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AN INVESTIGATION INTO THE EFFICACY OF A TOPICALLY APPLIED FACIAL PRODUCT

AMA Ref. No.: MS07.INUSE.L1022.REP.PSO

Date: November 19, 2007

Sponsor: Pure Source, Inc.
9750 NW 17th Street
Miami, Florida 33172

1.0 Objective:

The purpose of this study is to evaluate the efficacy of a topically applied facial product intended to reduce the appearance of age spots and lighten/brighten the skin 4 and 8 weeks of use. Assessments were conducted visually and photographically.

2.0 Sample Description:

On June 29, 2007 test samples labeled Glamour Radiance, No. 10136E-15 were received from Pure Source, Inc. and assigned AMA Lab No.: L-1022.

2.1 Test Material Evaluation Prerequisite:

Prior to induction of a human test panel, toxicology, microbiology or in-vitro performance spectra may be required to assess the feasibility of commencement as dictated by an Institutional Review Board (IRB) described in Section 4.4.

2.1.1 Sponsor purports that prior to sample submission to AMA the following tests were conducted with no adverse results and that the test data are on file at their premises and have not been made available to AMA personnel:

- USP or CTFA Preservative Efficacy Test or equivalent
- 90 Day Accelerated Stability and Container Compatibility Study

3.0 Test Material Handling:

Upon arrival at AMA Laboratories, Inc., the test material was assigned a unique laboratory code number and entered into a daily log identifying the lot number, sample description, sponsor, date received and tests requested.

Samples are retained for a period of three months beyond submission of final report unless otherwise specified by the sponsor or if sample is known to be in support of governmental applications, in which case retained samples are kept two years beyond final report submission.

Sample disposition is conducted in compliance with appropriate federal, state and local ordinances.

4.0 Population Demographics:

Number of subjects enrolled		5
Number of subjects completing study		5
Age Range		42 - 54
Sex	Male	0
	Female	5
Race	Caucasian	5

4.1 Standards For Inclusion In a Study:

1. Individuals between the ages of 35 and 60.
2. Individuals in general good health and free of any dermatological or systemic disorder that would interfere with the results or increase the risks of study participation, at the discretion of the Investigator.
3. Individuals with no hair in test site areas that would interfere with instrumental readings.
4. Individuals who have completed a preliminary medical history and screening document mandated by AMA Laboratories, Inc.
5. Individuals who have read, understood and signed an informed consent document required by CFR Title 21, Part 50, Subpart B regulations.
6. Individuals able to cooperate with the Investigator and the research staff and are willing to complete the full course of the study.

7. Individuals who understand the instructions for use and are willing to cooperate with the program as stated.
8. Individuals with no known abnormal responses to topically applied products.
9. Individuals who have abstained from using any topical treatment products for a period of 72 hours prior to study commencement and during the test period.

4.2 Standards for Exclusion from a Study:

1. Individuals who are under the care of a physician.
2. Individuals who are currently taking any medication that may mask or interfere with the test results at the discretion of the Study Director.
3. Subjects with a history of any form of skin cancer, melanoma, lupus, psoriasis, connective tissue disease, diabetes or any disease that would increase risk associated with study participation.
4. Females who are pregnant, lactating, have been pregnant, or given birth within the six month period immediately preceding study commencement. Females who intend to become pregnant over the study period.
5. Individuals diagnosed with chronic skin allergies or with history of hypersensitivity to cosmetics in general.

4.3 Informed Consent and Medical History:

Prior to initiating the study, a signed informed consent was obtained, in accordance with CFR Title 21, Part 50, Subpart B, from each panelist, describing reasons for the study, possible adverse effects, associated risks and potential benefits of the treatment and their limits of liability. Each subject was assigned a permanent identification number and completed an extensive medical history form. These forms along with the signed consent forms are available for inspection on the premises of AMA Laboratories, Inc. only.

4.4 Recruitment:

Panel selection is accomplished by advertisements in local periodicals, community bulletin boards, phone solicitation, electronic media or any combination thereof.

4.5 Institutional Review Board:

Reference: CFR Title 21 Part 56, Subparts A, B, C, and D. The IRB of AMA Laboratories, Inc., consists of five or more individuals,

chosen from within the company for technical expertise and also from the local community for lay interaction. The list of IRB members is kept on file at AMA Laboratories, Inc., and is available for inspection during the hours of operation.

5.0 Methodology:

Five healthy females between the ages of 41 and 46 were inducted into this study. The subjects were pre-qualified for participation based on the presence of visable age spots in the facial region. In order to pre-condition the test sites and keep all topical treatments consistent during the study, the panelists were required to abstain from using any moisturizers or topical treatment products, including lotions creams and gels, for a period of 72 hours prior to study commencement and to use only the assigned test material throughout the study period.

All participants were instructed to use the test material for eight weeks according to the following sponsor supplied directions:

USE INSTRUCTIONS:

Apply ad libitum two times daily

Participants were provided with a daily log and instructed to record the time of each application together with any subjective comments regarding product usage. Visual assessments were conducted prior to the initial application during the preliminary visit to the testing facility and again after 4,and 8 weeks of use. On the evaluation days, panelists reported to the clinic without any topical treatments, having only applied the test material. Upon arrival, panelists were allowed to equilibrate to the ambient environment for 30 minutes prior to measurement.

The following distinct noninvasive methods were employed as evaluation parameters:

Age Spot Reduction and Lightening/Brightening

Quantification of the skin's condition was performed by a trained technician, using a modified and expanded version of the Fitzpatrick Wrinkle Evaluation Scale (ten point monadic scale), with one (1) representing the least visible discoloration or lightest/brightest skin and ten (10) showing the maximum discoloration condition in the region selected. Each woman had her face evaluated, graded and separately photographed, by a scientific photographer, prior to the product being applied. The product was then applied over an 8 week consumer in-use regimen

The modified and expanded 10-point monadic scaling method allows for the quantification and measurements of efficacy and is expressed as a percentage of dark circle reduction for each subject.

The photographs of each woman's selected under eye region were placed side-by-side to compare the pre-treated area with the post-treated area. The set of photographs thus provided a visual record of the efficacy of the product.

All technical employees of AMA Laboratories, Inc. are required to take and pass a visual discrimination examination conducted by a Board Certified Ophthalmologist using the Farnsworth-Munsell 100 Hue Test as published; which determines a person's ability to discern color against a black background. This test was additionally modified to include a flesh tone background more nearly approaching actual use conditions, wherein erythematous skin is graded according to intensity.

6.0 References:

1) Fitzpatrick, R.E., Goldman, M.P., and Tope, W.D., Pulsed carbon dioxide resurfacing of photo-aged facial skin, Arch. Dermatol., 132 (1996) 395-402.

7.0 Statistical Source Data:

The source data are: Visual scoring conducted prior to application and again after 4 and 8 weeks of use. The data used in the statistical analysis reflect changes from baseline.

8.0 Results: Please refer to the attached Tables and Charts.

9.0 Observations:

No adverse effects or unexpected reactions of any kind were observed on any of the subjects.

10.0 Archiving:

All original samples, raw data sheets, technician's notebooks, correspondence files, copies of final reports and remaining specimens are maintained on the premises of AMA Laboratories, Inc. in limited access marked storage files. A duplicate DVD copy of final reports is separately archived in a bank safe deposit vault.

11.0 Conclusions:

Within the limits imposed by the conduct and population size of the study described herein, twice daily use of the test product (AMA Lab No.: L-1022, Client No. **Glamour Radiance, No. 10136E-15**) demonstrated:

Visual Reductions in Age Spots and Lightening/Brightening

- Decreased appearance of age spots at evaluations conducted after four and eight weeks of application. The following data collected on five subjects was observed in the treatment areas:

	4 Weeks	8 Weeks
Mean % Difference	**-34.09%***	**-50.0%***

* Statistically Significant

- Lighter/ Brighter appearance of the skin at evaluations conducted after four and eight weeks of application. The following data collected on five subjects was observed in the treatment areas:

	4 Weeks	8 Weeks
Mean % Difference	**34.09%***	**46.51%***

*Statistically Significant

When used in accordance with intended package directions, the product significantly reduced the appearance of age spots and lightened and/or brightened the skin in the facial region after four weeks of treatment. Continued improvements in the condition were observed after 8 weeks of use with a maximum decrease of 77.8% observed for age spot reduction and up to 55.6% more lighter/brighter. Additionally, the data is statistically significant.

Further, these phenomena were documented and confirmed by the photographic record made during the course of this study.

Table 1
Visual Reduction – Age Spots

AMA Lab No.: L-1022 Client No.: Glamour Radiance, No. 10136E-15

Panelist ID	Baseline	4 Weeks	8 Weeks	Max. % Δ
48 8676	9	3	2	-77.8%
54 0763	8	4	3	-62.5%
54 4669	9	7	5	-44.4%
60 7412	9	8	6	-33.3%
62 4500	9	7	6	-33.3%
Mean	**8.80**	**5.80**	**4.40**	
% Difference		**-34.09%**	**-50.0%**	
t		**3.35***	**5.83***	
p		**0.03***	**0.00***	

* Statistically Significant

Chart 1
Visual Reduction – Age Spots

AMA Lab No.: L-1022 Client No.: Glamour Radiance, No. 10136E-15

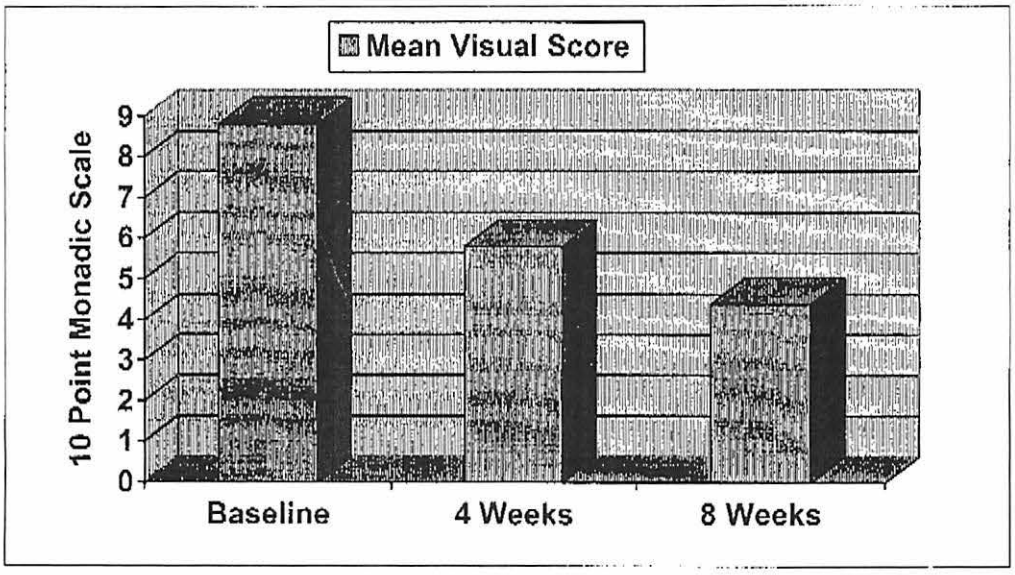

Table 2
Visual Lightening/Brightening

AMA Lab No.: L-1022 Client No.: Glamour Radiance, No. 10136E-15

Panelist ID	Baseline	4 Weeks	8 Weeks	Max. % Δ
48 8676	8	7	4	-50.0%
54 0763	8	4	5	-50.0%
54 4669	9	5	5	-44.4%
60 7412	9	6	5	-44.4%
62 4500	9	7	4	-55.6%
Mean	**8.80**	**5.80**	**4.60**	
% Difference		**-34.09%**	**-46.51%**	
t		**4.80***	**12.65***	
p		**0.01***	**0.00***	

* Statistically Significant

Chart 1
Visual Lightening/Brightening

AMA Lab No.: L-1022 Client No.: Glamour Radiance, No. 10136E-15