

Study Design: 30 Women, aged 37-64, applied Bia Skin Superfood to their face twice a day as Moisturizer in their regular skin routine for 28 days. All subjects completed a one-week washout period with a neutral cleanser and were asked to only use this cleanser during the study. They were also asked to refrain from using any anti-aging products during the study.

All results reported were statistically significant. 4 week study

| Claim  | Methodology/<br>Instrumental          | Reported Results  |
|--|---------------------------------------|---|
| Improves the appearance of skin texture/ smooths | Image analysis<br>Visia CR/ Image Pro | Claim Confirmed<br>80% of test subjects experienced an improvement at 4 weeks   |
| Improves skin moisture content/hydration         | Corneometer®                          | Claim Confirmed<br>90% of test subjects measured a 42.5% hydration increase at 4 weeks                                  |
| Improves appearance of skin flakiness            | D-Squame®<br>analysis                 | Claim Confirmed (Highly Significant)<br>100% of test subjects experienced a 40.5% decrease in skin flakiness at 4 weeks |
| Improves skin barrier function/ TEWL             | Tewameter®                            | Claim Confirmed (Highly Significant)<br>77% of test subjects experienced a 13.4% decrease in TEWL at 4 weeks            |