

Evaluation of Equitance skin care products in the appearance of dark spots using women with 3 different skin tones: light, medium, and dark .



Objective

To measure the effectiveness of the Equitance skin care products in the appearance of dark spots and brightness using 3 different skin tones.

Methodology

- ✓ 111 subjects were enrolled in a 4 month study assessing the Equitance skin care regimen (5 topical products) in skin brightness and dark spots. The primary inclusion criteria included women between the age of 35-65 with Melasma on their face. Melasma is a kind of dark spots. It is a common skin problem causing brown to gray-brown patches on the face.
- ✓ Light Skin Tone N=37, Medium Skin Tone N=35, Dark Skin Tone N=39
- ✓ Photographs (VISIA CR) were taken at baseline, after 1 month, 2 months and 4 months of using Equitance's 5 topical skincare products.
- ✓ Subjects were instructed to use Equitance's 5 topical skincare products daily in the morning and at night. Sunscreen was used only in the morning.

Test samples

Equitance Brightening Foaming Cleanser
Equitance Brightening Toning Lotion
Equitance Brightening Serum + Spot Corrector
Equitance Hydrating Brightening Cream
Equitance Sunscreen Broad Spectrum SPF 36

Measurements and Analysis

- ✓ The subject was graded for MASI score[†], divided into 4 areas forehead (F), right malar region (MR), left malar region (ML) and chin (C) to grade Darkness and Homogeneity. Collected scores were used to calculate the MASI score which ranged from 48 to 0 based on the following literatures.
 - † Kimbrough-Green CK, Griffiths CE, Finkel, LJ, Hamilton TA, Bulengo-Ransby SM, Ellis CN, Voorhees JJ. Topical Retinoic Acid (Tretinoin) for Melasma in Black Patients. Arch Dermatol 1994 130: 727-733.
- ✓ Each subject was instructed to complete a self-assessment questionnaire at the 1 month, 2 month, and 4 month post-treatment intervals

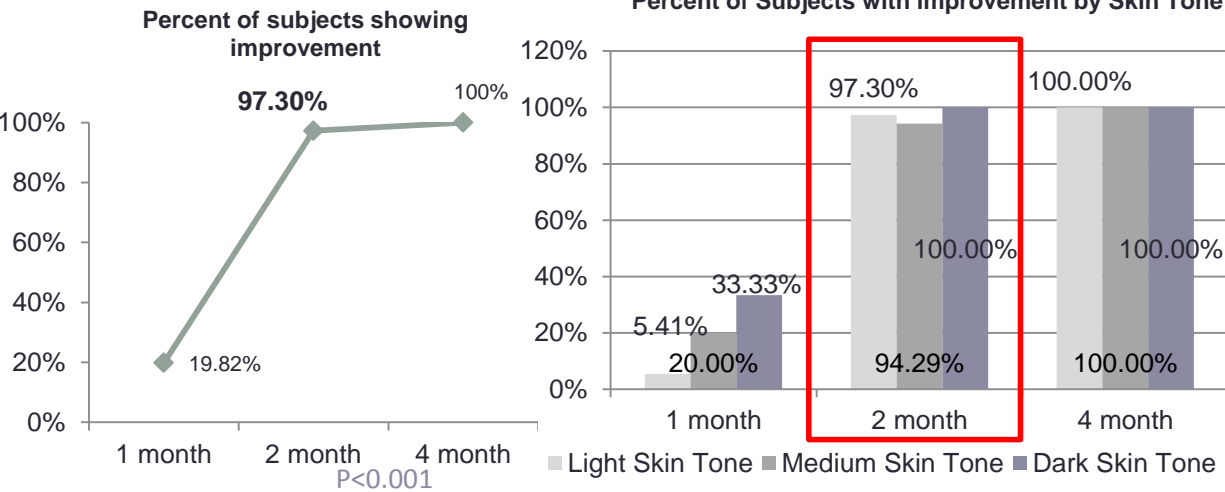
Statistical method

- ✓ A paired t-test was used to compare baseline and 1 month, 2 month, 4 months score.



Results

1. Dark spots score by clinical grading. There was statistically significant improvement in the dark spots score from baseline, at 1, 2 and 4 months post-treatment. All Skin Tones showed an improvement. Melasma, a kind of dark spot, was evaluated with the MASI score by certified dermatologists.



MASI score values

		Baseline	1 month	2 month	4 month
All subjects	Mean	24.14	23.52	15.56	10.52
	SD	6.92	7.23	5.24	4.42
Light Skin Tone	Mean	23.81	23.77	16.39	10.85
	SD	7.12	7.18	4.69	3.90
Medium Skin Tone	Mean	23.67	23.11	15.19	11.32
	SD	7.11	7.58	5.16	4.52
Dark Skin Tone	Mean	24.86	23.65	15.10	9.49
	SD	6.39	6.82	5.64	3.97

Baseline

After 4 months

Light



Medium



Dark



Before/After photos

MASI score improvement: 1) Light Skin Tone subject 25.20 → 6.20, 2) Medium Skin Tone 20.80 → 8.20
3) Dark Skin Tone 29.70 → 4.80,

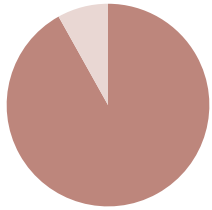
2. Subjective evaluation

Study subjects answered that they noticed a difference in their skin condition after 1 month of using Equitance skin care.



91.9% of subjects answered “my skin looks brighter” after 1 month of use

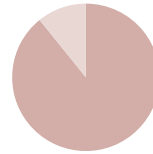
All subjects



91.9 %

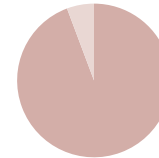
Light Skin Tone

89.2%



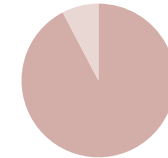
Medium Skin Tone

94.3%



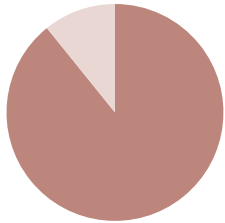
Dark Skin Tone

92.3%



89.2% of subjects answered “my skin feels more moisturized” after 1 month of use

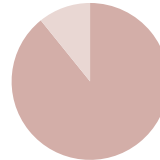
All subjects



89.2 %

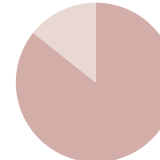
Light Skin Tone

89.2%



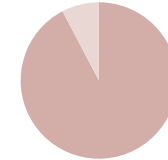
Medium Skin Tone

85.7%



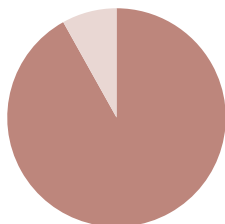
Dark Skin Tone

92.3%



91.9% of subjects answered “I like Equitance Skincare” after 1 month of use

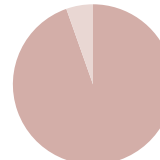
All subjects



91.9 %

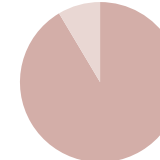
Light Skin Tone

94.6%



Medium Skin Tone

91.4%



Dark Skin Tone

89.7%

