

# Oat COM – Indicative Subjective Analysis Study

## OC Summary report

### Test Facility - AGL



#### Background

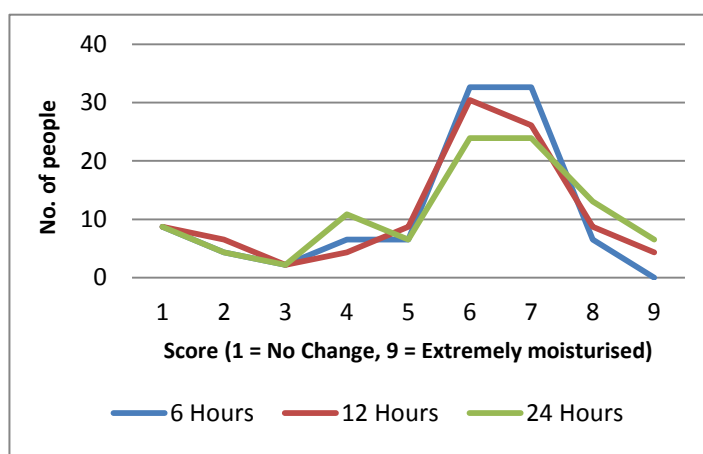
The aim of this project was to demonstrate the increased moisturisation and decreased 'greasy-feel' properties imparted by Oat COM (Colloidal Oatmeal) in a formulation.

- The study was performed with 46 participants who each used a single application and the benefits were recorded over a period of 24 hours.
- The study will now be extended for a further 90 days to assess the longer term consumer benefits of Oat COM (Colloidal Oatmeal).
- The subjects were recruited from three skin types – dry, normal and sensitive. This gives an understanding of how different groups are affected by the product.
- All groups were analysed as a single cohort to give a statistical chance of seeing differences.
- A short study to assess the aesthetics of the cream was performed whilst also testing the reduced oiliness, instant skin feel, moisture, wrinkle masking, and reduced irritation.

#### Selected Study Questions and Scoring

Question	Scoring	Positive indications
The product left my skin feeling soft after use	1=Strongly Disagree, 4=Strongly Agree	High Score = Left skin feeling soft (97% scored 3 or 4)
The product gives the skin a greasy feeling	1=Strongly Disagree, 4=Strongly Agree	Low Score = Doesn't feel greasy (97% scored 1 or 2)
The product glides easily onto the skin	1=Strongly Disagree, 4=Strongly Agree	High Score = Glides easily (89% scored 3 or 4)
The product has a tacky after feel	1=Strongly Disagree, 4=Strongly Agree	Low Score = Not a tacky feel (95% scored 1 or 2)
Please grade how moisturised you felt your skin was after the initial use. Please grade 6 hours after application.	1=No Change, 9=Extremely Moisturised	High Score =Very moisturised (78% scoring 5 or above)
Please grade how moisturised you felt your skin was after the initial use. Please grade 24 hours after application.	1=No Change, 9=Extremely Moisturised	High Score = Very moisturised (73% scoring 5 or above)

#### The following chart displays the moisturised feel after 6, 12 and 24 hours



#### Conclusion

The trial demonstrated very positive results for skin feel, lack of greasiness and increased moisturisation. The long term moisturisation responses are very positive and the data is better than expected from a single application. The skin feel, greasiness control and creaminess data is also significant and the data strongly indicates the ability of Oat COM (Colloidal Oatmeal) to improve skin feel and reduce greasiness in formulations.

## Contents

Aim of Study/Study

Objective Result Data

Individual Question Data

Appendix 6

Panel Data

Splits

## AIM OF STUDY / STUDY OBJECTIVE

A single placement trial for a moisturising product. Product to be used once per day.

## RESULT DATA

All the volunteers included in the study were taken into account as long as they submitted a questionnaire after following study directions. For each product or item, the volunteer answered questions online.

### Breakdown of Respondents

- A total of 0 of 54 respondents responded to the questionnaire. (0 filled out as the trial is on-going)
- A total of 54 respondents were excluded from the study because they did not fulfill one or more of their contractual obligations.

### Individual Question Data

The individual data for all questions with in the questionnaire is given below.

#### Section 1 - Initial Assessment

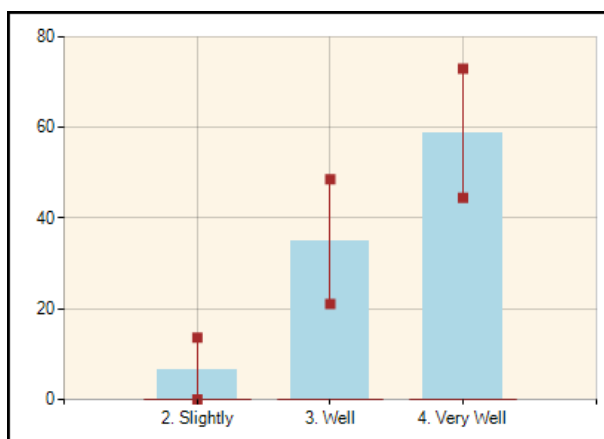
##### Question 1: Q1. The product absorbed in the skin easily

- Total Respondents Answered: 46

#### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
2. Slightly(2)	3	6.52	0	13.66
3. Well(3)	16	34.78	21.02	48.55
4. Very Well(4)	27	58.7	44.47	72.92
Total	46	100		

The average score is 3.52 with standard deviation of 0.62



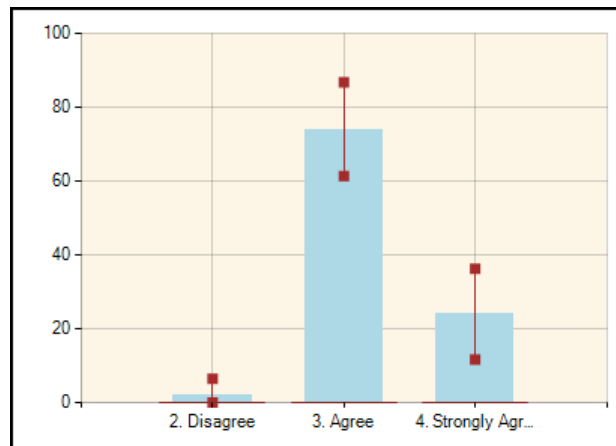
### Question 2: Q2. The product left my skin feeling soft after use

- Total Respondents Answered: 46

#### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
2. Disagree(2)	1	2.17	0	6.39
3. Agree(3)	34	73.91	61.22	86.6
4. Strongly Agree(4)	11	23.91	11.59	36.24
Total	46	100		

The average score is 3.22 with standard deviation of 0.47



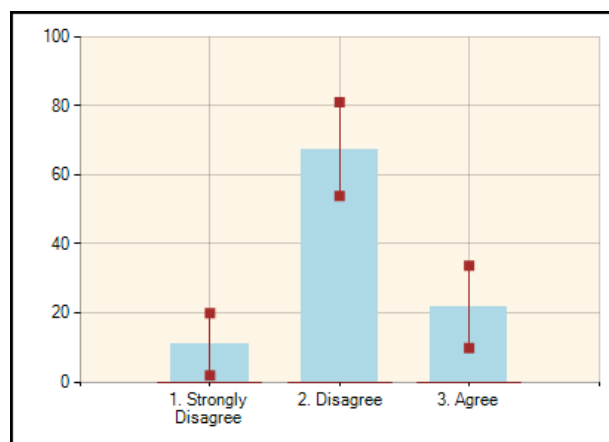
### Question 3: Q3. The product left my skin looking shiny after use

- Total Respondents Answered: 46

#### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	5	10.87	1.87	19.86
2. Disagree(2)	31	67.39	53.84	80.94
3. Agree(3)	10	21.74	9.82	33.66
Total	46	100		

The average score is 2.11 with standard deviation of 0.57



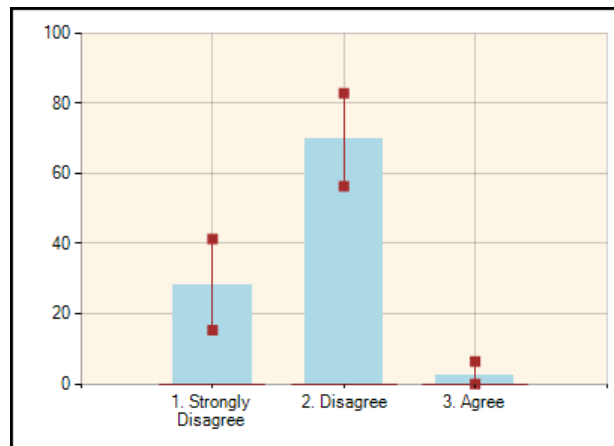
#### Question 4: Q4. The product gives the skin a greasy feeling

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	13	28.26	15.25	41.27
2. Disagree(2)	32	69.57	56.27	82.86
3. Agree(3)	1	2.17	0	6.39
Total	46	100		

The average score is 1.74 with standard deviation of 0.49



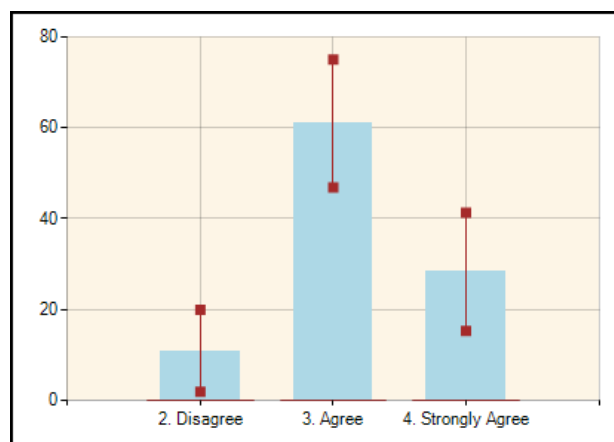
#### Question 5: Q5. The product glides easily onto the skin

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
2. Disagree(2)	5	10.87	1.87	19.86
3. Agree(3)	28	60.87	46.77	74.97
4. Strongly Agree(4)	13	28.26	15.25	41.27
Total	46	100		

The average score is 3.17 with standard deviation of 0.61



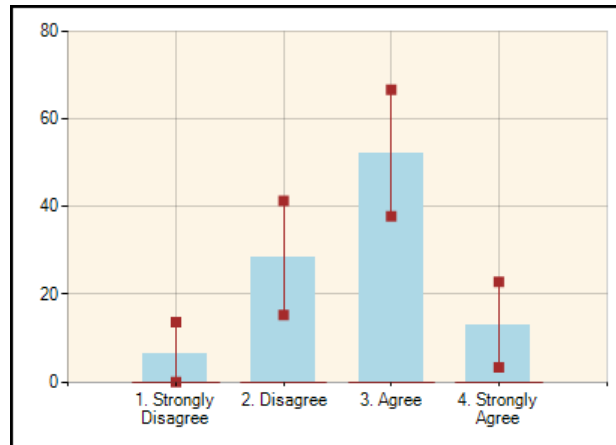
#### Question 6: Q6. The product feels rich and creamy

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	3	6.52	0	13.66
2. Disagree(2)	13	28.26	15.25	41.27
3. Agree(3)	24	52.17	37.74	66.61
4. Strongly Agree(4)	6	13.04	3.31	22.78
Total	46	100		

The average score is 2.72 with standard deviation of 0.78



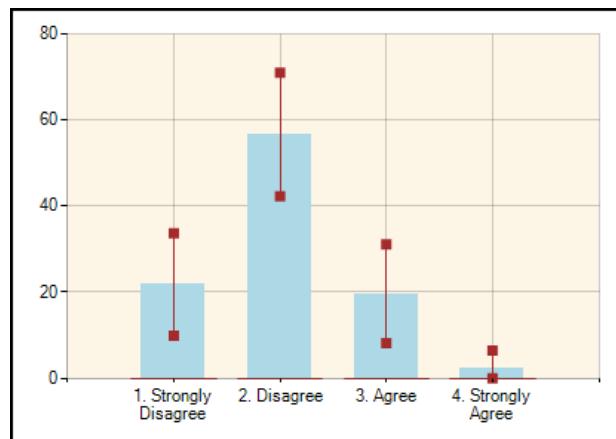
#### Question 7: Q7. The product has a tacky initial feel

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	10	21.74	9.82	33.66
2. Disagree(2)	26	56.52	42.2	70.85
3. Agree(3)	9	19.57	8.1	31.03
4. Strongly Agree(4)	1	2.17	0	6.39
Total	46	100		

The average score is 2.02 with standard deviation of 0.71



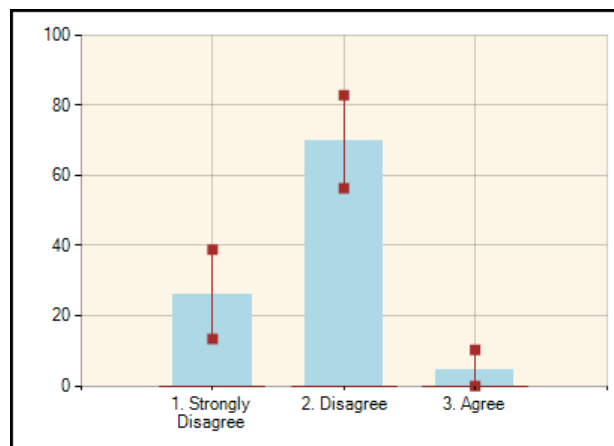
#### Question 8: Q8. The product has a tacky after feel

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	12	26.09	13.4	38.78
2. Disagree(2)	32	69.57	56.27	82.86
3. Agree(3)	2	4.35	0	10.24
Total	46	100		

The average score is 1.78 with standard deviation of 0.51



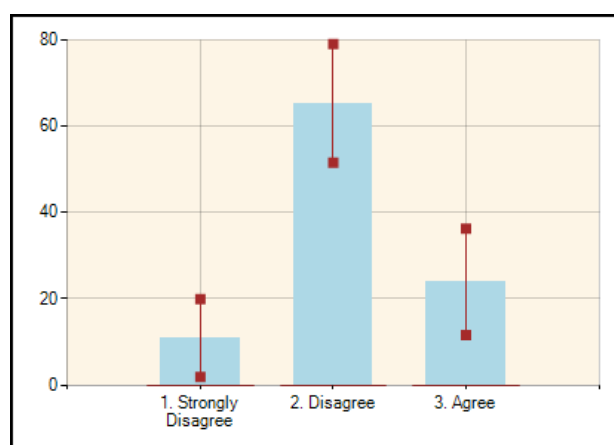
#### Question 9: Q9. This product reduces the visible signs of fine lines

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	5	10.87	1.87	19.86
2. Disagree(2)	30	65.22	51.45	78.98
3. Agree(3)	11	23.91	11.59	36.24
Total	46	100		

The average score is 2.13 with standard deviation of 0.58



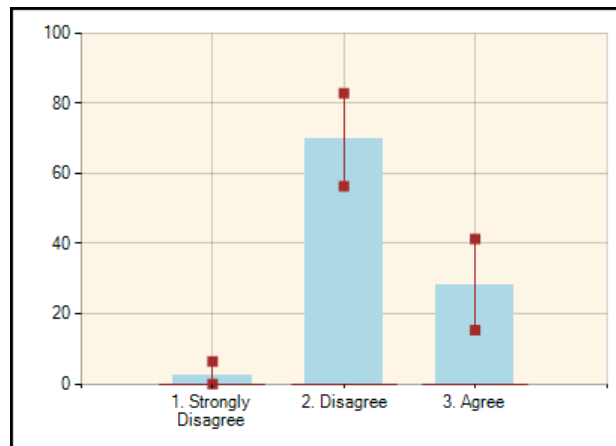
#### Question 10: Q10. This product reduces any itching or redness

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. Strongly Disagree(1)	1	2.17	0	6.39
2. Disagree(2)	32	69.57	56.27	82.86
3. Agree(3)	13	28.26	15.25	41.27
Total	46	100		

The average score is 2.26 with standard deviation of 0.49



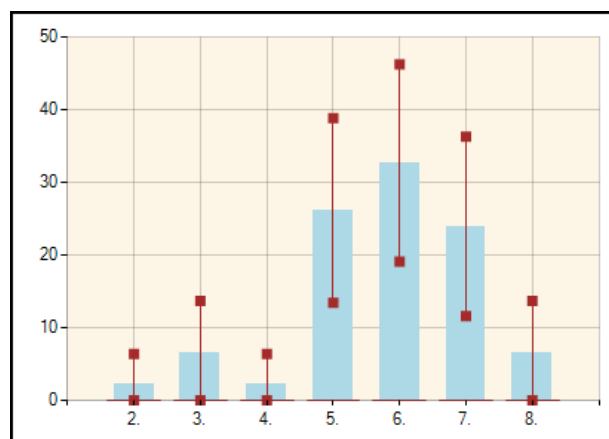
#### Question 11: Q11. Please indicate an overall rating that you would award this product using the scale provided (1 being poor, 9 being excellent)

- Total Respondents Answered: 46

##### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
2.(2)	1	2.17	0	6.39
3.(3)	3	6.52	0	13.66
4.(4)	1	2.17	0	6.39
5.(5)	12	26.09	13.4	38.78
6.(6)	15	32.61	19.06	46.16
7.(7)	11	23.91	11.59	36.24
8.(8)	3	6.52	0	13.66
Total	46	100		

Mean score is 5.78(95%CI: 5.39 to 6.18 ) with standard deviation of 1.33





## Section 2 After 6 hours

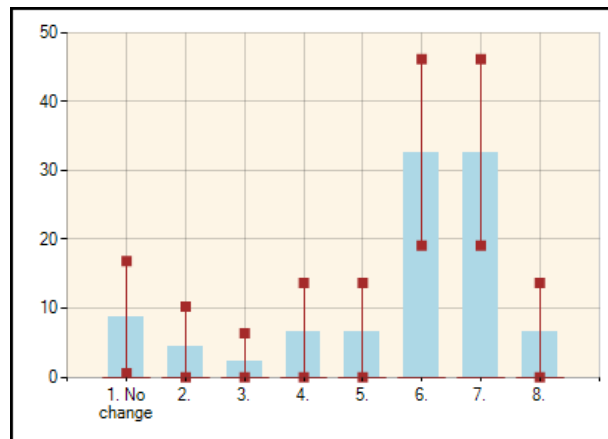
**Question 12: Q12. Please grade how moisturised you felt your skin was after the initial use. Please grade 6 hours after application.**

- Total Respondents Answered: 46

### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. No change(1)	4	8.7	0.55	16.84
2.(2)	2	4.35	0	10.24
3.(3)	1	2.17	0	6.39
4.(4)	3	6.52	0	13.66
5.(5)	3	6.52	0	13.66
6.(6)	15	32.61	19.06	46.16
7.(7)	15	32.61	19.06	46.16
8.(8)	3	6.52	0	13.66
Total	46	100		

Mean score is 5.59(95%CI: 5 to 6.17 ) with standard deviation of 1.97



### Section 3 After 12 hours

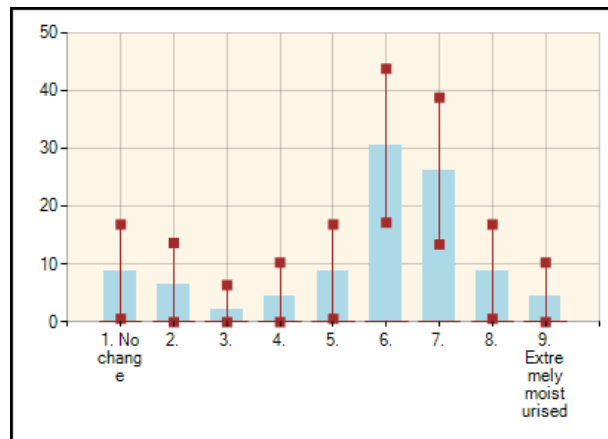
**Question 13: Q13. Please grade how moisturised you felt your skin was after the initial use. Please grade 12 hours after application.**

- Total Respondents Answered: 46

#### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. No change(1)	4	8.7	0.55	16.84
2.(2)	3	6.52	0	13.66
3.(3)	1	2.17	0	6.39
4.(4)	2	4.35	0	10.24
5.(5)	4	8.7	0.55	16.84
6.(6)	14	30.43	17.14	43.73
7.(7)	12	26.09	13.4	38.78
8.(8)	4	8.7	0.55	16.84
9. Extremely moisturised(9)	2	4.35	0	10.24
Total	46	100		

Mean score is 5.63(95%CI: 4.99 to 6.27 ) with standard deviation of 2.15



#### Section 4 After 24 hours

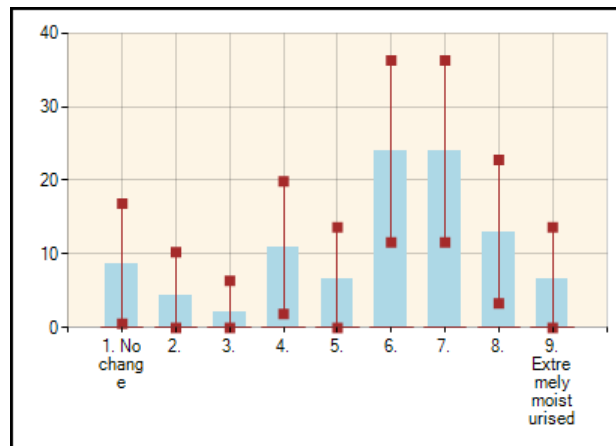
**Question 14: Q14. Please grade how moisturized you felt your skin was after the initial use. Please grade 24 hours after application.**

- Total Respondents Answered: 46

#### Tabulated Results

	N	Percentage %	Lower Limits	Upper Limits
1. No change(1)	4	8.7	0.55	16.84
2.(2)	2	4.35	0	10.24
3.(3)	1	2.17	0	6.39
4.(4)	5	10.87	1.87	19.86
5.(5)	3	6.52	0	13.66
6.(6)	11	23.91	11.59	36.24
7.(7)	11	23.91	11.59	36.24
8.(8)	6	13.04	3.31	22.78
9. Extremely moisturised(9)	3	6.52	0	13.66
Total	46	100		

Mean score is 5.74(95%CI: 5.08 to 6.4 ) with standard deviation of 2.23



## APPENDIX 6 - PANEL DATA

### *Data Splits*

The panel of volunteers for this study, and whose results are included in this report, are split as follows

Female	100.00
60+ Years	13.04
40-49 Years	47.83
50-59 Years	39.13