

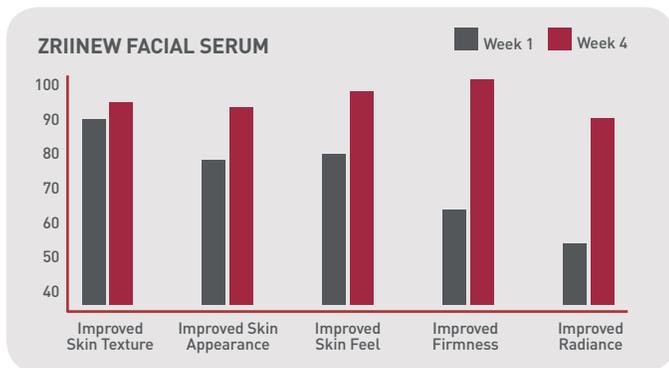


ZRIINEW™ CLINICAL FACTS

ZriiNew™ Facial Serum

INTRODUCTION

Zrii evaluated the potential to improve skin conditions with ZriiNew Facial Serum in a 30-day third-party clinical trial.



Methods for Study Results

THIRD PARTY CLINICAL STUDY*

A third-party research organization recruited 37 healthy male and female subjects, ages 36-61 years of age, for a clinical study evaluating the efficacy of ZriiNew Facial Serum to improve skin conditions. Subjects were Caucasian, Latin American, Asian and African American. Subjects used the ZriiNew Facial Serum twice a day for 30 days, following the standard directions for use. Assessments were made at baseline, 1 week and 4 weeks. Assessments included a cutometer to measure the viscoelastic properties of the skin; a VisioScan camera to measure skin texture; expert grading of clinical photographs to measure radiance, fine lines and wrinkles; and self-assessed evaluations completed by participants.

IN-HOUSE CLINICAL TRIAL**

The Zrii Marketing department recruited 30 healthy male and female subjects, ages 20-50 years, for an in-house consumer use study evaluating the ZriiNew skincare system along with complementary Zrii wellness products. The goal of the study was to evaluate the efficacy of the products to improve skin conditions. Subjects were Caucasian, Latin American, Asian and African American. Subjects used the products for 12 weeks, following the standard directions for use. Assessments were made at baseline, 1 week, 4 weeks, 8 weeks and 12 weeks. Assessments included self-assessed evaluations and standardized professional photos to document changes to the skin.

AFTER JUST 1 WEEK OF USING ZRIINEW FACIAL SERUM:

- 89 % of subjects demonstrated an improvement in skin texture
- 80% reported an improvement in how their skin feels
- 78% saw a noticeable improvement in the appearance of their skin
- 70 % said that their skin felt softer
- 65% saw an improvement in skin firmness
- 56% reported their skin looked more luminous and radiant

AFTER JUST 4 WEEKS OF USING ZRIINEW FACIAL SERUM:

- 100% of subjects demonstrated an improvement in skin firmness
- 96% reported a noticeable improvement in how their skin feels
- 93% reported an improvement in skin texture
- 91% saw continued improvement in the appearance of their skin
- 88% reported their skin looked more luminous and radiant
- 76% reported that their skin looks healthier and brighter
- 73% said their fine lines and wrinkles were less noticeable

CONCLUSIONS:

The ZriiNew Facial Serum performs at a very high level.

- **A wide variety of benefits:** The product demonstrated a great variety of benefits for the skin, including improvements in firmness, softness, smoothness, radiance and luminosity, brightness, a reduction in the appearance of fine lines and wrinkles, better overall skin appearance, and more.
- **Fast results:** The product demonstrated significant positive results at both one and four weeks.
- Key benefits (e.g. firming, reduction of fine lines, texture, brightness, skin feel, etc.) all scored at extremely high levels (70/80/90+% of subjects showing improvement).
- There was a virtually unheard of result for skin firmness—**100% of subjects showed an improvement in skin firmness after just 1 month**, as measured by objective scientific instrumentation.
- The product demonstrated an overwhelming improvement in skin texture, softness, hydration/moisture, luminosity, firmness, brightening, and the appearance of fine lines and wrinkles.
- Self-report questionnaires indicated that the more the subjects used the product, the more they liked it.
- Results were reported across demographic categories (age, ethnicity, gender).
- Subjects reported that the serum was fast absorbing and did not feel oily on the skin.
- Many participants reported a reduction in the appearance of pores.



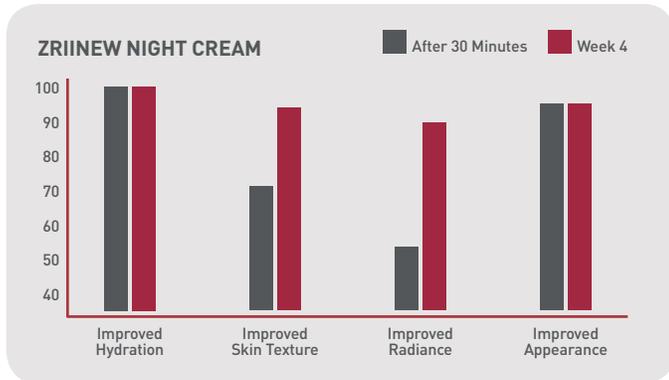
PRODUCT DESCRIPTION

ZriiNew Facial Serum is a highly-concentrated, twice-daily powerhouse age-defier featuring an exclusive Liquid Light™ blend of ingredients that works with the skin's natural biology to increase radiance and luminosity. In addition to evening out skin tone, our Liquid Light™ blend helps visibly smooth, soften, plump, brighten, and firm the skin to create a gorgeous texture—by altering the way that light reflects off of the skin's surface. This product also boasts ZriiNew's proprietary MicroMelt™ blend, which utilizes special ingredients to support your skin's vital moisture barrier while intelligently designed, micro-sized ingredients penetrate deeply to nourish and beautify the layers of skin below. Used twice daily, this product is intended to renew, beautify, smooth, soften, firm and brighten the skin for a radiant, youthful-looking complexion. ■

ZriiNew™ Night Cream

INTRODUCTION

Zrii evaluated the potential to improve skin conditions with ZriiNew Night Cream in a 30-day third-party clinical trial.



Methods for Study Results

THIRD PARTY CLINICAL STUDY*

A third-party research organization recruited 38 healthy male and female subjects, age 35-65 years of age, for a clinical study evaluating the efficacy of ZriiNew Night Cream to improve skin conditions. Subjects were Caucasian, Latin American, Asian and African American. Subjects used the ZriiNew Night Cream once a day for 30 days, following the standard directions for use. Assessments were made at baseline, 30 minutes, 8 hours, and 4 weeks. Assessments included a corneometer which measured hydration and moisturization; a VisioScan camera to measure skin texture; expert grading of clinical photographs to assess radiance; and self-assessed evaluations completed by participants.

IN-HOUSE CLINICAL TRIAL**

The Zrii Marketing department recruited 30 healthy male and female subjects, ages 20-50 years, for an in-house consumer use study evaluating the ZriiNew skincare system along with complementary Zrii wellness products. The goal of the study was to evaluate the efficacy of the products to improve skin conditions. Subjects were Caucasian, Latin American, Asian and African American. Subjects used the products for 12 weeks, following the standard directions for use. Assessments were made at baseline, 1 week, 4 weeks, 8 weeks and 12 weeks. Assessments included self-assessed evaluations and standardized professional photos to document changes to the skin.

AFTER JUST 30 MINUTES:

- 100% of subjects experienced improved hydration
- 95% reported an improvement in how their skin feels
- 71% saw an immediate improvement in skin texture
- 56% reported their skin looked more luminous and radiant

8 HOURS AFTER THE FIRST PRODUCT APPLICATION, AND WITHOUT HAVING TO REAPPLY PRODUCT:

- 100% of subjects experienced improved hydration
- 95% saw improvement in the appearance of their skin
- 92% reported an improvement in skin texture
- 87% said that their skin felt softer and smoother

AFTER JUST 4 WEEKS OF USING ZRIINEW NIGHT CREAM:

- 100% of subjects experienced a marked improvement in skin hydration
- 95% saw a noticeable improvement in the appearance of their skin
- 92% said the texture of their skin was improved
- 88% reported their skin looked more luminous and radiant

CONCLUSIONS:

The ZriiNew Night Cream performs at a very high level.

- **Immediate and long-term hydration:** The ZriiNew Night Cream demonstrated a virtually unheard of result: 100% of subjects experienced an improvement in skin hydration at all assessment points (30 minutes, 8 hours and 4 weeks).
- **Long-lasting hydration: 100% of subjects showed improved skin hydration 8 hours after applying the product,** without any further product application—an impressive and unusual result for a moisturizer.
- **Multiple benefits:** The product demonstrated multiple benefits, including moisturization/hydration, softness, smoothness, texture, and more—all at extremely high levels (70/80/90+% of subjects showing improvement).
- Results were reported across demographic categories (age, ethnicity, and gender).
- Subjects reported that the product was fast absorbing and did not feel heavy on the skin.
- Subjects reported that the product did not feel oily or greasy.



PRODUCT DESCRIPTION

This rich, hydrating night cream is designed to lavish the skin with moisture and youth-enhancing benefits each night for a renewed, replenished, younger-looking complexion. ZriiNew Night Cream features our exclusive MicroMelt™ technology, which helps the product quickly absorb into the skin immediately upon application, giving you a dewy, barely-there, long-lasting layer of moisture. ZriiNew's MicroMelt™ technology also helps our highest-performing ingredients penetrate down into the skin to maximize the benefits you see and feel. The result is gorgeous, luxuriously soft, youthful looking skin. ■

References

*BioScreen Testing Services, Inc. (April 25, 2016). *Clinical Evaluation of The Efficacy of a Skin Care Product In Improving Skin Facial Serum*. Retrieved from BioScreen Clinical Services Division

**Zrii (July 2016). *In-House Consumer Use Study*