



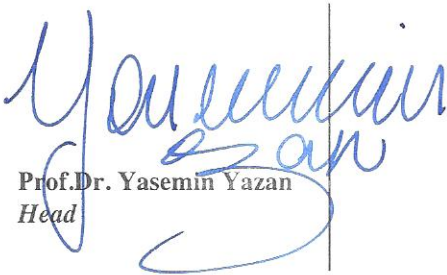
Işık Terapi Doğal Yaşam Danışmanlık
ve Organizasyon Tic. Ltd. Şti.
Bağdat Cad., Vadi Apt., No. 300 / 4
Caddebostan İSTANBUL

02.09.2008

Dear Mrs. Güngör,

You will find attached 2 copies of the report of the Project which was realized
by the written contract between Anadolu University and Işık Terapi Doğal
Yaşam Danışmanlık ve Organizasyon Tic. Ltd. Şti.

Kind regards,


Prof. Dr. Yasemin Yazan
Head

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**SHAMPOO for ORGANICUM DRY/NORMAL HAIR and for
REDUCTION in HAIR LOSS**

PRODUCT: SHAMPOO for ORGANICUM DRY/NORMAL HAIR and for REDUCTION in HAIR LOSS

EFFICACY TEST- SUBJECTIVE EVALUATION

VOLUNTEERS

12 female volunteers were used in this study. Volunteers were at an average age of 39.00 ± 2.94 (standard error) within a range of 23-55 ages. A written consent was read and signed by the volunteers prior to the study. The consent contained no information on the content and the properties of the preparation. The volunteers were instructed to avoid use of other shampoos and hair preparations during the application period.

Skin uniformity of the application area was controlled just before the study.

PANEL TEST

Volunteers applied the product twice a week and 2 volunteers 3 times a week. At the end of 1 month, volunteers were asked to evaluate the panel test by the accompaniment and under the guidance of an educated expert. No previous information on the panel test was given to the volunteers.

Average and standard error of the panel test results were calculated.

RESULTS

Panel test results and the plot are demonstrated in **Supplement 1**.

The following results were determined at the end of 1-month application.

- * High inter-individual differences seen in the results are expected.
- * Both the appearance and the consistency of the shampoo were above the mean value in a scale of 5 and therefore found to be acceptable.
- * Odor of the shampoo has the value just above the mean in the panel test. The deviation from the full satisfactory value may be attributed to the natural ingredients in the shampoo formulation. Consumers used to perfect odors of the synthetic commercial shampoos may relatively unlike the odor of the product tested.
- * Ease in application, distribution in hair, foaming, cleansing, ease in rinsing, brilliance remaining on hair and contribution to hair volume have values high above the mean value and approach the value of 5.
- * Burning/stinging feelings produced by the shampoo and the permanence in those feelings were at a neglectable level.
- * Itching in the eyes produced after application of the shampoo was found to be zero (0) for 12 volunteers.



- * Feeling after the application of the shampoo is satisfactory with a value of 3.75.
- * Reduction perceived in hair loss was found to be close to the mean value (2.58). According to this value, it can be said that the shampoo leads to a reduction in hair loss. However, this result has to be confirmed by the objective tests.
- * Volunteers expressed the following determinations following application of the Shampoo, beside the panel test:
 - a. 1 volunteer- delay in fading of hair-dye,
 - b. 2 volunteers- oily hair character was delayed,
 - c. 1 volunteer- hair combing was difficult,
 - d. 3 volunteers- itching in hairy skin was reduced,
1 of the three- itching in hairy skin was completely diminished.
 - e. 1 volunteer- lesions existing in hairy skin was reduced.

CONCLUSION

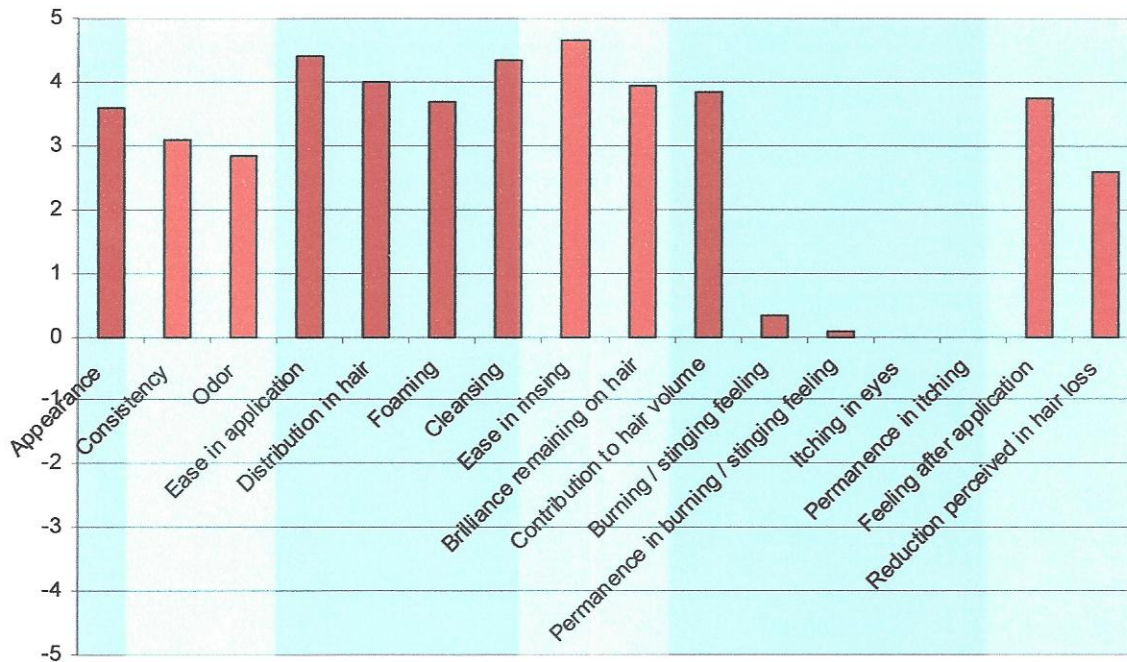
As a result of the subjective evaluation, the Shampoo was found to be effective and satisfactory with panel test values above 3.08 in a scale of 5.



SUPPLEMENTARY 1
SUBJECTIVE EVALUATION (PANEL TEST) RESULTS
of
SHAMPOO for ORGANICUM DRY/NORMAL HAIR and for REDUCTION in HAIR
LOSS

Mean Values and Standard Errors of the Panel Test Following Application of SHAMPOO for ORGANICUM DRY/NORMAL HAIR and for REDUCTION in HAIR LOSS (n=12)

Values	Mean	Standard Error
Appearance	3.58	0.45
Consistency	3.08	0.74
Odor	2.83	0.66
Ease in application	4.42	0.19
Distribution in hair	4.00	0.37
Foaming	3.67	0.54
Cleansing	4.33	0.33
Ease in rinsing	4.67	0.14
Brilliance remaining on hair	3.92	0.43
Contribution to hair volume	3.83	0.47
Burning / stinging feeling	0.33	0.22
Permanence in burning / stinging feeling	0.08	0.08
Itching in eyes	0.00	0.00
Permanence in itching	0.00	0.00
Feeling after application	3.75	0.49
Reduction perceived in hair loss	2.58	0.60



n= 12

**SHAMPOO for ORGANICUM OILY HAIR and for
REDUCTION in HAIR LOSS**

PRODUCT: SHAMPOO for ORGANICUM OILY HAIR and for REDUCTION in HAIR LOSS

EFFICACY TEST- SUBJECTIVE EVALUATION

VOLUNTEERS

12 female volunteers were used in this study. Volunteers were at an average age of 34.58 ± 3.26 (standard error) within a range of 19-55 ages. A written consent was read and signed by the volunteers prior to the study. The consent contained no information on the content and the properties of the preparation. The volunteers were instructed to avoid use of other shampoos and hair preparations during the application period.

Skin uniformity of the application area was controlled just before the study.

PANEL TEST

Volunteers applied the product twice a week and 2 volunteers 3 times a week. At the end of 1 month, volunteers were asked to evaluate the panel test by the accompaniment and under the guidance of an educated expert. No previous information on the panel test was given to the volunteers.

Average and standard error of the panel test results were calculated.

RESULTS

Panel test results and the plot are demonstrated in **Supplement 1**.

The following results were determined at the end of 1-month application.

- * High inter-individual differences seen in the results are expected.
- * Both the appearance and the consistency of the shampoo were above 4 in a scale of 5 and therefore found to be acceptable.
- * Odor of the shampoo has the value above the mean in the panel test. The deviation from the full satisfactory value may be attributed to the natural ingredients in the shampoo formulation. Consumers used to perfect odors of the synthetic commercial shampoos may relatively unlike the odor of the product tested.
- * Ease in application, distribution in hair, foaming, cleansing, ease in rinsing, brilliance remaining on hair and contribution to hair volume have values above the mean value and approach the value of 5.
- * Burning/stinging feelings produced by the shampoo and the permanence in those feelings were found to be zero (0) in 12 volunteers.
- * Itching in the eyes produced after application of the shampoo has a very low value (0.03) and may be neglected. Itching was determined not to be permanent as a result of the panel test.



- * Feeling after the application of the shampoo is satisfactory with a value of 3.67.
- * Reduction perceived in hair loss was found to be close to the mean value (2.75). According to this value, it can be said that the shampoo leads to a reduction in hair loss. However, this result has to be confirmed by the objective tests.
- * Volunteers expressed the following determinations following application of the Shampoo, beside the panel test:
 - a. 1 volunteer- period of oily hair character was reduced,
 - b. 1 volunteer- itching in hairy skin was reduced,
 - c. 1 volunteer- lesions existing in hairy skin was reduced.

CONCLUSION

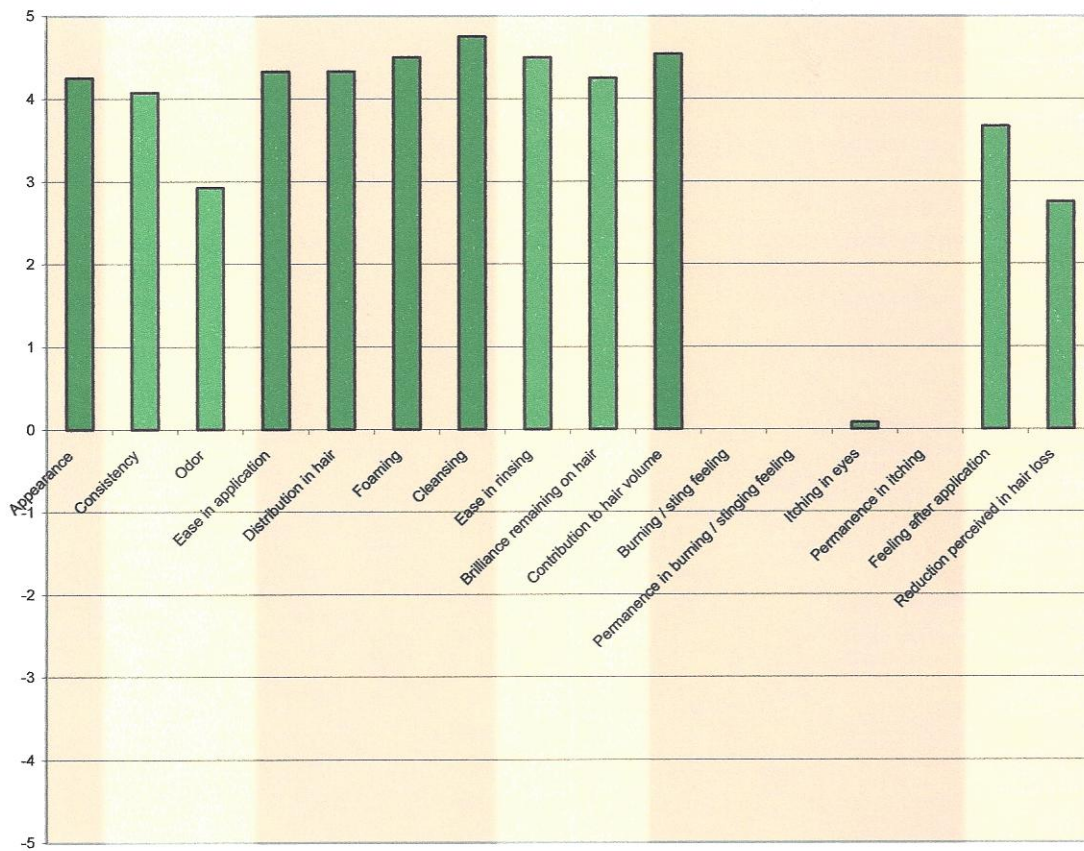
As a result of the subjective evaluation, the Shampoo was found to be effective and satisfactory with panel test values above 2.92 in a scale of 5.



SUPPLEMENTARY 1
SUBJECTIVE EVALUATION (PANEL TEST) RESULTS
of
SHAMPOO for ORGANICUM OILY HAIR and for REDUCTION in HAIR LOSS

Mean Values and Standard Errors of the Panel Test Following Application of SHAMPOO for ORGANICUM OILY HAIR and for REDUCTION in HAIR LOSS (n=12)

Values	Mean	Standard Error
Appearance	4.25	0.33
Consistency	4.08	0.40
Odor	2.92	0.83
Ease in application	4.33	0.19
Distribution in hair	4.33	0.50
Foaming	4.50	0.19
Cleansing	4.75	0.18
Ease in rinsing	4.50	0.29
Brilliance remaining on hair	4.25	0.22
Contribution to hair volume	4.54	0.19
Burning / stinging feeling	0.00	0.00
Permanence in burning / stinging feeling	0.00	0.00
Itching in eyes	0.08	0.08
Permanence in itching	0.00	0.00
Feeling after application	3.67	0.48
Reduction perceived in hair loss	2.75	0.90



n= 12

