

**Tradename:** AC Skinmuni-Tea

**Code:** 12048

**CAS #:** 7732-18-5 & 68333-16-4 (or) 92128-79-5 & 84650-60-2 & 68333-16-4 (or) 1686112-36-6

**Test Request Form #:** 10587

**Lot #:** N231002C

**Sponsor:** Active Concepts, LLC; 107 Technology Drive Lincolnton, NC 28092

**Study Director:** Daniel Shill

**Principal Investigator:** Kayla Patterson

**Study Performed:**

Mood Survey Analysis

## **Introduction**

Cosmetics are expected to provide more than just physical benefits. Users want to experience emotional pleasure from their cosmetics, ultimately leading to an improved state of well-being. By experiencing increased emotional pleasure through cosmetic application, users are not only satisfied with the beauty attributes of a product but also an elevated sense of self appreciation. Taken together, the physical and perceived effects of product application contribute to the overall product experience.

Accordingly, a Mood Survey Analysis was conducted to evaluate the effect of applying **AC Skinmuni-Tea** on acute mood state and perceived self-esteem.

## **Study Principle**

Participants completed mood surveys before and 24 hours after product application to demonstrate the dynamic aspects of a product experience and the perceived effects.

## **Materials**

- A. **Mood Surveys:** Brief Mood Introspection Scale (Gashke & Mayer 1988); Rosenberg Self-Esteem Scale (Morris Rosenberg 1979)
- B. **Products:** Base Lotion (Cetaphil® Moisturizing Cream for All Skin Types)
- C. **Software:** Excel Analysis ToolPak (Microsoft)

## Methods

20 M/F volunteers between the ages of 22 and 40 who were known to be free of any skin pathologies participated in this study. Participants applied 5.0% **AC Skinmuni-Tea** in Base Lotion once during a 24-hour period. Participants completed the following two surveys before product application and 24 hours after the initial application:

- A. Pleasant Mood Index (Brief Mood Introspection Scale): This survey provides an evaluation of mood in terms of pleasant or unpleasant. Before the first application, participants indicated how well 16 distinct mood adjectives/phrases described their present mood. After 24 hours, the participants indicated how well the same 16 distinct mood adjectives/phrases described their present mood in relation to the cosmetic benefits of **AC Skinmuni-Tea** application. Higher scores indicate a more pleasant mood.
- B. Global Self-Worth (Rosenberg Self-Esteem Scale): This survey measures both positive and negative feelings about an individual to evaluate self-worth. Before the first application, participants indicated how strongly they agreed or disagreed with ten statements dealing with general feelings. After 24 hours, participants indicated how strongly they agreed or disagreed with ten statements dealing with general feelings in relation to the cosmetic benefits of daily **AC Skinmuni-Tea** application. Higher scores represent more self-esteem.

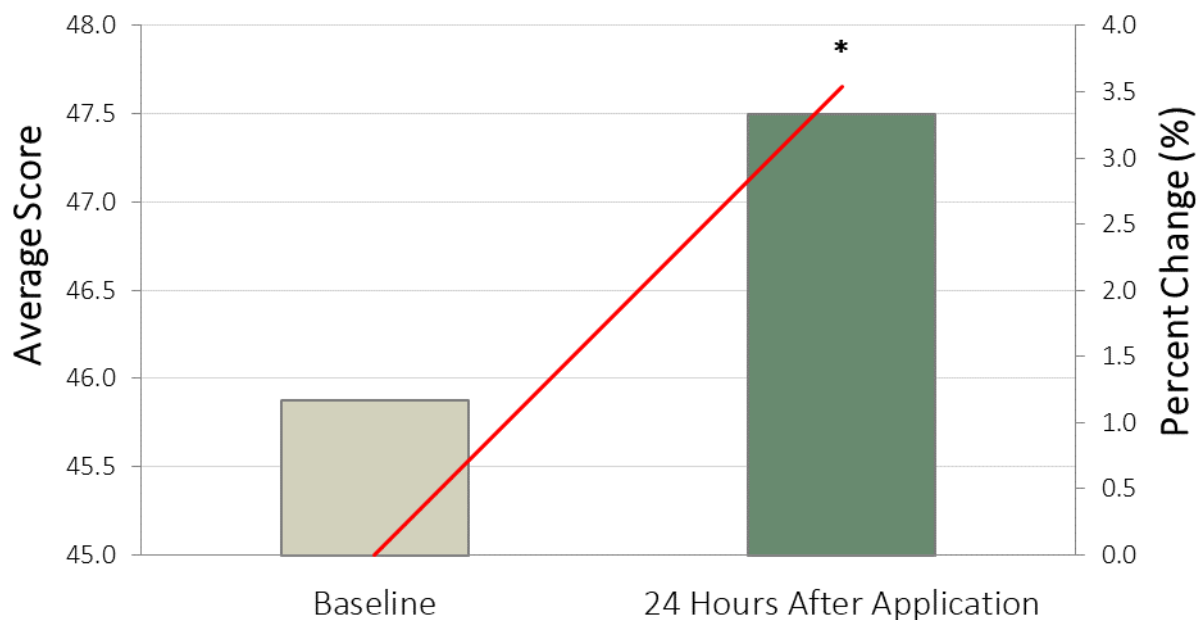
Data is displayed as averages and was analyzed using one-way ANOVAs with statistical significance accepted at  $p \leq 0.05$ . Percent change in survey scores were calculated using the following equation:

$$\text{Percent Change (\%)} = \frac{\text{Survey Score}_{24 \text{ Hours After Application}} - \text{Survey Score}_{\text{Baseline}}}{\text{Survey Score}_{\text{Baseline}}} \times 100$$

## Results

The data obtained from this study met criteria for a valid study as **AC Skinmuni-Tea** performed as anticipated compared to baseline. Application of 5.0% **AC Skinmuni-Tea** once in a 24-hour period demonstrated effective immediate and short-term increased mood and self-esteem perception.

## Pleasant Mood Index AC Skinmuni-Tea

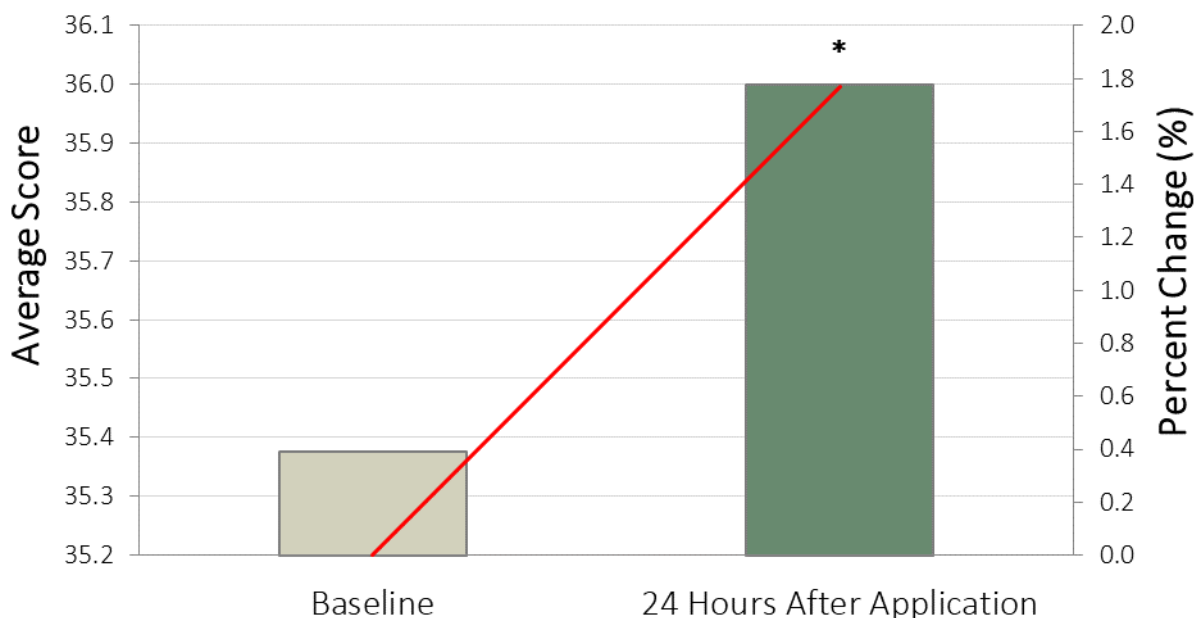


**Figure 1.** The impact of AC Skinmuni-Tea application on Pleasant Mood Index scores. The Pleasant Mood Index (Brief Mood Introspection Scale) provides an evaluation of mood in terms of pleasant or unpleasant with higher scores indicating a more pleasant mood. \* indicates significance ( $p \leq 0.05$ ) compared to Baseline values.

**Table 1.** T-test Analysis of Brief Mood Introspection Scale Scores from Baseline to 24 Hours After Application. \* indicates significance ( $p \leq 0.05$ ) compared to Baseline values.

	5.0% AC Skinmuni-Tea
P-value	0.032*

## Global Self-Worth AC Skinmuni-Tea



**Figure 2.** The impact of **AC Skinmuni-Tea** application on Global Self-Worth scores. The Global Self-Worth (Rosenberg Self-Esteem Scale) survey measures both positive and negative feelings about an individual to evaluate self-esteem with higher scores representing more self-esteem. \* indicates significance ( $p \leq 0.05$ ) compared to Baseline values.

**Table 2.** T-test Analysis of Rosenberg Self-Esteem Scale Scores from Baseline to 24 Hours After Application. \* indicates significance ( $p \leq 0.05$ ) compared to Baseline values.

	5.0% AC Skinmuni-Tea
P-value	0.006*

### Discussion

The Mood Surveys were implemented to assess the impact of **AC Skinmuni-Tea** on acute mood state and perceived self-esteem after 24 hours of initial product application.

The results of this Mood Survey Analysis demonstrate applying **AC Skinmuni-Tea** positively impacts participants' acute mood and self-esteem after product application (Figures 1, 2). After 24 hours of 5.0% **AC Skinmuni-Tea** application, participants experienced a 4% increase in pleasant mood and a 2% increase in self-worth, when compared to baseline (Figures 1, 2; Tables 1, 2). These results indicate that **AC Skinmuni-Tea** improves the well-being of participants after one application in addition to the traditional physical beauty attributes associated with cosmetic products.

In conclusion, the present Mood Survey Analysis demonstrates applying **AC Skinmuni-Tea** augments acute perceivable mood and self-esteem scores when added to personal care applications at recommended use levels. Collectively, **AC Skinmuni-Tea** elicits short-term, perceivable mood and self-esteem effects and confers benefits beyond the traditional physical beauty attributes associated with cosmetic products.

## References

1. Mayer, J. D., & Gaschke, Y. N. (1988). The experience and meta-experience of mood. *Journal of Personality and Social Psychology*, 55, 102-111.
2. Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press.