

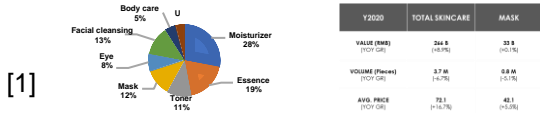
# A TISSUE MASK WITH STRONG MEASURABLE AND PERCEIVABLE INSTANT, OVER-NIGHT AND LONG-LASTING SKIN BRIGHTENING EFFECT, WHILE MAINTAIN A FRESH SKIN FINISH

Poster ID: 135

Zhang, Rachel\*; DENG, Yi; JIAN, Weiyang; LI, Shuting; GU, Cathy; WANG, Alice; HUANG, Xiaoqing; ZHU, Mingjie; REQUIER Anne.

## 1 INTRODUCTION

Tissue mask category is gaining market share world-wide due to strong instant skin benefit perceived by consumers. However, traditional tissue mask could only provide hydration effect due to formulation constraints.



Our study is aiming to innovate a tissue mask formulation to deliver skin brightening effect. In the meanwhile, it could still keep good stability and fresh skin finish.

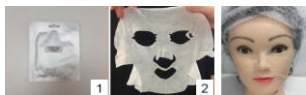
A light and balanced emulsion mask juice base has been designed with integration of phenylethyl resorcinol, boron nitride, Vit C derivatives (3-o-ethyl ascorbic acid) & Vit E.

With several rounds of instrumental test, a clinical test and consumer blind use test to well validate the performance

## 2 MATERIALS & METHODS

### 2.0 Tissue Mask Materials for test:

Prepare mask juice with SOP, folding tissue and putting into sachet, filling 22g, sealing sachet and message a bit ensuring fully impregnated. After QC confirms, sample ready for test.



### 2.1 Instrumental Test: to screen the optimized actives association:

Method: 4 female volunteers, 25 to 35 y.o, using Chromasphere® (Chromosphere, Paris, France) [2], measuring the facial skin tone by L\*c\*h\* parameters.

### 2.2 Clinical Test: to have dermatologist scoring and instrumental measurement

Method: 40 female, 31 to 45 y.o; 50% are self-declared sensitive skin and are regular users of mask with whitening needs; 4 weeks study

### 2.3 Consumer Blind Use Test: to have quantitative perceived performance validation

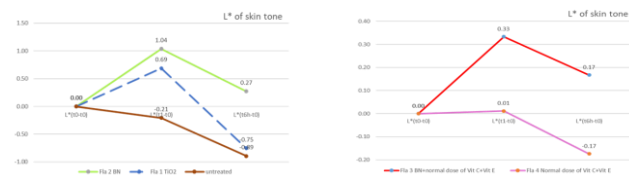
Method: N=240 female, 18-35 y.o with all skin types, who are regular users of whitening tissue mask; 4 weeks monadic design test

### Fla composition detail for test:

Formula code (File base + different actives)	File base	Fla 1	Fla 2	Fla 3	Fla 4	Fla 5	Fla 6
Composition	Light emulsion with phenylethyl resorcinol	TiO2	BN	BN + normal dose of Vit C + Vit E	Normal dose of Vit C + Vit E	BN + TW20 + high dose of Vit C + Vit E	BN + TW20 + normal dose of Vit C + Vit E

## 3 RESULTS & DISCUSSION

### 3.1 Instrumental Test Results:



A: BN could well improve skin lightness vs TiO2 Timm and T6h

B: BN, Vit C and Vit E association could well improve skin lightness Timm and long last to T6h vs file contains Vit C + Vit E only

### 3.2 Clinical Test Results:

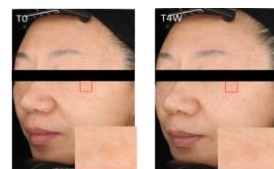


A: The optimized file 6 significantly improved skin dullness, skin brightness, skin radiance at Timm, T1wk, T2wk and T4wk.

B: The optimized file 6 significantly improved density of pigmented spots, size of the selected spot, localized pigmented spots on the cheek at T2wk and T4wk.

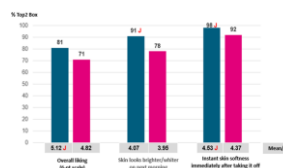


C: fla 6 significantly increased L\*, and ITA value at Timm, and significantly improved ITA value at T8h and T4wk.



D: VISIA-CR demo on selected spot evolving from T0 to T4weeks

### 3.3 Consumer Blind Use Test



A: Fla 6 had an advantage over fla. 1 in terms of overall liking, 'skin looks brighter/whiter on next morning', 'instant skin softness immediately after taking it off'.

## 4 CONCLUSIONS

Our research work proposed a solution that BN with better dispersion, together associated with Vit C derivatives and Vit E, could well deliver instant skin brightness efficacy, and could maintain to next day morning. Then with clinical test and consumer quantitative test, all shows fla 6 (BN + TW20 + normal dose of Vit C + Vit E) could well deliver instant brightening effect, overnight and long last to 2 weeks even 4 weeks, and this effect could be well measurable, detectable and perceivable.

[1] Data source: Market Size Report; 2016-2020 China Cosmetic Market (W/O Salon) by Selectivity (Retail Sales) 20210302 Version, BI Team

[2] Caisey L, Grangeat F., Lemasson A., et al. Skin color and makeup strategies of women from different ethnic groups[J]. Int J Cosmet, 2010, 28(6):427-437.