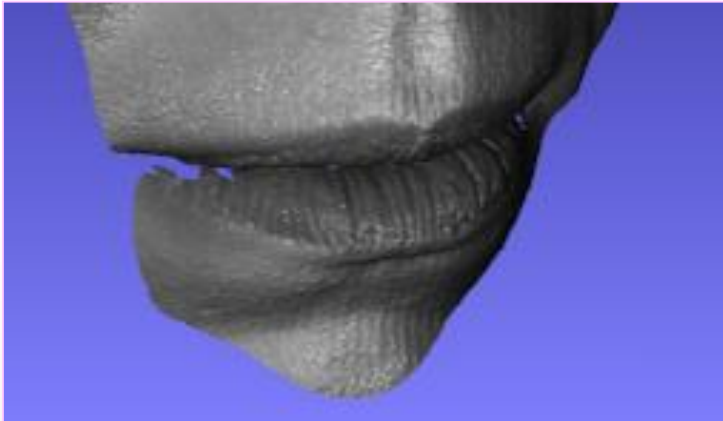


n hours

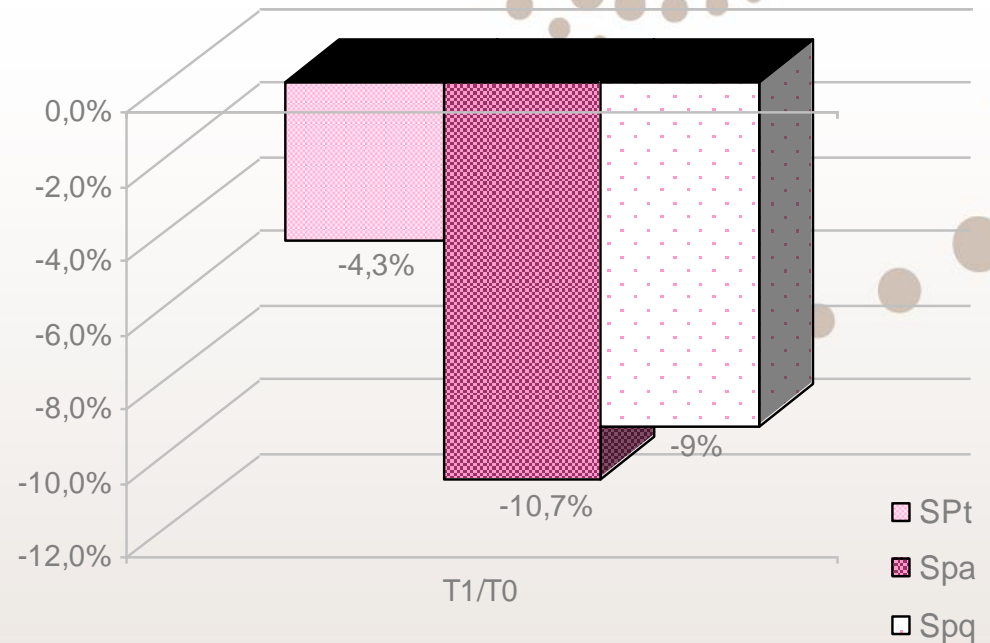
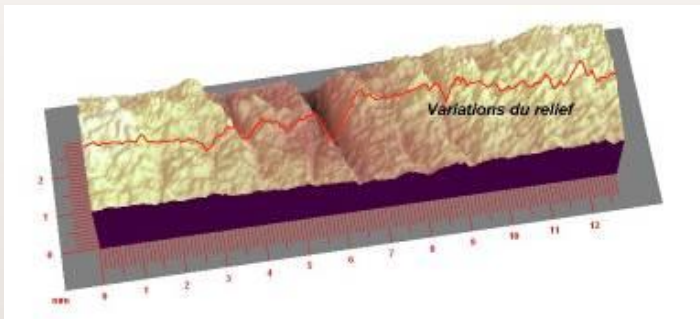


Lipstick

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.

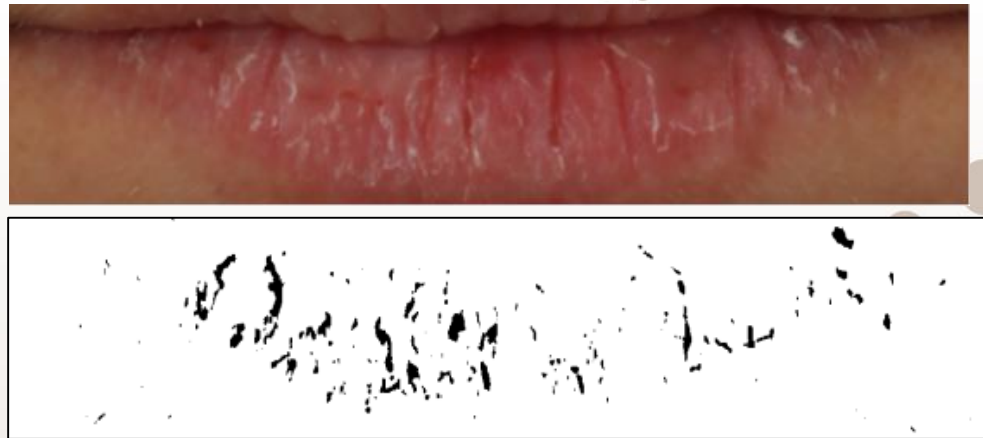
Moisturizing effect

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 ou 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

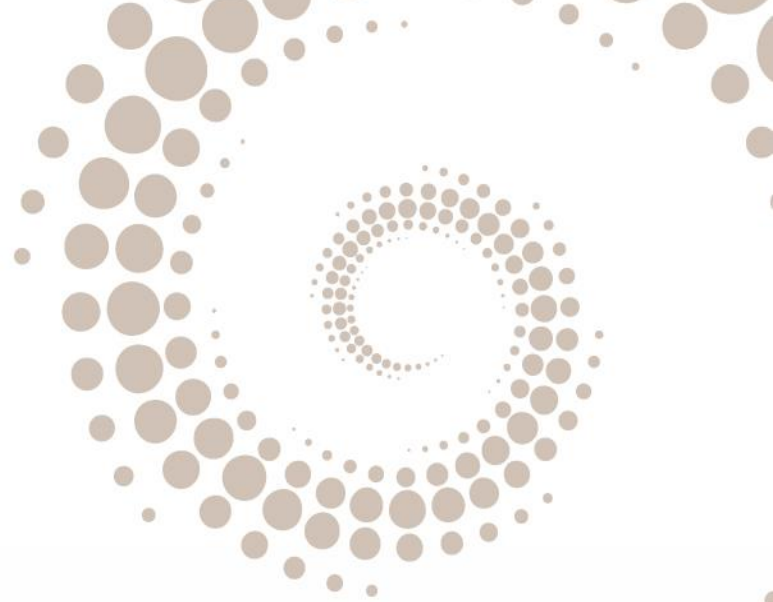
Matière pratiquement disparue, apparition de la couleur des lèvres



GRADE 0

Absence totale de couleur, lèvres naturelles





Nailpolish

Fringe projection : roughness evaluation (on replicas)

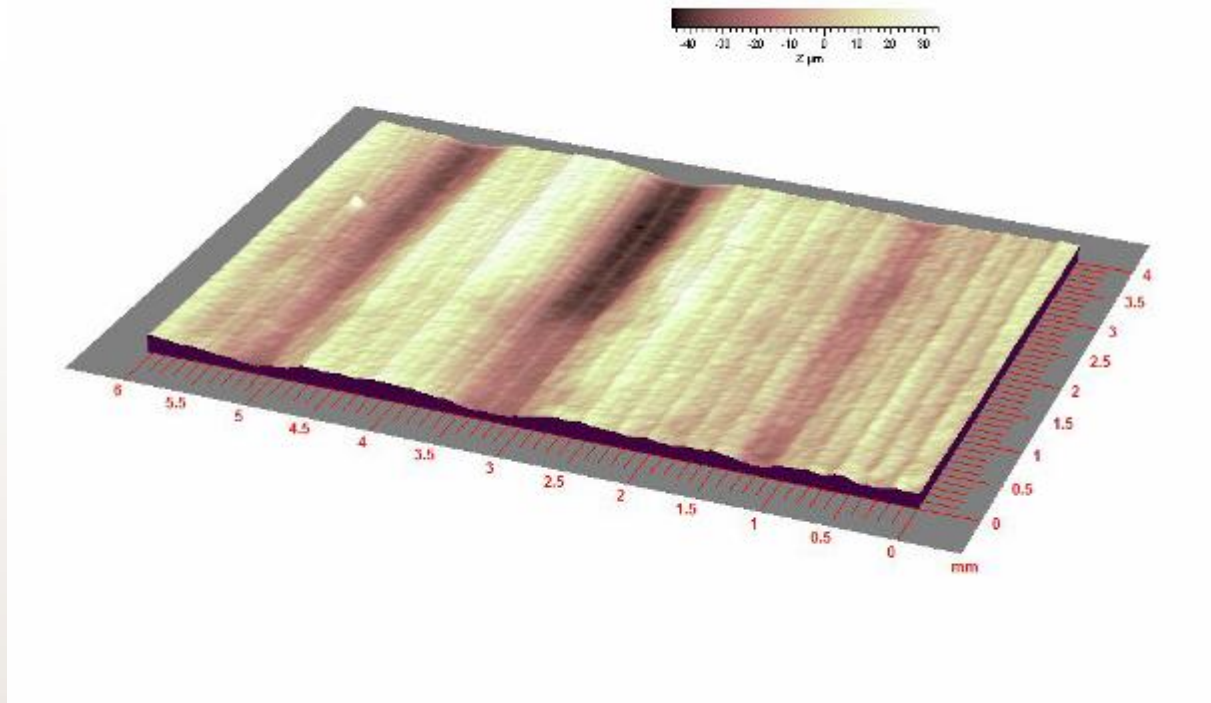
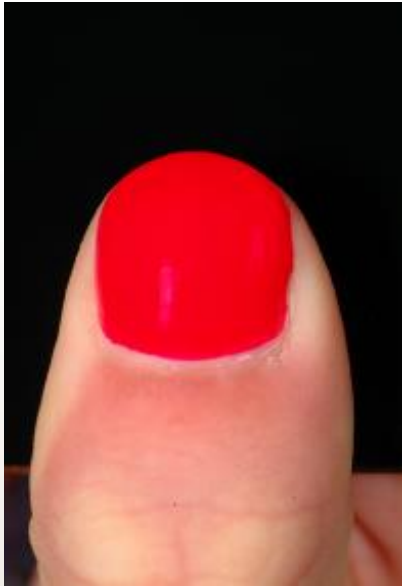


Image analysis : growth measurements

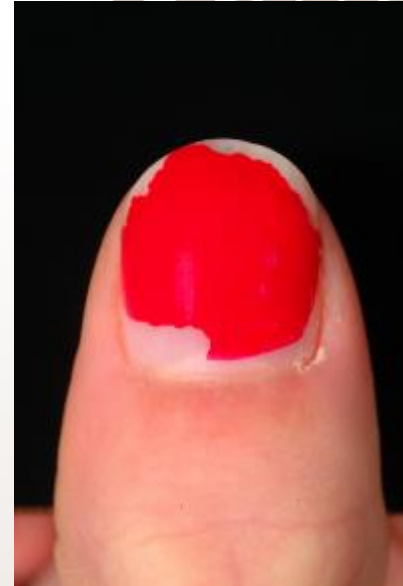
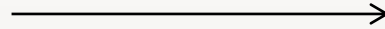


Clinical evaluation : wear & chipping measurements

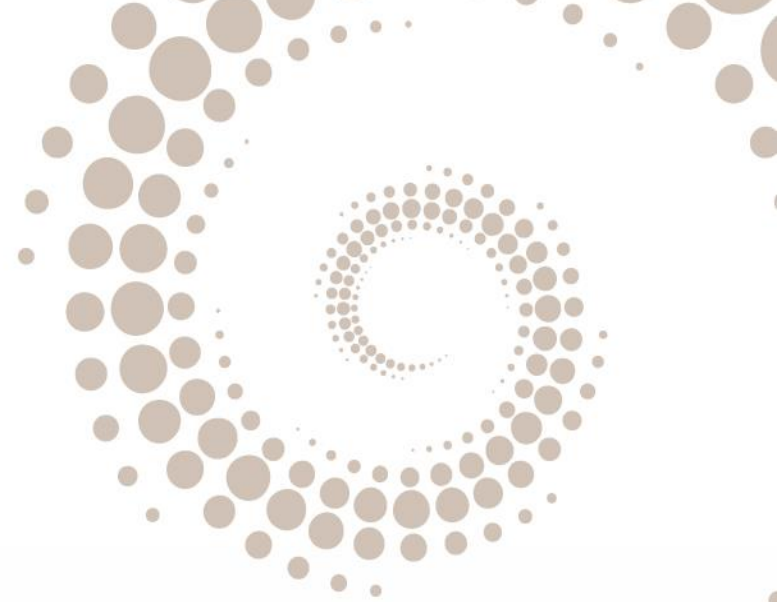


0

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



- Tooth whitening
- Gingival status
- Dental plaque amount

“Our emotions often dictate our decisions”

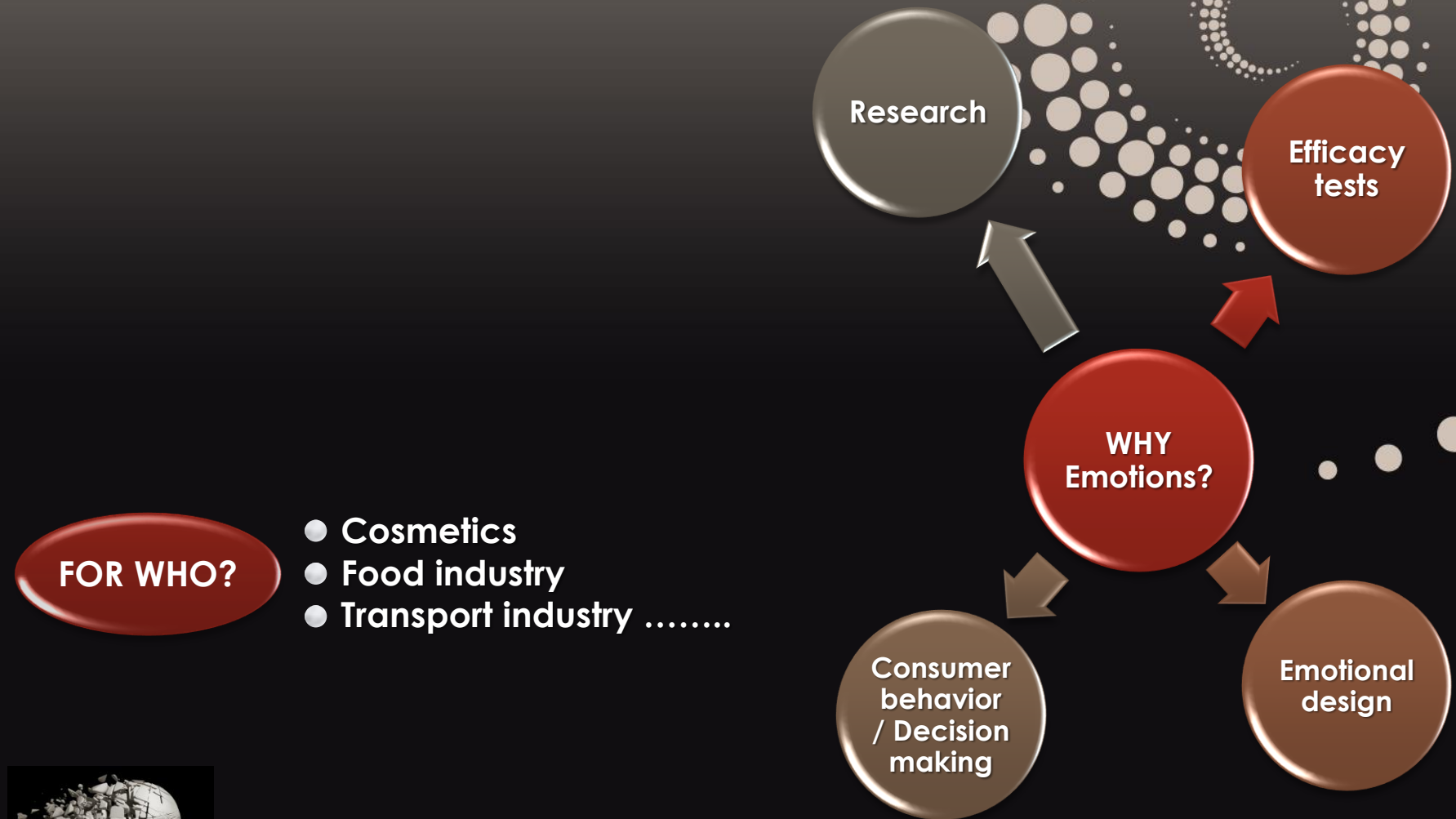
*“we make emotional decisions and justify them
rationally”*

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 ?

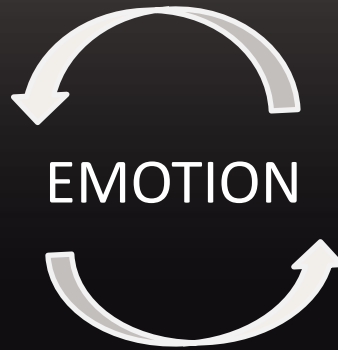


How to access emotions ?

Cognition



Psychometric
measures



Behaviour



Behavioral /
ethological analyses

Physiological



Visceral component





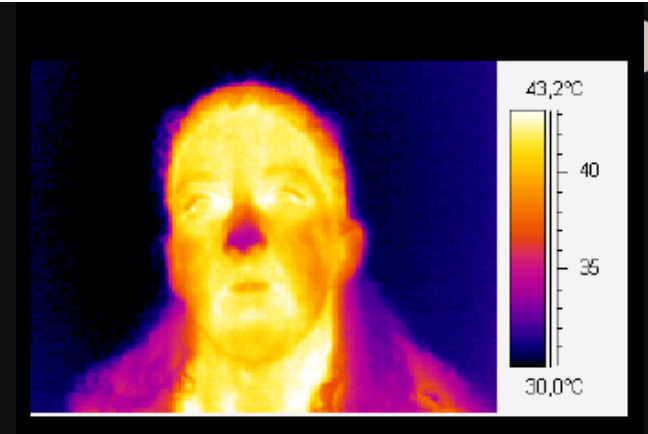
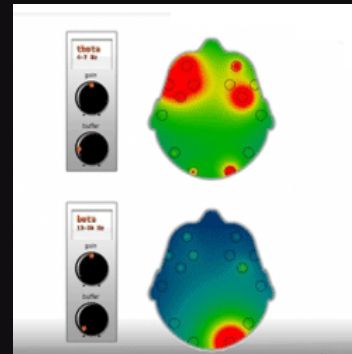
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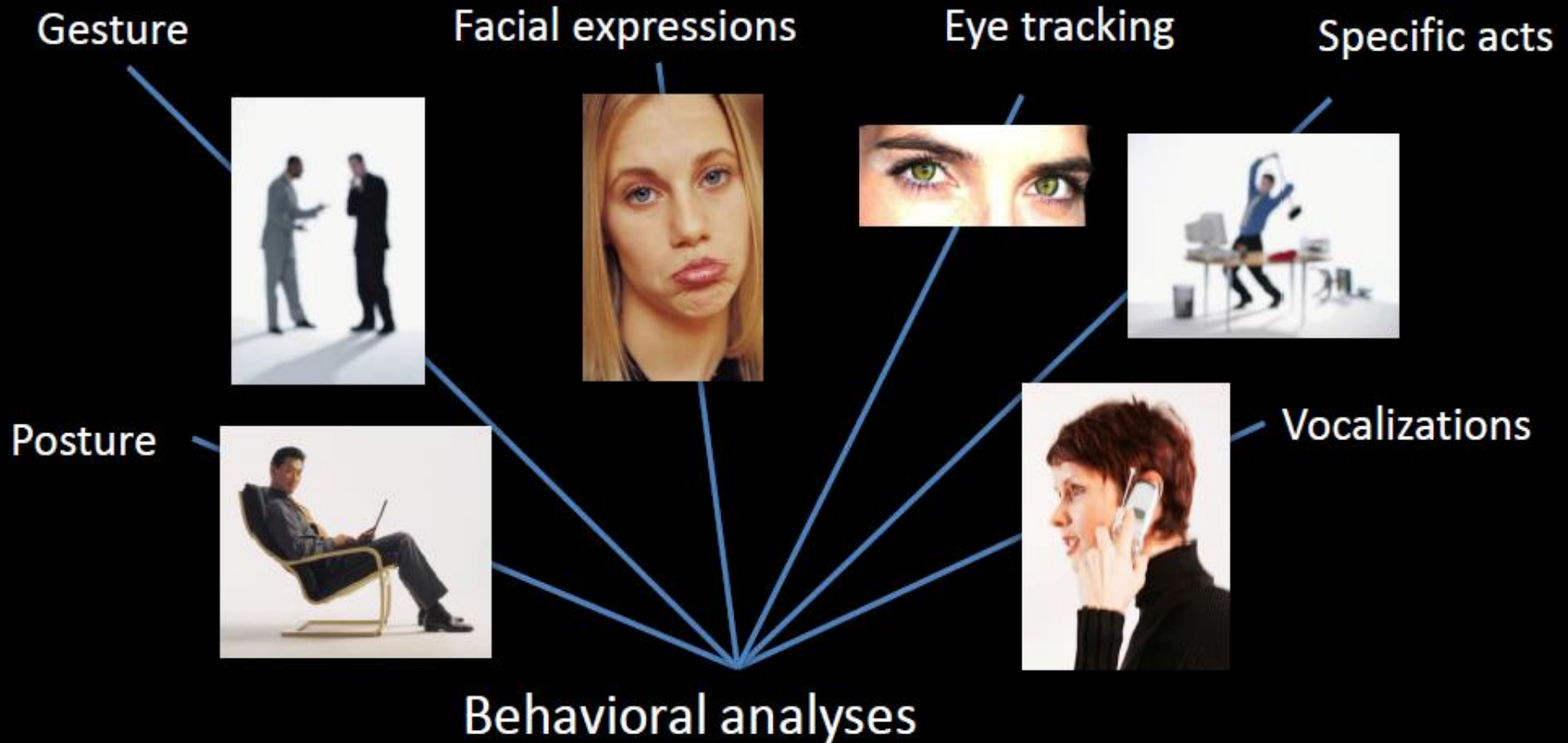
Psychophysiological methods

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

www.spincontrolgroup.com