

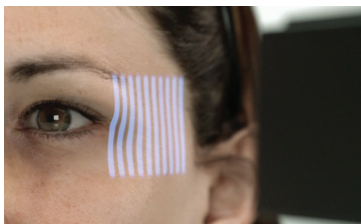


Latest News from Study Operations

Goodbye eye wrinkles...

Eye wrinkles are small lines or fine wrinkles that form around the eyes — especially in the delicate skin under the eyes or at the outer corners (also known as “crow’s feet”). They develop naturally due to:

- **Facial expressions:** When we laugh, blink, or squint, the skin is constantly in motion.
- **Skin aging:** Over time, the skin loses elasticity and moisture because less collagen and hyaluronic acid are produced.
- **External influences:** Sun exposure, stress, lack of sleep, or dry air can place additional strain on the skin.
- **Lifestyle:** Smoking, an unhealthy diet, or insufficient hydration can accelerate skin aging.



We conduct various studies to test and reliably prove the anti-wrinkle effectiveness of our products. With your help, we use these studies to develop and validate claims — advertising statements — for our products.

Our most recent eye wrinkle study was extremely successful and demonstrates outstanding efficacy thanks to your participation:

Quote by Eike Danzfuß (Study Lead):

“In my most recent anti-wrinkle study, the sense of achievement was enormous. On the one hand, the study ran smoothly with the participating group and without any issues. What impressed me most, however, were the results from our topometric measurements using PRIMOS photography: There were images from several participants where we could already see a significant improvement in the crow’s feet area after just four weeks — with the naked eye. Not only I, but also the study participants themselves were thrilled! Achieving such strong results makes the work twice as enjoyable. Many thanks to all of you!

Yours sincerely, Eike Danzfuß.”

This result was only possible because you, as study participants, carefully read and reliably followed the **study instructions** — especially the **preconditioning requirements and application guidelines**.

Your conscientious participation is of great importance, as this is the only way to obtain meaningful and statistically reliable results.

Thank you very much for your valuable support!

Study Guidelines for Acclimatization & Preparation

For studies involving test areas on the face:

- **Remove jewelry:**
Please remove all jewelry in the facial and neck area during acclimatization, especially **necklaces and earrings**.
- **Arrive without make up:**
Please come to the study **completely without make up**.



For studies involving test areas on the forearms:

- **Expose forearms:**
In the waiting area, **both forearms should be completely uncovered**.
- **Remove jewelry & watches:**
Please remove **all jewelry and wristwatches** during acclimatization.



By following these guidelines, you ensure that acclimatization can take place optimally and that measurement results are not affected. Thank you for your cooperation!

What are "sniffers," actually?

Sweating is a completely natural function of our body to regulate temperature.

However, our products help control unpleasant amount of sweat and odor in the underarm area.



Underarm odor is assessed through an objective evaluation of its intensity by trained experts — so-called sniffers — using a standardized rating scale.



For this purpose, special absorbent pads are placed in the underarm area to collect sweat and odor. The evaluation is carried out both before and after applying a test product. In this process, one underarm remains untreated as a reference or is treated with an ineffective control product (placebo).

*But how are deodorants actually tested? What steps do we take to continuously improve our deodorant products? And what exactly does a sniffer do — including how deodorant intensity is professionally categorized and why this is so important for product quality? Feel free to check it out in the media library. There, you can watch a feature that was broadcast on **May 1, 2026, on Pro7 Galileo**, offering exclusive insights.*

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