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# Efficacy Evaluation of Enhanced Eyelash Appearance from Marini Lash™ Eyelash Conditioner in a Once-Daily Application

*Study Conducted and Summary Provided by Jan Marini Skin Research, Inc.*

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**ABSTRACT.** The appearance of long, lush eyelashes is viewed as a significantly desirable beauty asset. Individuals with sparse, thin, short, or aging eyelashes constantly seek products that promise to make their eyelashes appear longer and thicker. Market trends have demonstrated that the eyelash enhancement category will exceed more than \$1 billion/year in revenue. Individuals are highly motivated to adopt an easy to apply product that provides noticeable eyelash enhancement. In 2005, Jan Marini Skin Research (JMSR) single-handedly created the lash-enhancement product category. In 2008, JMSR launched its 3<sup>rd</sup> generation eyelash enhancement product – Marini Lash™ – a non-prostaglandin eyelash formulation that uses a proprietary peptide blend to achieve significant eyelash enhancement with an excellent safety profile.

**SUMMARY.** Marini Lash Eyelash Conditioner was shown to be effective in providing moderately to dramatically longer looking eyelashes. 85% of total evaluated subjects exhibited an enhanced appearance at a median timeframe of 6 weeks. Marini Lash has an excellent safety profile; possible transient irritation is minimal to none. Self assessment measurements were consistently high.

Detailed descriptions of study methodology, as well as study responses, are presented.

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## STUDY DESIGN

### Subjects

This study included 27 female subjects, age range from 22 to 60 years old (median 34.5).

### Methods

At baseline evaluation, subjects provided informed consent and their photographic eyelash baseline was recorded. Subjects were instructed to apply Marini Lash Eyelash Conditioner sparingly in a thin line to the base of a clean upper lash line once in the PM every evening in-home for the duration of the study.

Follow-up visits with each subject at the JMSR corporate clinical facility were conducted every 2 to 4 weeks and were subsequently adjusted to every 2 weeks. Photos were taken using the Canfield Imaging System and Mirror Software Program (zoom set at 20 and photos magnified at 100%).

Subjects were followed from a range of 4 weeks to 98 weeks, with the median being 33 weeks. Success was based on the improvement from baseline, and was visually categorized based on the following criteria:

### Photographic Enhancement Evaluation Criteria

- Moderate:** less than 50% enhanced eyelash appearance
- Strong:** 50% - 75% enhanced eyelash appearance
- Dramatic:** 76% to 100%+ enhanced eyelash appearance

Participant satisfaction evaluations were conducted at the close of each subject's study period.

## RESULTS

### Photographic Enhancement Results

22 of the total evaluated subjects (85%) exhibited an enhanced eyelash appearance between Week 4 and Week 10, with a median being Week 6 (Figure 1).

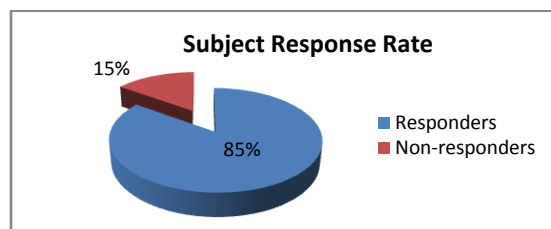


Figure 1.

Of the total 22 subjects, four (18%) had apparent enhancement at Week 4, seven (32%) had apparent enhancement at Week 6, 10 (45%) had apparent enhancement at Week 8, and one (5%) had apparent enhancement at Week 10 (Figure 2).

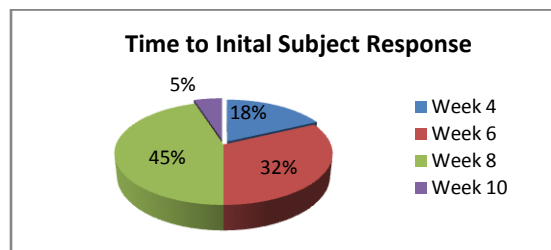


Figure 2.

Within the group of subjects that experienced eyelash enhancement, eight (36%) had a Dramatic response, six (27%) had a Strong response, and eight (36%) had a Moderate response (Figure 3).

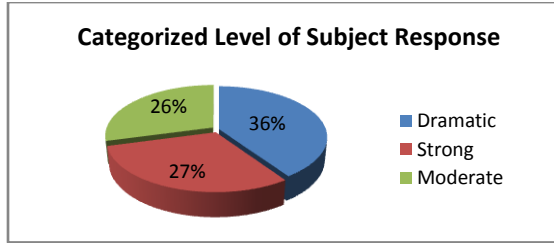


Figure 3.

**Transient Irritation**

3 of the total enrolled subjects (11%) experienced mild irritation (i.e. transient burning, redness, and/or slight eyelid swelling) that resolved upon discontinuation or adjustment. The 1<sup>st</sup> subject was released prematurely at Week 4 due to contraindications. The 2<sup>nd</sup> subject continued up until Week 17 but was eventually released due to recurring contraindications; however, the subject did exhibit a moderately enhanced appearance in response to the regimen. 2 out of the total enrolled subjects (7%) had to discontinue the regimen due to contraindications. The 3<sup>rd</sup> subject that experienced any

contraindications (i.e. transient burning) only noticed it early in the study when she applied Marini Lash Eyelash Conditioner in excess; no further irritation was noted after regimen was corrected.

**Self Assessments**

Participant satisfaction evaluations showed significant satisfaction with the outcome. Factors contributing to the subjects’ satisfaction include the ease of product application, no long-term complications, and that perceived eyelash enhancement was even more pronounced than the photographic appearance. Subjects’ satisfaction was enhanced by the fact that acquaintances and family members complimented their results.

**CONCLUSION**

Marini Lash Eyelash Conditioner was shown to be effective in providing moderately to dramatically longer looking lashes. 85% of total evaluated subjects exhibited an enhanced appearance at a median timeframe of 6 weeks. Marini Lash has an excellent safety profile; possible transient irritation is minimal to none. Self assessment measurements were consistently high.

**PHOTOGRAPHIC EVALUATIONS**

