

# FIRM BODY CONTOUR CREAM

## Clinical Efficacy Overview



### ABSTRACT

To help smooth, tighten, and firm skin and to improve the appearance of skin with cellulite, Nerium created an innovative Firm Body Contour Cream. In a 12-week blinded third-party clinical study among females between the ages of 36-65 years of age, the Firm Body Contour Cream showed improvements in the key targets of skin smoothness, skin firmness and texture, skin contours, and cellulite appearance.

### DEMOGRAPHICS

- 42 females ages 36-65 years of age
- Mix of ethnicities (Caucasian, Asian, African-American, Hispanic)
- Mix of body skin types
- Subjects with cellulite  $\geq 2$ cm on 10cm VAS for cellulite as determined by an expert grader.

### USE INSTRUCTIONS

- Massage a quarter-sized amount of product into each targeted area (upper thigh, front and back, below buttocks) in a circular motion for 20 seconds or until fully absorbed.
- Use twice a day. Optimal times of usage are after a warm shower and before bedtime.

### METHOD

- A 12-Week blinded study with one baseline/screening visit and four study visits to the test facility.
- On their screening visit, subjects completed a personal/medical history and had their weight measured. Additionally, expert clinical grading, clinical photography, and instrumental evaluation was performed. The product, diary, and use instructions were provided and discussed.
- At Weeks 2, 4, 8, and 12, weights, clinical expert grading,

and instrumentation were measured, digital imaging was taken, and subjective questionnaires were completed.

- Thigh contour, skin tone, firmness, and elasticity were assessed by the expert grader.
- A Professional Panasonic 2013 DSLR 15 Mega pixel camera outfitted with a Leica DC Macro – Elmarit 45mm lens F2.8 ASPH ad Professional Quantum LED Omicron 4 Ring Lite was used for the digital imaging.
- Instrumental measurements utilized the Cutometer MPA 580 (Courage +Khazaka, Germany) and body calipers (Warrior Digital Body Mass Caliper, Sequoia Fitness, Greenwood Village, CO).

### CLINICAL EFFICACY EXPERT GRADING KEY BENEFITS\*

Parameter	% Panelist Improvement
Skin Tone (tactile)	100
Elasticity (tactile)	100
Firmness	100
Thigh Contour (appearance)	100
Cellulite appearance	92.9

\*Indicates a statistically significant improvement compared to baseline,  $p \leq 0.05$ .

### KEY BENEFITS

In an independently conducted 12-week clinical trial,

- 100% of clinical study participants showed significant improvement in skin tone, elasticity, and firmness.
- 92% of participants reported statistically significant improvement in the appearance of cellulite.

### BEFORE/ 12 WEEKS AFTER IMAGES



Before

After

