



WHITENING EFFECT

Title	Instrumental assessment of the whitening efficacy.
Objective	To assess the whitening efficacy of a product after repeated application under normal conditions of use. <i>Optional: To assess subjectively its cosmetic qualities and efficacy.</i>
Schedule	Duration of the study: 28 days (minimum) – 56 days (advised) Beginning: 2 weeks upon receipt of the samples. Report: 3 weeks after the end of the study.
Methodology	Assessment of the skin color variation by colorimetric measurements performed using the Mexameter® or Colorimeter® or Chromameter® on a panel of particular skin tone subjects.
Procedure	<ul style="list-style-type: none">• Basal colorimetric measurements.• Use of the product at home by the subjects following the instructions for use.• Post treatment colorimetric measurements on the same site.• Statistical comparison of results obtained (Mexameter®: melanic index / Chromameter® or Colorimeter®: L*= brightness (luminescence) and "ITA°"= individual typological angle parameters) before and after treatment. <p>Optional:</p> <ul style="list-style-type: none">- <i>Cosmetic qualities and efficacy questionnaire</i>- <i>Professional pictures</i>- <i>Intermediate controls</i>