

# évolis professional CONSUMER USAGE STUDY

June 1 2017

This document contains proprietary and confidential information of color Collective and shall not be used, disclosed, or reproduced, in whole or in part, for any purpose other than in discussion, without prior written consent of color Collective. Title in and to this document and all information contained herein remains at all time in color Collective.

## OBJECTIVE:

Assess the 3-Step system effectiveness on men and women of varying ages, ethnicity and various hair challenges when used over 120 days. In tandem review participants preference for the évolis hair care system over their current hair care brand over a 4 week period of time.

## TESTING SUMMARY:

Recruited over 100 testers to participate in the study. Conducted an intro consultation, collecting their hair history in addition to physical health details. Instructed the participants to use exclusively use the 3-step system for a period of 120 days. Met with each tester once a month to document results until study was completed. No tester received any monetary reward for participating in the study.

## EVALUATION METHODS:

- Documented monthly hair changes with hi-res photography. Reviewed the front hairline, part-line/top of head, crown and back of hair.
- Conducted 30 minutes interviews with each study participants at monthly intervals collecting their insights on hair fall, hair condition, overall health vs. starting the program on Day 1.
- Conducted "head" density tests comparing the nape (historically the most dense area) to the crown, left side, right side and top of head.

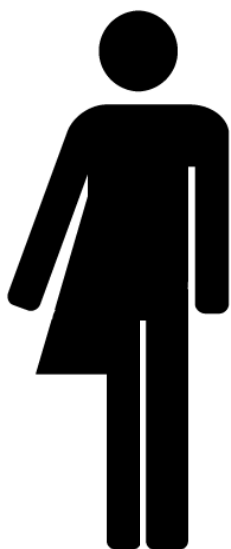
## TESTING SUMMARY:

Participants were given the either the REVERSE 3- step system or PROMOTE 3 –step system to use exclusively for 120 days. While testing the product they completed a weekly survey for the 1<sup>st</sup> 4 weeks of product use. This survey assessed their feelings related to product performance, product results and product preference. Participants were also required to meet with the testing team once a month to review document any physical changes with their hair.

## PARTICIPANT DETAILS

Recruited a total of 104 participants. A total of 79 completed the 120 day study. We did not exclude anyone from participating in the study and participants were either given REVERSE hair restoration system or PROMOTE hair lengthening system to use over the 120 day period.

### Participant Demographic



31	Men
48	Women
64	Caucasian
10	Hispanic
3	Indian/Middle Eastern
2	African American
7	18-30
10	31-40
29	41-50
18	51-60
15	61+

### Hair Challenges



21	Minimal Thinning (1 – 11A)
32	Moderate Thinning (111)
26	Severe Thinning (IV +)

### Systems Tested

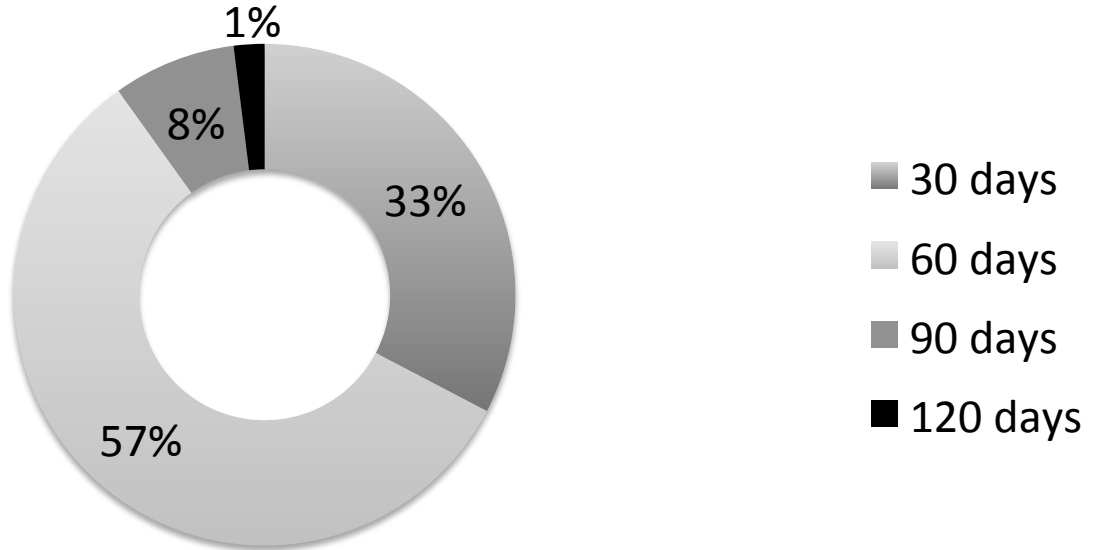


67	REVERSE Hair Restoration System
12	PROMOTE Hair Lengthening System

## SUMMARY OF RESULTS – ALL PRODUCTS

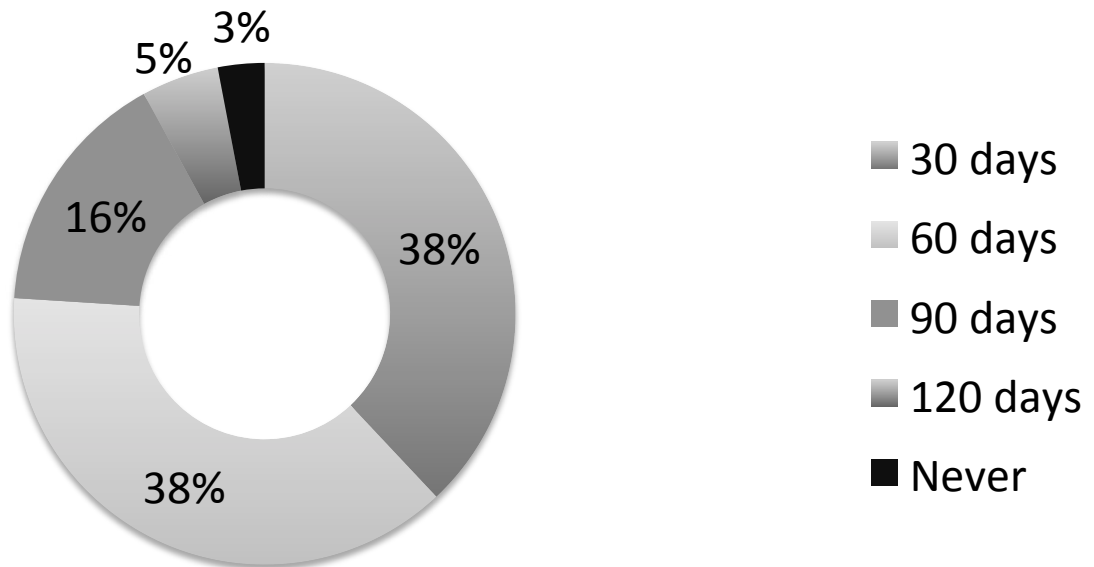
### New Hair Growth

98% of the participants experienced new hair growth within 90 days. 9 out of 10 experienced new hair growth within 60 days



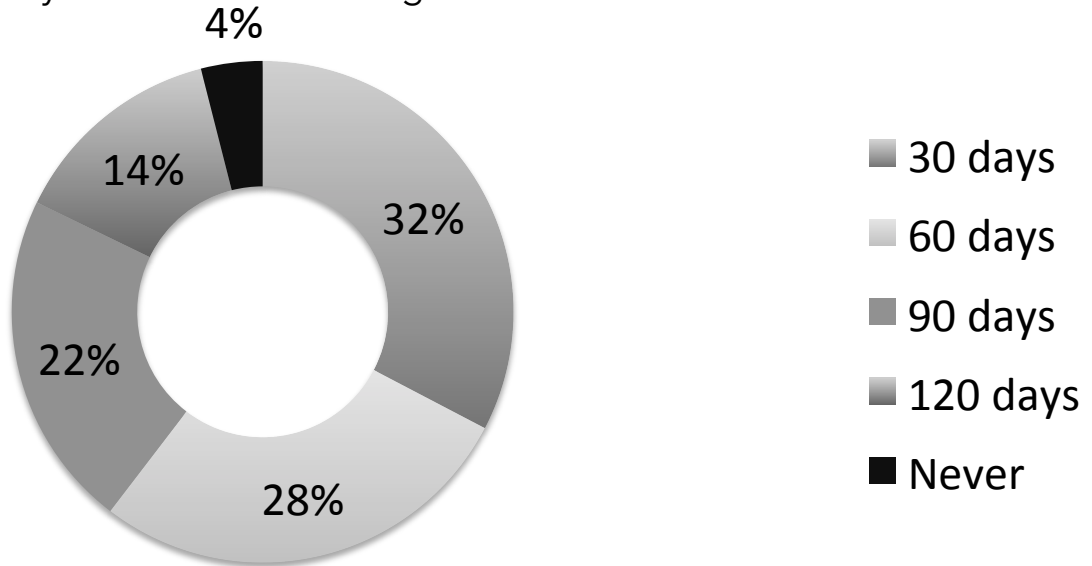
### Less Hair Fall

97% of the participants experienced less hair fall during the 120 day testing period. 7 out of 10 saw an improvement within 60 days



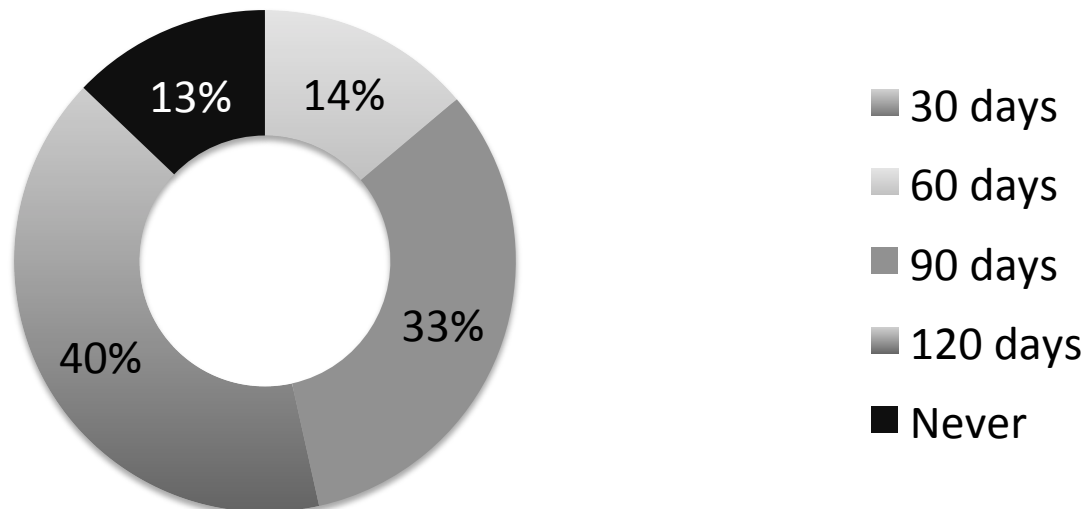
## Improved Texture

96% of the participants stated they felt their hair texture was improved during the 120 testing period. Before and after pictures taken during the study clearly show a texture change.



## Level Change on the Hamilton- Norwood or Ludwig Scale

87% of the participants moved at least one position on Norwood/ Ludwig scale. 13% did not show an adjustment however of those, 20% were not participating in the study due to thinning hair challenges and 40% moved at least 1 position within 150 days.



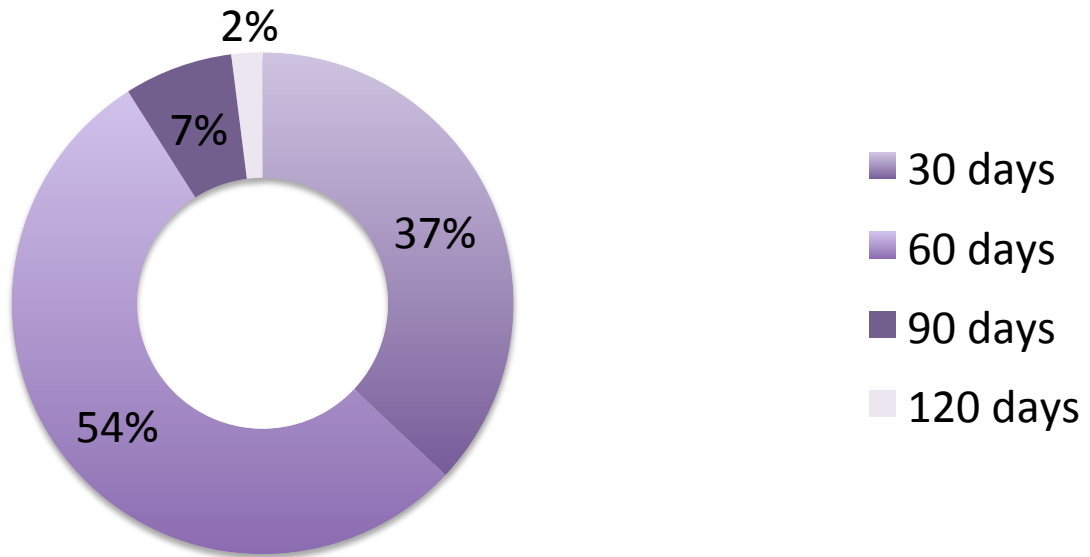
## SUMMARY OF RESULTS – REVERSE ONLY

27 Men and 40 women utilized the REVERSE system over 120 days.

### New Hair Growth

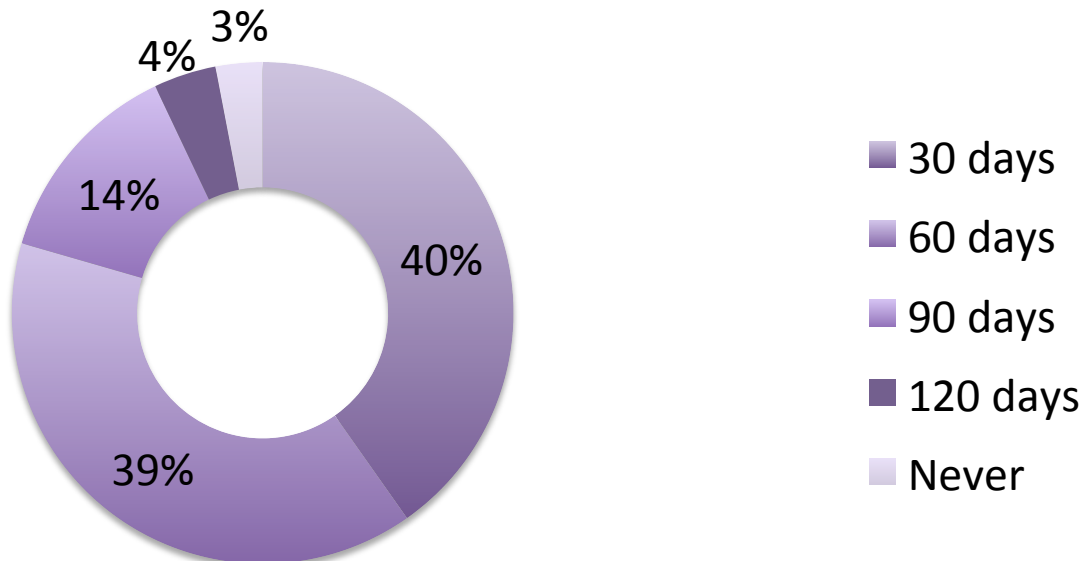
98% of the participants experienced new hair growth within 90 days.

Only 1 participant did not see a growth change until 120 days.



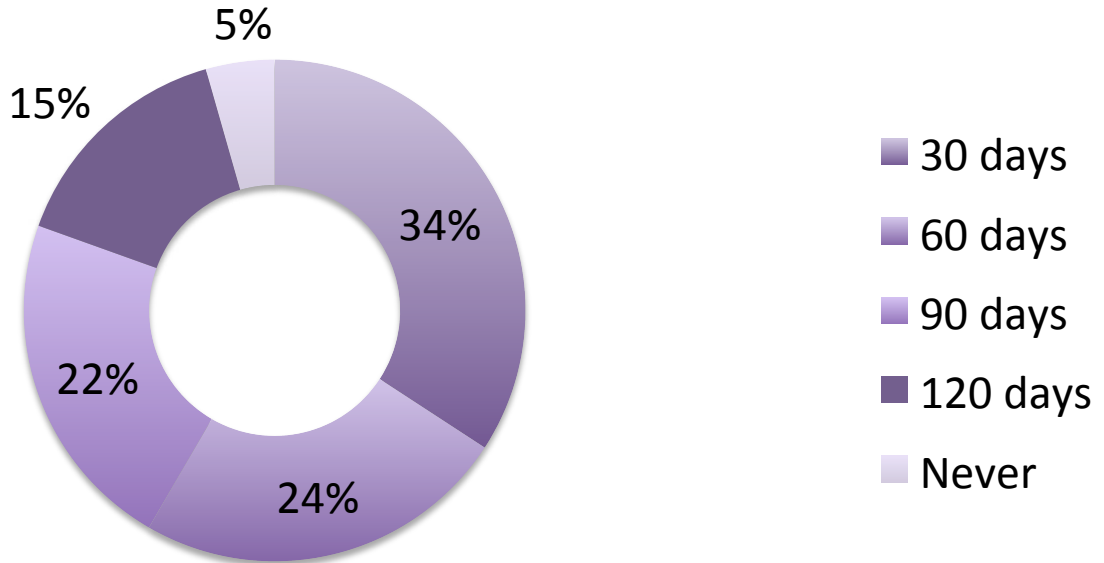
### Less Hair Fall

97% of the participants experienced less hair fall during the 120 day testing period. 8 out of 10 saw an improvement within 60 days.



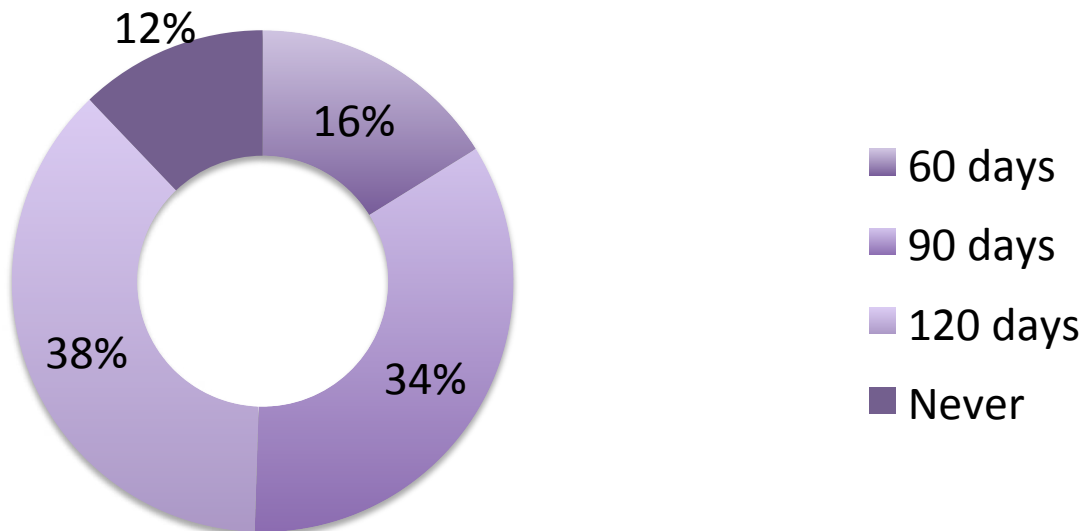
## Improved Texture

95% of the participants stated they felt their hair texture was improved during the 120 testing period. Before and after pictures taken during the study clearly show a texture change.



## Level Change on the Hamilton- Norwood or Ludwig Scale

87% of the participants moved at least one position on Norwood/ Ludwig scale. Those participants that did not see a change with 120 days of using the system were combating a more severe thinning challenge and exhibited a change within 180 days.

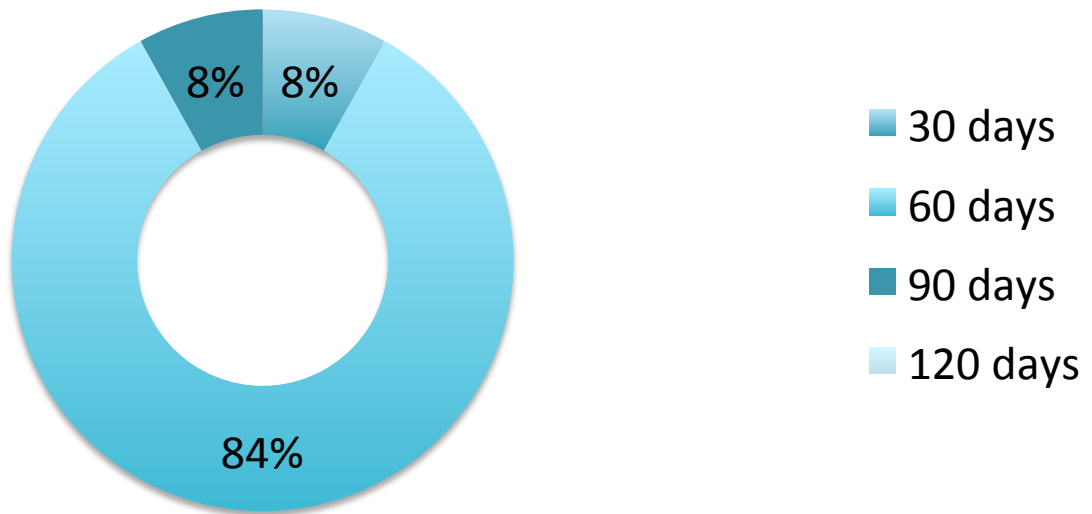


## SUMMARY OF RESULTS – PROMOTE ONLY

4 Men and 8 women utilized the REVERSE system over 120 days.

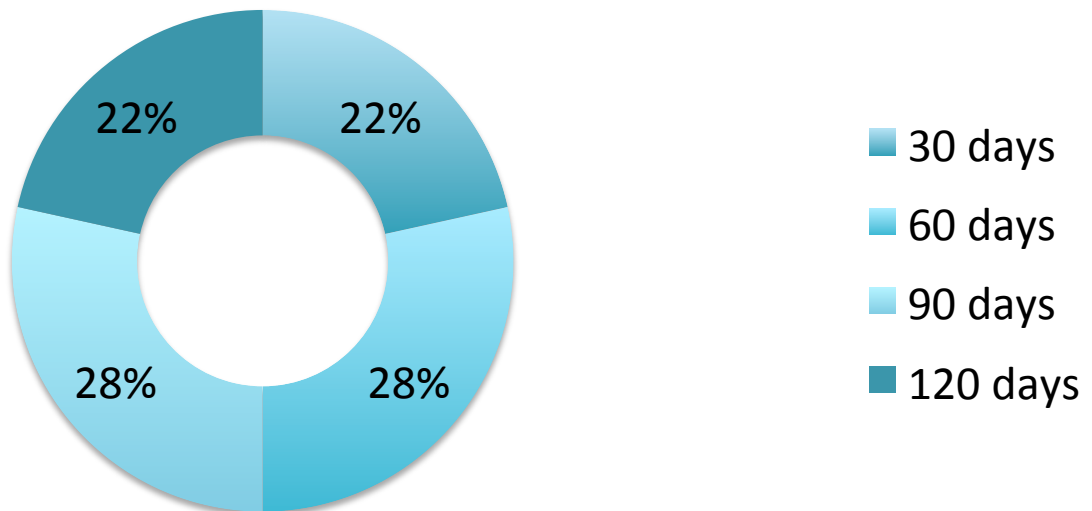
### New Hair Growth

Growth was not the key reason for using the system. However, 100% of the participants experienced new hair growth.



### Less Hair Fall

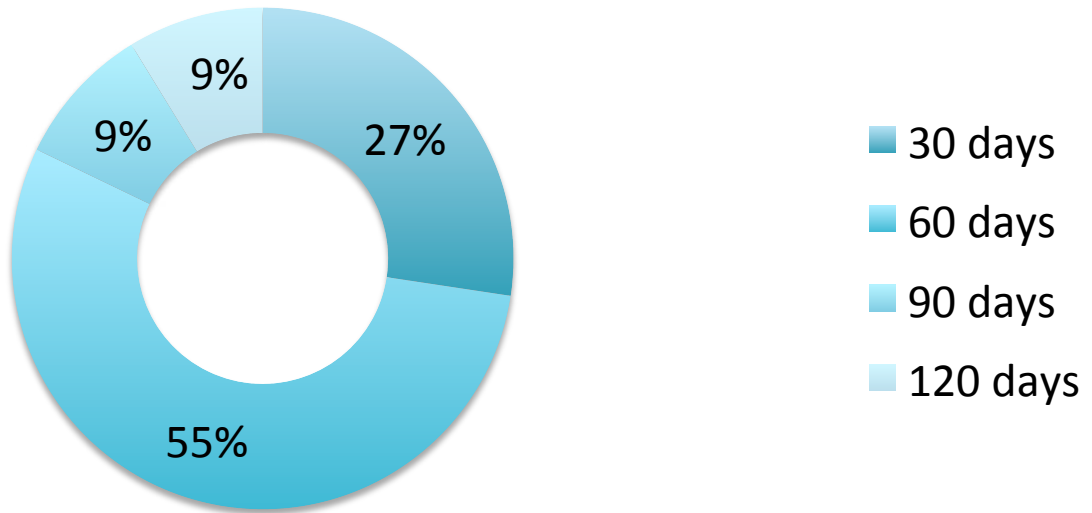
With the desire to grow their hair longer, changes in hair fall significantly more important to this group of users as they desire to grow their hair longer. 100% experienced an improvement in hair fall over the 120 day testing period.





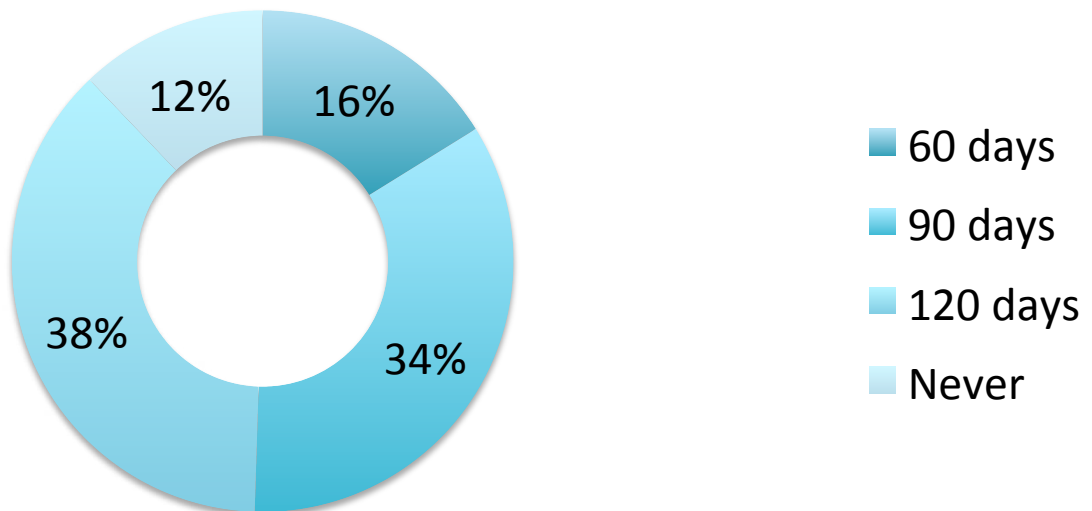
## Improved Texture

Users of Promote also experienced a faster “transformation” when it comes to their hair’s texture. 100% experienced improved texture. Before and after pictures taken during the study clearly show a texture change.



## Level Change on the Hamilton- Norwood or Ludwig Scale

Although not as important for the PROMOTE system we did see a positive change on the Norwood/Ludwig scale. 8 out of 10 participants move one level.



## SUMMARY OF RESULTS – ADDED BENEFITS

### Volume:

Women participants reported a change in volume when using the 3-step system compared to their current range. 19 out of 48 stated within the first 30 days their hair appeared to have more volume and was easier to style.

### Curl/Wave Definition:

Curly hair participants, 5 out of 48, struggling with curl definition experienced an improvement within the first 60 days of use.

### Dandruff/Scalp Irritation/Flakiness

5 participants either suffered from dandruff or were experiencing scalp irritation and flakiness. 5 out of 6 exhibited an improvement in scalp health during monthly visual inspection.

In addition, participants in the study mentioned they experienced the following positive changes while using the 3 – step system

- Decreased drying/styling time
- Improvement in style longevity
- Extended colour wearability

Many participants that utilized temporary hair fillers to camouflage their “bald spots” felt comfortable enough to discontinue use.

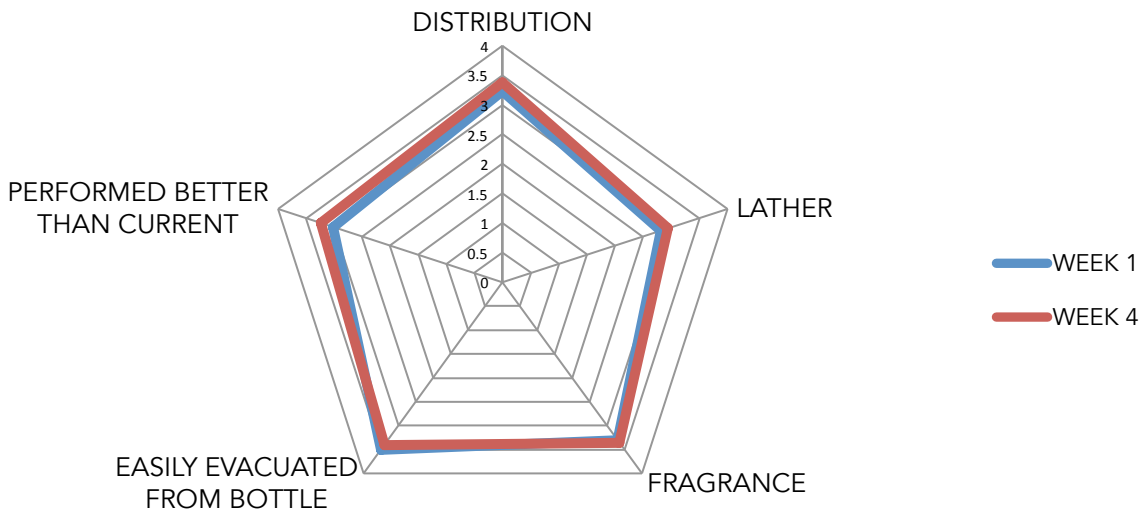
## PRODUCT USAGE/PREFERENCE FEEDBACK

Out of the 79 participants 48 completed the four week product feedback survey. Both the Shampoo and Activator were well received while the conditioner was not well-loved.

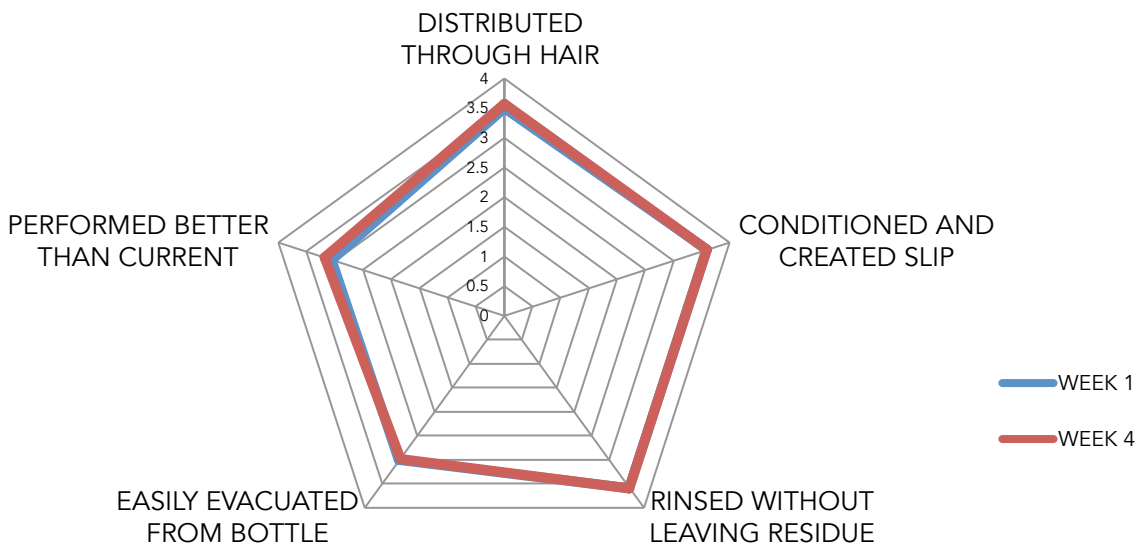
We asked participants to either agree or disagree re: product usage/ result statements. A score of 4 means the participant strongly agreed with our statement. A score of 1 means they strongly disagree.

## PRODUCT USAGE FEEDBACK

Shampoo: 100% of the survey respondents agreed they liked the lather, ease of use and fragrance. In regards to product preference, by week 4 survey respondents stated they felt the évolis shampoo performed better than current.

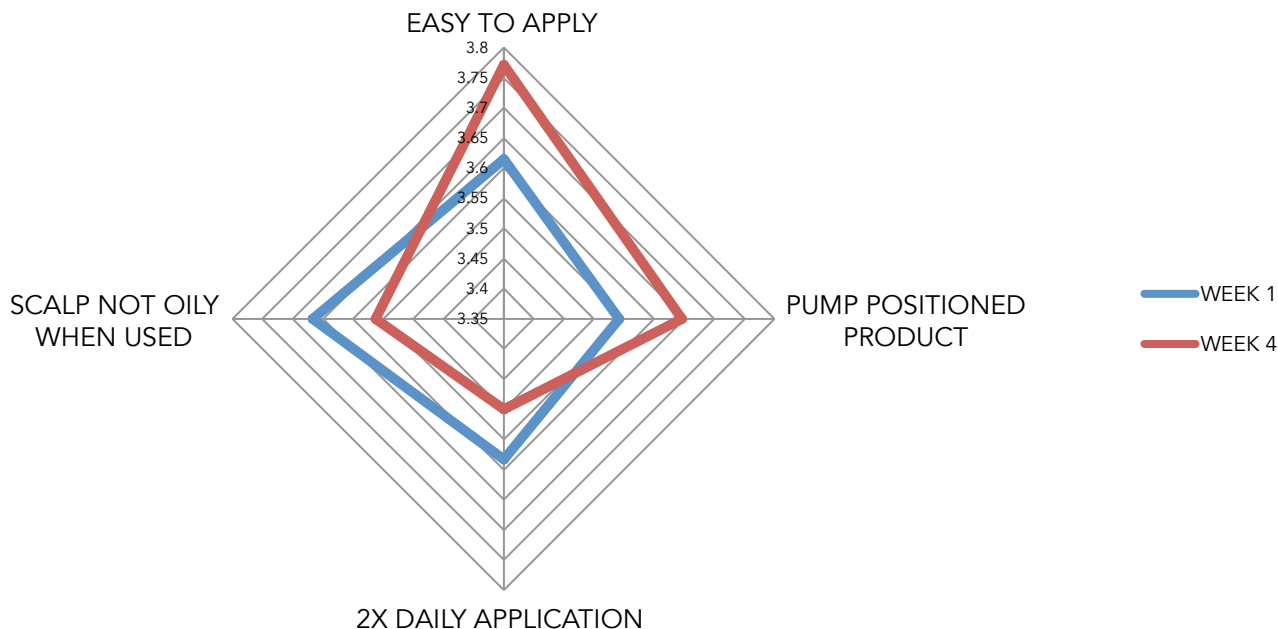


Conditioner: Respondents like the slip and overall ease of use however they struggled evacuating the product from the flip-top bottle and they did not agree the évolis conditioner performed better than their current.

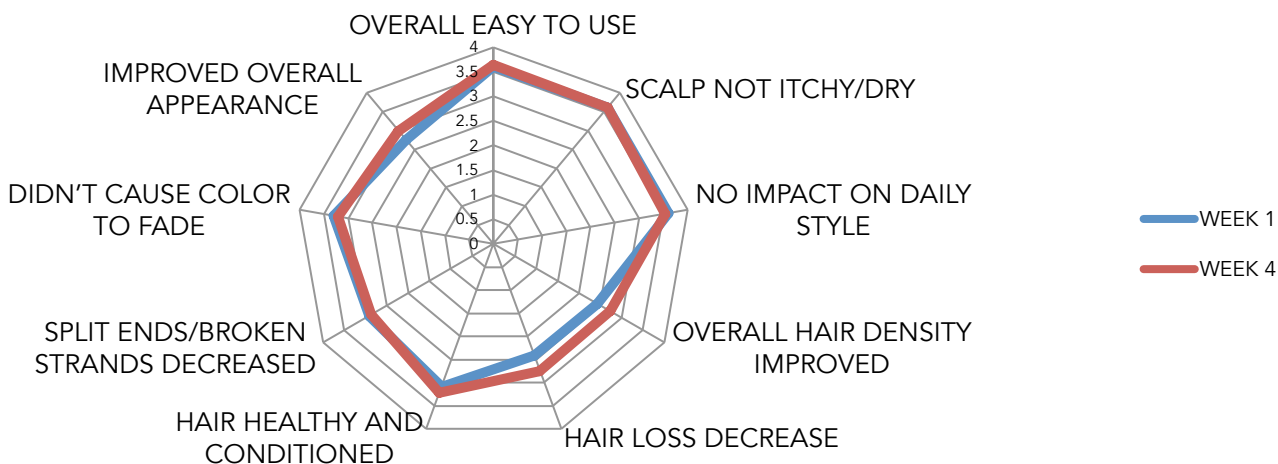


## PRODUCT USAGE FEEDBACK

Activator: 100% of the survey respondents agreed the Activator is easy to apply especially with the directional pump. Unfortunately not everyone likes the fact you have to apply the product 2x day. In addition, some respondents felt from week 1 to week 4 there was some level of residue from constant use.



System: Respondents overall like the 3-step system. As we would expect they did not see an improvement from week 1 to week 4 in regards to hair growth. However they do see a positive change in hair fall by week 4.



## Conclusions:

After 120 days participants witnessed a remarkable difference in their overall hair appearance with 100% seeing an increase in new hair growth and 98% seeing a decrease in hair fall. Of the testers participating in the study 43 out of 79 have purchased évolis system; 22 participants recently finished the study and may still have product available for use.

In regards to product performance/preference, conditioner was the only product not well-loved however challenged with the “product evacuation” may be solved with the addition of the pump; squeezing the bottle is no longer required.

Links to the individual tester details/evidence are found in the below links

[Tester Sheets – testing Waiver, Hair History, Monthly record](#)

[Tester Pictures – before, 30 day, 60 day, 90 day, 120 days](#)

[Individual product performance/preference charts](#)